



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

Digital Marketing

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MASTER THESIS

<p><i>TITLE</i> " Vartotojų patirtis ir ketinimas naudotis FDA per suvoktos vertės ir "iš lūpų į lūpas" tarpininkavimo vaidmenį"</p>	<p><i>TITLE</i> "Consumer experience and intention to use FDA through mediating role of perceived value and word of mouth"</p>
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Date of Submission: 2024-01-03

Vilnius, 2024

SUMMARY
CONSUMER EXPERIENCE AND INTENTION TO USE FDA THROUGH
MEDIATING ROLE OF PERCEIVED VALUE AND WORD OF MOUTH

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Master's Thesis

Digital Marketing Master's Programme

Faculty of Business School, Vilnius University

Academic supervisor - Neringa Vilkaite-Vaitone

Vilnius, 2024

Master thesis consists of 85 pages, 40 tables, 1 figure and 75 references.

The usage of E-commerce has been rising rapidly and significantly. This has huge impact on revolutionizing the purchasing industry. Consumers are leaning towards an entirely distinct era due to the extensive use of mobile devices. Examining the desire to utilize food delivery applications is vital in comprehending customer actions, enhancing the calibre of service, amplifying customer contentment, attaining a competitive edge, fostering business expansion, and optimizing revenue. The goal of this study therefore was to examine the impact of consumer experience on intention to use food delivery applications, using perceived value and word of mouth as mediating factors. To enhance the validity of the study, loyalty and attitude were also be included in the model as independent variables.

Literature revealed that the success of food delivery apps depends on the company's capacity to satisfy customer demands, have a better online customer experience, and foster the need to use the app again. Review of the literature also revealed that other than consumer experience, there are a number of other variables related to consumers' intent to use food delivery applications and platforms. These include loyalty, word-of-mouth recommendations, performance expectations, attitude of consumers towards using food delivery apps or

websites, perceived risk, performance expectancy, word of mouth, quality of service, and perceived value.

Data used in this study was collected from 261 participants in Pakistan using an online survey. On overall, the findings of the study revealed that customer experience significantly impacts one's intention to use of food delivery apps. Consumer experience and attitude were found to have a positive impact on intentions to use food delivery apps. It was also found out that consumer loyalty does not affect one's intention to use food delivery apps again. The findings further indicated that loyalty and attitude have a positive impact on the consumers' perceived value on the use of food delivery apps. The findings however indicated that consumer experience does not significantly impact their perceived value of the use of food delivery apps. Only attitude was found to have a positive impact on the likelihood of spreading information about food delivery apps by word of mouth; consumer experience and loyalty were not found to have an impact on word of mouth. The results also revealed that customers who got to hear about the use of food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps. Word of mouth was found to mediate the relationship between customer experience and their intention to use food delivery apps. It however found that perceived value does not mediate the relationship between customer experience and their intention to use food delivery apps.

The findings of this study have a number of practical implications for use for marketing and business in the food delivery apps industry in Pakistan. These findings highlight the need for food delivery companies to put in place measures that facilitate positive consumer experience. The companies should put in place pro-customer policies that see into it that customers enjoy the procedures and services offered. Companies also ought to focus on ways to build and maintain positive attitude among customers. Companies providing food delivery app services also could consider putting in place loyalty programs to potentially improve the perceived value. Last but not least, companies should aim at providing promotions and value-added services, to better the perceptions of users on the food delivery platform.

SANTRAUKA
VARTOTOJŲ PATIRTIS IR KETINIMAS NAUDOTIS FDA PER SUVOKTOS
VERTĖS IR "IŠ LŪPŲ Į LŪPAS" TARPININKAVIMO VAIDMENĮ

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Akademinis prižiūrėtojas - Neringa Vilkaite-Vaitone

Vilnius, 2024

Magistro darbą sudaro 85 puslapių, 40 lentelių, 1 paveikslai ir 75 literatūros šaltinių.

Elektroninės prekybos naudojimas sparčiai ir reikšmingai auga. Tai daro didžiulę įtaką pirkimo pramonės revoliucijai. Vartotojai dėl plataus mobiliųjų prietaisų naudojimo pereina į visiškai kitokią erą. Noras naudotis maisto pristatymo programomis yra labai svarbus norint suprasti klientų veiksmus, pagerinti paslaugų kokybę, padidinti klientų pasitenkinimą, pasiekti konkurencinį pranašumą, skatinti verslo plėtrą ir optimizuoti pajamas. Todėl šio tyrimo tikslas - iširti vartotojų patirties poveikį ketinimui naudotis maisto pristatymo programėlėmis, kaip tarpinius veiksnius pasitelkiant suvokiamą vertę ir "žodį iš lūpų į lūpas". Siekiant padidinti tyrimo pagrįstumą, į modelį kaip nepriklausomi kintamieji taip pat buvo įtraukti lojalumas ir požiūris.

Literatūra atskleidė, kad maisto pristatymo programėlių sėkmė priklauso nuo įmonės gebėjimo patenkinti klientų poreikius, užtikrinti geresnę klientų patirtį internete ir skatinti poreikį dar kartą naudotis programėle. Literatūros apžvalga taip pat atskleidė, kad, be vartotojų patirties, yra daug kitų kintamųjų, susijusių su vartotojų ketinimais naudotis maisto pristatymo programėlėmis ir platformomis. Tai lojalumas, rekomendacijos iš lūpų į lūpas, veiklos lūkesčiai, vartotojų požiūris į naudojamą maisto pristatymo programėlėmis ar

interneto svetainėmis, suvokiama rizika, veiklos lūkesčiai, rekomendacijos iš lūpų į lūpas, paslaugų kokybė ir suvokiama vertė.

Šiame tyrime naudoti duomenys buvo surinkti iš 261 dalyvio Pakistane naudojant internetinę apklausą. Apskritai, tyrimo rezultatai atskleidė, kad klientų patirtis daro didelę įtaką ketinimui naudotis maisto pristatymo programėlėmis. Nustatyta, kad vartotojų patirtis ir požiūris daro teigiamą poveikį ketinimams naudotis maisto pristatymo programėlėmis. Taip pat nustatyta, kad vartotojų lojalumas neturi įtakos ketinimui vėl naudotis maisto pristatymo programėlėmis. Be to, išvados parodė, kad lojalumas ir požiūris daro teigiamą poveikį vartotojų suvokiamai vertei naudotis maisto pristatymo programėlėmis. Tačiau išvados parodė, kad vartotojų patirtis neturi reikšmingos įtakos jų suvokiamai maisto pristatymo programėlių naudojimo vertei. Nustatyta, kad tik požiūris turi teigiamą poveikį tikimybei skleisti informaciją apie maisto pristatymo programėles iš lūpų į lūpas; nenustatyta, kad vartotojų patirtis ir lojalumas turėtų įtakos informacijai iš lūpų į lūpas. Rezultatai taip pat atskleidė, kad vartotojai, kurie apie maisto pristatymo programėlių naudojimą sužinojo iš lūpų į lūpas, greičiausiai labiau ketina naudotis maisto pristatymo programėlėmis. Nustatyta, kad "iš lūpų į lūpas" tarpininkauja ryšiui tarp klientų patirties ir jų ketinimo naudotis maisto pristatymo programėlėmis. Tačiau nustatyta, kad suvokiama vertė nelemia ryšio tarp klientų patirties ir jų ketinimo naudotis maisto pristatymo programėlėmis.

Šio tyrimo išvados turi daug praktinių pasekmių, kurias galima panaudoti rinkodaros ir verslo tikslais maisto pristatymo programėlių pramonėje Pakistane. Šios išvados rodo, kad maisto pristatymo įmonėms reikia įdiegti priemones, kurios palengvintų teigiamą vartotojų patirtį. Bendrovės turėtų įgyvendinti klientams palankią politiką, kuri užtikrintų, kad klientams patiktų siūlomos procedūros ir paslaugos. Bendrovės taip pat turėtų sutelkti dėmesį į būdus, kaip formuoti ir palaikyti teigiamą klientų požiūrį. Įmonės, teikiančios maisto pristatymo programėles paslaugas, taip pat galėtų apsvarstyti galimybę įdiegti lojalumo programas, kad pagerintų suvokiamą vertę. Galiausiai, bet ne mažiau svarbu, įmonės turėtų siekti teikti akcijas ir pridėtinės vertės paslaugas, kad pagerintų vartotojų požiūrį į maisto pristatymo platformą.

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LIST OF ABBREVIATIONS

FDA	Food delivery apps
O2O	Online to offline
IT	Information Technology
TBP	Theory of Planned Behaviour
MFOA	Mobile Food Ordering Apps
PR	Perceived Risk

INTRODUCTION

Thanks to the internet and mobile technology, the usage of E-commerce has been rising rapidly and significantly. This has a huge impact on revolutionizing the purchasing industry. The purchasing landscape has changed significantly over the past ten years, with e-commerce dominating across all industries and sectors, including shopping from supermarkets buying accessories for your wardrobe, and even buying manufacturing equipment etc. Besides buying groceries on the Internet, other areas of the food business, such as food service establishments, appear to be more open to the contemporary method of purchasing food. Customers may now order meals from virtually anywhere, such as their home, place of business, or other location, thanks to food delivery applications (FDAs).

Consumers are leaning towards an entirely distinct era due to the extensive use of mobile devices. An et al. (2023) explained that due to the local food delivery sector's rapid advancement and the swift expansion of delivery apps, there is significant competition in the industry now. Additionally, according to Zanetta (2021), online-to-offline platforms (O2O) are being used for several purposes and are encouraging others to follow suit. O2O is a type of e-commerce platform that links both online and offline services and is becoming more popular in various areas, especially the food and beverage sector (An et al., 2023). More specifically, an excellent illustration of the food industry, which blends food and information technology (IT) and mobile food delivery apps, FDAs, has experienced tremendous expansion as a result of the rise in accessibility and adoption of smartphones.

The trend of ordering food online through FDAs is largely driven by consumers' increasingly busy daily schedules, which leave them with little time for cooking. According to Yat2 in 2019, using FDAs has evolved into a practical and effective technique for receiving fast food, helping to avoid preparing meals for the entire day. Besides being an effective method of receiving food, An et al. (2023) argued that another factor that led to the rapid growth of mobile food delivery apps was the COVID-19 epidemic. Clients concerned about their health and safety chose mobile food delivery platforms over conventional methods as a non-face-to-face service technique, which led to a significant rise in the sector's development. In addition to being beneficial to consumers, FDAs also enable food and beverage businesses to collect consumer data and improve operations. As a result, more jobs are created, as stated by (Puneet Kaur,2020).

This study intends to examine consumers' experience with the usage of FDAs for a variety of purchases, including grocery shopping and ordering food from restaurants.

Researchers may learn more about how users view and interact with these programs from this information. In this research, there is a lot of discussion about various elements that affect the use of mobile apps, including performance expectations, loyalty, attitude, service quality, perceived risk, and intention to use. The idea of Performance Expectancy is also covered, emphasizing how individuals are becoming more and more interested in utilizing new technologies and applications because of the huge advantages they provide. This research, therefore, looks at how consumers feel about using these apps and how likely they are to utilize electronic devices and apps to order goods like food, clothing, beauty, and toys, with the goal of supplying.

When compared to offline ways, e-commerce is the most convenient and affordable means of shopping, according to Emerson Wagner Mainardes (2019). E-commerce has the potential to aid people in expanding their enterprises; however, when compared to conventional methods, sales are still very modest (need statistical data). Due to mistrust of technology and worries about online payment options, some consumers are afraid of doing online shopping. All industries, like food, clothes, grocery, and technology sectors, face major obstacles due to the perceived risk (PR) connected with online buying. Ventre & Kolbe, 2020 claims that, as a result, first-time e-commerce users frequently favor paying cash on delivery. According to Ali et al. (2021), people who lack trust exhibit skepticism and doubts regarding the performance of emerging technological products. Such individuals feel less secure and perceive the adoption of new technology as posing a higher risk. As such, due to their inherent concern about transition and uncertain outcomes, people with mistrust issues, especially first-time users, tend to resist adopting new technologies. In circumstances when customers must heavily depend on their smartphones, such as when selecting food and required to make payments for it by giving out personal information through their cell phones, consumers might or might not decide to use mobile food delivery apps (An et al., 2023). Hence, it is essential to fully understand customer preferences, such as trust regarding technology usage, in order to give consumers the best conditions for using mobile food delivery apps.

Studies like Bauerová (2018), Yasina et al. (2020), and Van Kien Pham show that a significant amount of study has been done on customer behaviour in the context of online purchasing (2020). Yet, there hasn't been much progress made in the area of ordering meals online, either from restaurants or from homes. According to Ronan de Kervenoael (2016), every person's decision-making processes are different, which holds true for using applications to order food.

My research emphasis on elements that directly affect consumers' purchase decisions gives rise to its theoretical significance. Consumer preferences, for instance, are greatly influenced by factors like risk assessment and client loyalty. Study has shown that there are no appreciable user behaviour differences when it comes to online meal delivery services regardless of the socioeconomic situation. (Burlea-Schiopoiu, 2021).

However, whether a person lives in a family or a single-person household, one's consumer behaviour is affected by the sort of household they are a part of. Businesses may modify their goods or services in reaction to the circumstances at hand to satisfy the shifting demands and customer behaviour. Consequently, making marketing investments, offering a secure product, and building trustworthy relationships can boost consumer happiness and loyalty even in difficult economic circumstances (Dinu, 2021).

This research focuses on Pakistan, as there are many misconceptions about online purchasing. Also, very few people have know - how about this (Anam Bhatti, 2018). My research also focuses on certain demographic groups that place food orders, including students, employees, and housewives.

Study aim - The aim of this study is to examine the impact of consumer experience on intention, using perceived value and perceived risk as mediating factors.

Study Problem - How does customer experience affect one's intention to use food delivery platforms?

This study will attempt to address the following research questions

1. How does customer experience influence intention to use mobile food delivery platforms in Pakistan?
2. How does perceived value mediate the relationship between customer experience and intention to use mobile food delivery platforms in Pakistan?
3. How does word of mouth mediate the relationship between customer experience and intention to use mobile food delivery platforms in Pakistan?
4. How do consumers perceive the value offered by food delivery apps in Pakistan?

Study objectives

1. To investigate the relationship between customer experience and the intention to use mobile food delivery platforms in Pakistan.
2. To examine the mediating roles of perceived value and word of mouth on the relationship between customer experience and intention to use mobile food delivery platforms in Pakistan.

3. To reveal the possible links between the concept of consumer experience and the concept of intention to use in the literature.

1 THEORETICAL BACKGROUD OF CONSUMER EXPERIENCE AND INTENTION TO PURCHASE

1.1 INTENTION TO PURCHASE AND CONSUMER EXPERIENCE

1.1.1 The concept of intention to use food delivery apps

Examining the desire to utilize food delivery applications is vital in comprehending customer actions, enhancing the caliber of service, amplifying customer contentment, attaining a competitive edge, fostering business expansion, and optimizing revenue. This assessment empowers companies to harmonize their offerings with customer anticipations, accommodate market requirements, and provide an outstanding user experience.

The success of food delivery apps depends on the company's capacity to satisfy customer demands, have a better online customer experience, and foster the need to use the app again. However, DeFranco (2020) claims that several variables significantly affect whether or not consumers would utilize meal delivery apps to get food from various platforms. These elements include loyalty, word-of-mouth recommendations, performance expectations, attitude, and perceived worth. So, considering these factors is necessary when analyzing user experiences with meal delivery applications. Verkijika & De Wet (2019) argued that positive word of mouth could address poor intention to use mobile food delivery apps. In a study conducted by Verkijika & De Wet (2019) in South Africa, while using 100 study participants, the research findings showed that most individuals who try mobile food delivery apps use the app once or for a single trial and then abandon the platform. However, the findings additionally showed that positive word of mouth from frequent users through highlighting the simplicity of the apps and the quality of service provided was vital in influencing the app customer satisfaction and their intentions to use the platform (Verkijika & De Wet, 2019). These findings, therefore, illustrate the loyalty of customers spreading positive word of mouth and the compelling cost implications of positive word of mouth as a way of shaping other people's intentions to utilize the platform.

Service quality and perceived risk were shown to be the moderating factors in this study between user experience and likelihood to utilize food delivery applications. According to An et al. (2023), positive service quality positively impacts the company's usability. It enhances the intention of customers to use the app, while negative service quality, such as unreliability, will discourage people from using the app. Concurrently, perceived risk can also result in negative impacts on the app's utility since people fear adverse outcomes of using the platform.

The continued use of mobile food delivery enhances the app's utility and mitigates the consumer's fears of potential risks; therefore, if people use applications frequently, they are less likely to be in danger. Future research will be vital in understanding how different types of food delivery apps may change a factor that affects a customer's decision to use one (Leonardo et al., 2020). In a research study conducted by Lin et al. (2023) using 1000 users of food delivery apps, and with the intention of investigating the influence of service quality on the utility of the app, the findings showed that the mediating factors of service quality including efficiency, customer accommodation, and service charge influenced the food and platform customer satisfaction hence the intention to continue using the app.

Perceived risk plays a significant role in determining the repurchase intention of users. When the mediating factors of perceived risk are significant, the users may hesitate to continue utilizing the app or, even worse, discourage others from using it. Pillai et al. (2022) conducted a research study using 814 individuals in the United States to determine the impacts of perceived benefits, including loyalty and trust, as well as perceived risks, such as psychological and economic risks, on the utility of mobile food delivery apps Pillai et al. (2022). The study's findings indicated that consumer-perceived risks, particularly security, economic, performance, and psychological risks, influence the use of the apps and can deter users from utilizing the platform since they fear the uncertainty of the app's security, reliability, and quality. According to Pillai et al. (2022), in order to mitigate the effects of perceived risk, it is crucial to address the individual risks, including the psychological, economic, and risks arising from the goods. Addressing these risks is critical to enhancing the user app experience and promoting the intention of using the app.

Enhancing the user experience is critical in ensuring that customers are satisfied and promoting customer retention and the utility of the app. In order to provide a favourable client experience and promote repeat business, restaurant owners should strive to enhance the quality of their FDA compliance and internet services while limiting total risk, as suggested by Rosenbloom (2004). In a study designed to examine the relationship between customer experience, familiarity, usefulness, and the desire to use mobile food delivery applications, Choi (2020) discovered that customer experience, engagement with the application, and system ease of use had a major effect on customer satisfaction. Additionally, the results demonstrated that the service quality improved the user experience. The results also indicated that a client's effectiveness in identifying the things to order was impacted by how well-versed they were in the app. This resulted in customers wasting less time and lowering their online buying risk. As

such, familiarity with the app, user experience, and ease of use were crucial in enhancing the intention of using mobile food delivery apps.

The rapid advancement in internet technology has significantly influenced people's shopping lifestyles and society. According to Ali et al. (2021), the global mobile food delivery market was approximately 136.4 billion U.S. dollars in 2021. These findings show a significant shift in the shopping behaviour. At the same time, online shopping has significantly increased throughout Asia, and Pakistan, the fourth-most populated country in the continent, has a sizable internet user base. Ali et al. (2021) found that among the 76.3 million frequent internet users in Pakistan, 44.1 million mostly utilize online shopping platforms. These findings thus show the significance of online shopping and its adoption in Pakistan. Wang (2018) conducted a study to thoroughly examine Pakistani online shoppers' preferences for particular food categories, similar to those of their Chinese counterparts. The study findings suggest that Pakistani consumers are more inclined to purchase fast meals, snacks, and foreign goods online than fresh cuisine. These kinds of foods are mainly associated with young people. Ali et al. (2021) argued that demography and the appetite of youthful individuals spurred the expansion of online food delivery platforms. However, regardless of the enormous capacity of these platforms, only 15% of the Pakistani population chose to purchase meals online Ali et al. (2021). These findings demonstrate that the consumption pattern of Pakistani people is yet to be understood. Therefore, there is a pressing need to comprehend how consumers behave toward mobile food delivery services. Thus, businesses that sell food products that are accepted by the general population are advised to foster positive customer attitudes and purchase behaviour toward their products and services.

By examining the effects of numerous factors on customers' online shopping frequency, this study explores consumers' attitudes and behaviour about online grocery shopping, particularly for food/groceries and fresh food. According to Chen, decision-makers must also comprehend the factors that influence people's decision to buy groceries online as well as the sources of information they rely on (2019). Jun et al. (2021) conducted a study to investigate the factors that impact people's decisions and intentions of purchasing food online during the COVID-19 pandemic. The findings highlighted several vital issues influencing customer attitudes toward mobile food delivery platforms. According to Jun et al. (2021), perceived usefulness, perceived security, and trust were important in establishing the purchasing behaviour and user attitude in using the platform. Therefore, it is crucial to understand the attitude and behavioral patterns of consumers toward the app, such as trust and their experience, in order to establish corresponding measures to foster their intention of using the platform.

Consumer perception research is crucial for preserving a favourable brand quality and store image since it enables businesses to understand their clients better and learn about their preferences, intended purchases, and purchasing patterns. Due to the constant demand for novel and distinctive items among consumers, this knowledge may give a competitive advantage. According to this study, consumer behaviour is influenced by personal preferences.

1.1.2 The concept of consumer experience

A user is more likely to recommend an app to others if they enjoy using it. Users are wary of lying to others because the frequency of app usage depends on a person's lifestyle. According to Soopramanien (2016), a number of factors influence the crucial variable that links user experience to the possibility of utilizing meal delivery applications. Lee et al. (2017) employed the extended technology adoption framework to evaluate the correlations that exist between the parameters that influence the way consumers utilize food delivery applications. Using an individual-administered online questionnaire, the researchers found that the perceived value was significantly influenced by user-generated data and the reliability of the system (Lee et al., 2017). Furthermore, system and design attributes greatly impacted the individual ease of usage, which subsequently enhanced the attitudes toward the utility of the apps

1.1.3 Consumer experience as a determinant of intention to use food delivery apps

Increased dangers and the unintended revealing of personal information are both potential outcomes of purchasing online. Despite this, it is frequently difficult to solve privacy concerns and enhance the entire shopping experience when buying groceries and food online. A study was carried out in Pakistan using a smartphone app to order meals from fast-casual restaurants to demonstrate the efficacy of a new mobile channel (Iqbal, 2018). Mobile food delivery app clients' primary concerns are safety and privacy. Emam & Wageh Mahmoud (2022) found that in order to address consumers' concerns regarding safety and confidentiality, numerous apps have implemented techniques that allow consumers to validate, review, and verify privacy rules for online purchases. Furthermore, according to the findings of a survey by Emam & Wageh Mahmoud (2022), more than 70% of all clients refused to provide details or complete an online purchase due to safety and confidentiality issues. Trust in the app's privacy policies impacts the decision to obtain goods from an online platform or smartphone app. These findings thus show that people perceived the platform's safety as one of the significantly critical concerns amongst internet shoppers.

Consumers purchase behaviour is influenced by perceived security, trust, and app satisfaction. Using the theory of planned behaviour, TPB technique, Tran (2021) examined

customer behaviour in respect to both informational and purchasing actions. The findings indicated that several variables, including the consumer's attitude, perceived risk, website trust, social influence, technology, perceived value, personal online skills, and performance expectations, affected these forms of behaviour. Additionally, the research showed that while perceived food security was correlated with behavioural choices and social isolation to favourable circumstances for delivery hygiene, personal standards, attitudes, and behavioural regulation were each connected with behaviour and continued motive for utilizing mobile food delivery applications (Tran, 2021).

Customers anticipate that couriers working for companies like Uber Eats, Food Panda, and Cheeta will have the skills necessary to deliver a positive and fulfilling experience. Even when the app offers a nice online experience, and the food is good and delivered quickly, a bad courier encounter might ruin an otherwise positive experience. Wu (2022) argued that the users' intentions to use mobile applications are significantly affected by the design and related service benefits or limitations, which can lead to an increase or decrease in its utilization. Using 3000 hyperlinks of invitations to conduct a survey, Wu (2022) found that by offering one-stop services, giving accurate and valuable information, and providing professional workers, cutting-edge food delivery mobile applications increase the efficiency of mobile food delivery apps. These apps utilize GPS and taxi routes and, as such, more effectively meet user demands, resulting in more outstanding ratings and more user intention (Wu, 2022). These findings show that enhancing service delivery by providing significantly better food delivery systems improves the consumer's online experience, hence the need to continue utilizing it.

In terms of how consumers actually utilize mobile meal ordering applications, there is a higher correlation between customer satisfaction and service quality. Users of these apps are particularly included in the poll. According to Sultana (2020), a person with sufficient technical understanding is typically less likely to be persuaded to test a new system simply because it is anticipated to make things easier.

According to Sah (2017), internet evaluations or suggestions may have an impact on consumers' satisfaction and willingness to utilize meal delivery applications. These apps' useful feature of allowing consumers to track their orders online without having to speak to restaurants directly enhances the customer experience and lessens the need for direct contact, ultimately saving time, effort, and money compared to traditional meal ordering methods.

Customers are more likely to create a habit of using MFOA if they are happy with how they use it. Individuals frequently carry on with behaviours that have produced favourable results and experiences. By emphasizing the advantages of mobile technology, such as

personalisation, responsiveness, continual connectivity, and active control, MFOA operators can improve the meal ordering experience. Alalwan (2020) found that consumers are happy with their experiences utilizing these apps and highly value them as long as they receive individualized attention and care. This level of personalization is made possible by the ease with which vast volumes of recent or prior client data may be collected and stored using mobile technology.

Also, the design of MFOAs provides customers additional latitude when placing meal orders. Additionally, customers are more likely to expect pertinent, similar, and appropriate responses to any questions or problems they may have. Restaurants and MFOA operators communicate and coordinate their efforts in order to provide customers with a high level of response.

1.2 OTHER POTENTIAL FACTORS AFFECTING THE INTENTION TO USE FOOD DELIVERY APPS

1.2.1 Attitude of consumers towards using food delivery apps or websites

In the context of purchasing behaviour, an attitude refers to a developed inclination to act repeatedly favorably or unfavorably towards an item in particular. According to Lasi (2020), people's level of caution when utilizing food delivery apps can vary depending on how important a certain item is to them. Additionally, the level of trust a person has in a website might affect how they perceive it. Companies in the culinary and online retail industries ought to utilize apps more regularly to improve their clientele. The benefits of utilizing these apps should be emphasized in order to preserve a positive image, as Sultana has done (2020). In research conducted by Timur et al. (2023), the findings of the study indicated that in order to make the applications easier to use and enhance the user experience, the platforms should be of high quality and personalized to the customer preferences and likes. Improving the applications' usability makes it easy for mobile food delivery apps to satisfy, attract and retain consumers.

Consumers hold high standards for the quality of services provided by websites when engaging in financial transactions online. Consequently, businesses must possess a robust website infrastructure in order to market and sell their products and services effectively. This importance is even more pronounced for companies like online meal delivery services, as they heavily rely on online platforms for their core operations and communication (Sasikumar, 2021). Maintaining high-quality standards in the delivery platforms depends on its capacity to consistently reflect on its reliability in providing a safe and user-friendly purchase process. Timur et al. (2023) highlighted in their findings that customer buying preference, lifestyle,

perception of safety, and consumer demographics significantly influence their attitude toward using mobile food delivery apps. Therefore, holding high safety and usability standards of the platform has tremendous contributions to the consumer attitude and hence the use of the platform.

To ensure the profitability and customer loyalty of Internet businesses, it is imperative to uphold the excellence of our website. This can be accomplished by actively encouraging customers to share their feedback and reviews on our platform. The presence of an exceptional website holds significant importance in the prosperity of online businesses (R. Ramesh, 2021). In a study conducted particularly to investigate the reliability and perceived utility of mobile food delivery apps by taking into account the effects on the attitudes, loyalty, and desire to use the platform frequently, Al Amin et al. (2020) found that the consumers perceived use of the app was significantly determined by their loyalty to the app. Additionally, the findings indicated that the consumers perceived reliability and usefulness were influenced by the attitudes of the consumers. The results, therefore, illustrated that customer loyalty to using the app would enhance the app's profitability and the intent to use the app frequently.

The development of food delivery apps should also concentrate on a number of variables that can affect users' attitudes and intents to use the apps. These elements include the caliber of the service, the perceived risk, the credibility of the website, client loyalty, word-of-mouth recommendations, and the whole consumer experience. In a report from 2018, Nugroho made this claim. Al Amin et al. (2020) found that in the context of mobile food delivery apps' reliability and usability, the consumers repeated desire and intention to use the platform depends on their loyalty and experience in using the platform. In addition to these findings, a study that examined the role of perceived risk and loyalty to the predisposition of customers to use the app Chung et al. (2022) continuously also found that perceived risk of using the app and user loyalty and satisfaction influence their attitude and intention to use the platform. The quality features that an app exhibits, such as reduced risk, ease of usability, and user experience, enhance the customer's attitude toward the app, increasing their intention of using the platform.

Customers' perceptions of value and the effect of website trust on food purchases made through mobile devices, however, shape their attitudes. Although the importance of attitude has been emphasized in the majority of studies on deliberate conduct. The main goal for online food platforms is to increase their customer base in order to meet the evolving tastes of the expanding middle class, which is interested in high-end imported or speciality foods (Wang H. H., 2019). Chung et al. (2022) did an analysis of the effect of convenience, trust, and the different options on the perceived value of food delivery platforms. The findings of their study

showed that good user experiences, such as convenience and food prices, enhanced their perceived value of the app. Chung et al. (2022) additionally studied the influence of the app's perceived value on the user's attitudes and their desire to continue using the platform. The results of the study revealed that the consumer's attitude and perceived value of the platform contribute significantly to their willingness to use mobile food delivery apps repeatedly. These findings illustrate that the amount of trust people have in mobile food purchases influences their attitude and, thus, their perceived value of using the platform.

One's mindset has an impact on how much value is perceived and how likely one is to use the FDA. Researchers discovered that many people regularly order their meals online, especially students and people who are working, by looking at customer attitudes. Due to their dependability and efficiency, internet meal delivery services have become highly popular. This demonstrates how customers use a variety of companies to compare and pick the finest service provider. A 2019 study by Natarajan Chandrasekhar supports these conclusions.

Understanding customer perceptions of and intentions for online food purchasing in light of the current status of the expanding economy is significantly essential for online food marketplaces. Nguyen (2019) demonstrated that customers' sentiments toward online food purchases are significantly influenced by perceived value. Hence, food e-retailers can use marketing campaigns to highlight how quick, easy, and convenient online food buying is for customers.

1.2.2 Loyalty

Getting honest feedback from customers and promptly resolving any issues they may have can enhance their loyalty. However, the advantages of retailer credit cards and loyalty cards are limited since anyone can sign up without any privacy restrictions. To improve privacy and increase loyalty, using company-provided apps that offer loyalty cards and club memberships is one approach. Typically, when customers are loyal, they use mobile apps to order food from a specific restaurant in the expectation of being rewarded (Iqbal, 2018). Having an extensive consumer base is an essential factor for food delivery apps. In this era of technological advancement, a lot of food delivery platforms are putting in tremendous effort to establish and maintain their user loyalty programs. Most mobile food delivery apps now invest in mobile loyalty apps to promote their customer loyalty base. In a study by Son et al. (2020) to investigate how the transition to loyalty apps influences customers' reward redemption trends and buying habits, the findings showed that using loyalty apps contributes to higher spending, more regular purchases, and a greater frequency of reclaiming rewards.

The total customer experience—which includes elements like perceived value and performance expectations—needs to be improved if Mobile Food Ordering Apps (MFOA) operators hope to keep customers utilizing their services. Incentives, including price and quantity discounts, loyalty programs, and other extra financial incentives, should be given to frequent consumers. Due to the fact that this boosts sales, loyal consumers who introduce new customers should earn further rewards. By working with mobile payment service providers, MFOA providers can provide cash discounts for payments made through mobile payment services, enhancing the platform's use. More users will use the platform as a result, increasing sales (Amin, 2020). Son et al. (2020) asserted that when used in the context of a loyalty system, loyalty app usage is linked to ripple impacts, in which circumstance consumers frequent the businesses more than they had initially planned to and also demonstrate less loyalty towards the primary place where they shop. Furthermore, reward-prone behaviors are linked to the utilization of loyalty applications since informed customers prefer to choose which items to buy at substantial discounts.

To foster client loyalty, businesses should set up an effective and comprehensive service recovery mechanism. Additionally, it is advised that companies use appealing advertising strategies to market their MFOAs using social media platforms like Facebook, Instagram, and YouTube, as well as more conventional media channels like television, radio, and newspapers. According to Kaur et al. (2022), being aware that maintaining significant customer-brand interactions within the hospitality industry depends on having a better knowledge of how to recover from shortcomings. Kaur et al. (2022) analyzed data from a group of 294 people who use mobile food delivery apps who had experienced some shortcomings while using the app and the recovery efforts as well. The findings indicated that absolution, anger, and trust in the company are closely linked to the recovery approaches employed. Additionally, the degree of prior problems with service, along with the reaction that ensued from customer service, minimizes the relationship between the significance of acceptance and trust in the brand. In regards to brand advertisement, using data from 353 respondents, Jamil et al. (2022) found that social media marketing greatly influences people's intention to use food delivery apps. Promotion through social media helps the apps inform and attract customers, hence increasing the utility of the app.

People who use MFOAs on a regular basis may receive extra financial advantages, such as membership in a rewards program, reduced prices, discounts based on quantity, points, and incentives like vouchers. As a result, the owners of MFOAs can count on these loyal customers to suggest new customers and receive compensation for any new customers they refer since

they appreciate being treated uniquely. Hasbi et al. (2022) conducted a research study to investigate the influence of discounts on products, customer satisfaction, and options available on the platform. The study utilized data from 100 participants in Indonesia, and the results showed that discounts and price reductions in products greatly influence the user's satisfaction and the need to use the platform continuously. Additionally, discounts and reward incentives such as redeemable points increased the company's profitability and the capacity to attract new users since people prefer to use platforms that favour their interests.

In order to increase customer confidence and happiness, online meal delivery services should put a higher priority on payment mechanisms, website security, and privacy. Thus, the objective is to identify the key elements that, in the context of online meal ordering, foster client loyalty.

1.2.3 Service quality

In order to ensure customer satisfaction, gain a competitive advantage, maintain a positive reputation, streamline operations, enhance customer loyalty, and foster ongoing growth, it is essential to evaluate the quality of service in the food delivery industry. By prioritizing service quality, businesses can create exceptional experiences and attain sustained success in the food delivery sector. Koay et al. (2022) conducted a study to investigate the impact of mobile food delivery apps on service quality and consumer user experience, satisfaction, and loyalty to the app. The findings of the study indicated that the critical determinants of enhancing consumer experience and satisfaction include customer assurance of app reliability, preservation of food quality and safety, consistency of quality, security, and ease of use, as well as platform functioning.

Service quality is essential in enhancing consumer satisfaction and willingness to use meal delivery services. (Lin et al., 2023) argued that enhanced service quality and customer satisfaction contribute to higher user confidence in the app, hence improving customer loyalty. Additionally, customer satisfaction as a result of good service provision can positively impact the intention to use the food delivery platform frequently (Lin et al., 2023). However, besides consumer satisfaction and confidence, the perceived value of service quality could significantly influence the app's utility. Hearing negative feedback from other customers can lead to negative perceptions of service quality. A customer can question the integrity and accuracy of reviews of a restaurant and think the owner is faking them. As a result, the client may rely less on the evaluation of the quality of the information (Natarajan, 2019). Customers perceived value and satisfaction with the app are significantly influenced by the e-service quality. In the research

study conducted by Muhammad Waseem Akram et al. (2022) using 400 respondents who are frequent users of the food delivery app, the findings indicated that customers' perceived value of the platform is crucial in determining the level of consumer satisfaction. The perceived value of the service provided is a significant indicator of customers' online shopping behaviour. Therefore, perceived value in online shopping can be significant in shaping user decisions, the choice of products as well as their satisfaction with the service provided.

Customer satisfaction with mobile apps can significantly affect how they perceive value and their overall ordering experience. As a result, this affects how likely they are to use the app again. Restaurant management can use this information to appreciate how patrons' perceptions of the food's quality influence their satisfaction and subsequent purchasing choices (Frunes, 2018). Using data from 101 respondents, Ganatra et al. (2021) found that among students attending tertiary institutions in Malaysia, the perceived value of services provided by food delivery platforms had profound implications on the consumer experience while using the app. The positive reviews and suggestions provided by users were crucial in improving the utility of the food delivery platforms. To provide outstanding service, restaurant owners should prioritize delivering food to their client's homes or places of business as soon as possible. Professionals should also emphasize the interpersonal skills of their team when communicating with clients and offering prompt support.

When patrons place their meal orders in person as opposed to online, restaurants may be seen as providing more significant levels of service quality. Business managers should still consider social media when creating their platforms. In a study conducted by Ganatra et al. (2021), the findings additionally found that online food delivery app companies utilized feedback to improve their service provision and figure out how to accommodate their customers. In the study, Ganatra et al. (2021) indicated that many users provide positive reviews in their feedback. However, some users provide negative reviews due to unsatisfied user experience. As such, the companies' managers utilize online platforms to assure the customers of their services and try to maintain their trust. These findings thus illustrate that managers must implement quality control procedures, keep track of and eliminate questionable content from earlier sources, and take into account the value component of service excellence, according to this report, in order to guarantee that their products are reliable and that websites can be trusted.

Having tailored and personalized service provision for customers is crucial in enhancing their satisfaction and the perception of value. Dix et al. (2017) found that keeping track of people's meal preferences could raise service levels. In order to do this, service

providers need to keep track of their client's whereabouts and give them offers and promotions based on their mobile devices, social networking, and retail behaviour. Being aware of what meals customers prefer and how they prefer them to be served is crucial in allowing food delivery apps to personalize their service provision. By doing so, the platforms can enhance consumer satisfaction since the consumers perceive that their unique tastes and food preferences are highly considered.

Customers cannot personally inspect the services they receive when they order food online, which increases ambiguity regarding the level of service. Chen (2019) argued that prolonged delivery delays may reduce product freshness, making freshness and quality crucial when ordering fresh food online. This, therefore, affects the satisfaction of customers as well as their perceived value of the quality of service. Besides that, shipping costs and timings are specific to the Internet market and are more important for food than non-food items. According to Chen (2019), while the vendor's order processing and dispatching speed certainly play a significant impact in determining delivery speed, the primary factor influencing delivery speed is the third-party courier service utilized by all vendors.

Perceived consumer value of service provision and the efficiency of delivering the food can impact the satisfaction of consumers. According to the Technological Acceptance Model, there can be a correlation between the services provided, the terms of delivery, and the consumers' opinions of value and effectiveness (Mkono, 2018). Customers are more inclined to place orders more frequently when more delivery alternatives are available since delivery schedules can be better adapted to their demands. Nevertheless, if the delivery window is not the most practical for the clients, this can have a negative impact on the total number of orders, which could lead to a decline in online shoppers Mkono (2018). The quality of service provided significantly impacts the customer's perceived value of the app. When the service quality satisfies the user's expectations, such as timely delivery, it will result in positive value and enhanced utility of the platform (Muhammad Waseem Akram et al., 2022). However, poor service quality negatively impacts the user experience and satisfaction, hence reducing the intention to use the app, which will eventually have negative implications on the company image.

1.3 FACTORS MEDIATING THE RELATIONSHIP BETWEEN CONSUMER EXPERIENCE AND INTENTION TO USE FOOD DELIVERY APPS

1.3.1 Perceived value

The perceived value, or how convenient it is to buy food through a retailer's website, is the most important element influencing people's opinions toward ordering food online. In essence, Shahrin (2018) explained that the convenience of ordering and purchasing food online has a big impact on what people think when they do their online grocery shopping.

People's attitudes toward using such food delivery services and their perceptions of the significance of performance expectations have a big impact on how they perceive food delivery services in general. This study focuses on how people generally perceive food delivery apps rather than any particular meal delivery applications. Ramus (2020) argued that with advertising, food delivery apps build their reputation as valuable services that draw in new users while keeping the ones they already have. Customers' perceptions when using food apps influence their expectations for website performance, attitudes about the site, and intentions to use meal delivery services. In order to improve user experience and boost usage intentions, business owners must improve consumers' perceptions of online meal delivery services.

The perceived value of clients affects the uptake of food delivery apps. This includes things like their mindset, performance standards, faith in the website, loyalty, word-of-mouth, level of service, and perception of danger. Customers are more inclined to use mobile apps to purchase food from restaurants when they have a favourable experience in this area Bhat.S (2021). While food ordering applications provide options from different restaurants, customers prefer to browse their favourite restaurants before ordering food. Moreover, Al Amin et al. (2020) argues that clients' continuance use of MFOAs is highly influenced by customers' e-satisfaction, which is determined by their dining attitudes.

Those who order meals from restaurants and groceries online are more likely to perceive a higher level of value since they are more accustomed to different menus and websites (Adnan Muhammad Shah, 2019). This shows that well-designed food delivery software may be able to change people's perceptions about eating out and grocery shopping. Keeble et al. (2022) concurrently argued that the growth in the variety of local mobile meal delivery services that sell food significantly contributed to normalizing its utilization. Keeble et al. (2022) conducted a study with 22 participants based in the UK who had utilized the mobile food delivery platform on a monthly basis in the preceding year in order to establish the experiences of consumers who use the app often. The study's findings show that due to streamlined buying services, users thought using online food delivery services was a common

practice requiring minimal effort since (Keeble et al., 2022). These services were, therefore, perceived as providing easy access to meals that were consistent with societal norms, thus enhancing the platform's perceived value and usage.

According to Cho et al. (2019), a meal delivery application that asks for little from customers can raise the service's perceived value. Customers are more likely to purchase fresh food from such platforms when they believe internet purchasing offers a price advantage. Customers who prioritize price as the most important factor, however, are less likely to frequently buy fresh food online, demonstrating that price is not the most important consideration for them when it comes to frequently buying fresh food (Wang H. H., 2019). MFOAs have the potential to enhance consumers' perceived value by providing nutritional details and healthy meals. According to Al Amin et al. (2020), MFOAs can create long-term customer relationships by designing food applications that promote healthy eating. Additionally, the perceived usefulness of online food applications can be enhanced by providing services that enable users to track feedback from other customers and monitor their calorie intake (Al Amin et al., 2020).

It's important to talk about how customers' perceptions of food delivery apps' perceived value are being impacted by the diversity of meal options offered on those platforms. By examining consumer perception, businesses attempt to comprehend their choices. This has made it simpler to compile feedback on companies that offer meal delivery services online. Consumer perception of a brand is influenced by a number of elements, such as the brand's words, activities, and marketing initiatives (Gupta, 2019). The findings demonstrate that customer perception does not represent an easily understood procedure but rather a complicated interaction whereby the dialect used by mobile delivery application companies, such as in marketing, influences how consumers view the good or service. An appealing contact between consumers and the company may be fostered through company operations and marketing methods, including advertisements and community projects, which will improve the company's image.

Understanding how consumers view online food delivery services and how they are perceived is essential to gaining consumer insights. Understanding their interests, tastes, and desires is aided by this. It is simpler to understand customers' demands by summarizing their likes and dislikes. It is significant to note that customers' opinions of online meal delivery services are influenced by a variety of elements, including past information, experiences, attitudes, and beliefs, in addition to their sensory qualities. Some customer perception-related variables in this study demand in-depth analysis.

1.3.2 Performance expectancy

Performance expectation is the extent to which a person feels that utilizing a particular kind of technology or technique will enable them to carry out their duties or tasks more successfully. Mont (2014) explained that performance expectancy analysis is crucial because it may provide information about how users judge the value of an application or setup and that, in effect, may possess a significant influence on whether they embrace and utilize it in the future.

Continued mobile food delivery app use depends on the app's capacity to satisfy their expectations. However, various individual elements contribute to the satisfaction of consumers' performance expectancy. Muangmee et al. (2021) argued that the consumer's previous interaction with related technologies, the system's simplicity of utilization, and the application's perceived conformity with their expectations and principles are all factors that affect performance expectation. Customers' performance expectations will be favourably impacted if they have a pleasant user experience as a result of the technology's usability and ability to meet their needs. However, negative user experience as a result of the complex utility of the app could have negative implications on the customers' performance expectancy of the app.

The aforementioned element will have a big impact on how willing people are to use the service (Cunha, 2021). Restaurants could enhance the functionality of their applications and services to speed up meal delivery. According to Wang et al. (2022), the perceived ease of use of an online application has a significant influence on the customers' willingness to utilize the applications. Customers are more willing to use a food ordering application if the app interface is easy to access and needs less effort to use and navigate. Customers are also inclined to use an application if they perceive it to be compatible with their needs and consistent with their expectations (Shah et al., 2023).

It's critical that businesses concentrate on delivering on app performance expectations. Customers' expectations of these apps' performance are directly influenced by their perceived value. Rolim (2021) showed that users were unconcerned about how well the applications worked for ordering food and groceries from supermarkets and restaurants. By using food ordering applications, consumers can visit any restaurant at any time and have a wide variety of options remotely. Therefore, service providers must make sure that users can simply search for and purchase meals using their systems, give an aesthetically pleasing user interface, provide real-time customer service, and enable secure and prompt transactions (Rolim, 2021).

In addition, consumers are more likely to be happy and satisfied with MFOAs if they find high value in utilizing these applications (Wang et al., 2022).

Usability and efficacy, which are well-known design components, are essential for mobile apps. Thus, it is essential to create mobile apps that enable simple ordering and are available whenever and wherever. Consumers' expectations of performance have a substantial impact on how they judge the value of online food purchases. Their view of the worth and effectiveness of online food purchases will increase if their expectations are fulfilled and the procedure needs less physical and mental work (Agnes, 2020). In a research study, Ahmad Fakri et al. (2022) evaluated the quality of the mobile food delivery app by employing 15 usability assessment questions using students and the canteen staff members as the respondents. During the study, Ahmad Fakri et al. (2022) assessed the efficacy, performance, and satisfaction of mobile apps. The study findings indicated that mobile food delivery platforms are effective, accurate, and satisfy users. The findings illustrated how the efficiency and accuracy of the app enhance the user experience and thus improve the perceived value of the platform.

The phrase "virtual unreality" refers to a technological failure in which information provided by an app, such as the status of an order, conflicts with information that is available offline, such as updates made by the restaurant over the phone. According to Vij (2018), customers' faith in the dependability of technology is damaged by this inconsistency, which makes it difficult for them to use apps effectively and reap their intended benefits. Users are, therefore, not pleased with how well the apps work.

Customers' desire to employ new technology is impacted more by the system's alleged advantages than by their anticipations of its performance. The study demonstrates that users of meal delivery apps give the app's functionality and attitude a lot of weight (Medeiros, 2021). According to Wang et al. (2023), the adoption of new innovative technology is influenced mostly by an individual's behavioural intentions, which is a combination of the person's attitude and perceived usefulness of the technology. While examining the factors that predict customer satisfaction and re-use of food ordering applications, Wang et al. (2023) found that attitude is the most significant factor in determining the customers' willingness to use a food ordering app consistently.

When performance expectations are being met, it serves as the most important indicator of both user experience and intention to use meal delivery applications, particularly with respect to delivery time accuracy. According to Kapoor (2018), customers' perceptions of

the possible advantages of using meal delivery apps are significantly influenced by delivery time concerns.

1.3.3 Word of mouth

People may now share their opinions on certain apps they have used thanks to the rapid advancement of technology; these opinions can be either positive or bad, depending on the user's viewpoint. Feedback that is spread through word of mouth helps explain consumer judgments about the availability and use of applications for food delivery services (Daniel Belanche, 2020). In a survey targeting food delivery platforms in the United States, Belanche & Flavián (2020) the spread of the app's attributes through word of mouth significantly contributed to the consumer's knowledge and informed decisions since the value of the app's service provision is provided by others who initially used it.

In actuality, firms must harness the power of word-of-mouth marketing to draw in customers. Das & Ramalingam (2023) argued that word of mouth in in mobile food delivery apps has provided significant opportunities and challenges for the industry. People frequently communicate both positive and bad information based on their prior experiences, which can lessen the perceived danger. Potential buyers can reduce their risk by developing trust by researching how other shoppers feel about internet reviews. According to (Ventre, 2020) online retailers from all industries should enhance their website and app design techniques to entice customers to share favourable reviews. Das & Ramalingam (2023) investigated the perceived advantages and limitations of word of mouth in mobile food delivery apps and how the industries can manage it in order to better their platform. The findings showed that threats and quality-related attributes are related to negative word of mouth, while trust and quality control are aspects that contribute to positive word of mouth. These findings illustrate how the platforms can leverage word of mouth and implement techniques to foster more positive information than bad ones.

Restaurant management should restrict people who routinely publish phony reviews and are not actual mobile diners to maintain authenticity. According to Wang (2019), by giving clients useful information like their credit scores, customer reviews, and sales history, e-vendors work to satisfy their needs. Online retailers, as opposed to physical businesses, can more easily obtain and spread word-of-mouth information about their goods, which may be a reason for people to make decisions on purchasing or not purchasing food online.

With the ability to check restaurant reviews, order, and pay with just a few clicks, food delivery apps are enhancing their customers' shopping experiences. Also, it's critical to

regularly solicit user feedback on their interactions with the app, the service, and the product, as this data can be utilized to enhance the app and effectively promote it. Belanche et al. (2020) argued that in order to improve the customer's satisfaction when shopping with the app and the intention to utilize the platform again, online reviews and ratings are crucial. The performance of the app must be improved in order to meet marketing objectives (Bonn, 2018). Blanche et al. (2020) found out that by regularly managing customer reviews and ratings, companies would gain helpful information on enhancing the utility of the app. A more reputable app that leverages customer reviews and ratings, as well as gaps in the market, contributes to positive word of mouth, thus enabling mobile delivery apps to maintain their customers and attract new ones.

Mobile food ordering apps (MFOA) members are specifically interested in reading evaluations of eateries. This suggests that these people perceive online reviews as reliable, practical, comprehensive, and information sources they can check before placing an order. Dhir (2020) argued that customers can quickly and easily obtain a sizable number of other customers' reviews by leveraging MFOAs. As a result, these reviews help explain a customer's contentment and propensity to use MFOAs, as well as properly forecast the customer's utility in using them.

Online reviews provide useful information in which companies can assess the customer's satisfaction with their services. Khalil (2020) asserts that customers can share their experiences with others or post evaluations online to communicate their opinions more efficiently and reliably. In a study conducted by Gupta et al. (2021), the findings showed that online reviews are significant in building the trust of users. Additionally, the consumer reviews provided helpful information that companies use to evaluate the consumer's intention of using the app again. Customers may feel more involved in the value-generation process when they rate their experiences using MFOAs. Also, prospective buyers may compare products before making a purchase thanks to the graphical representation of previous customers' reviews.

Customer recommendations are a key source of growth for restaurants and grocery stores, and the availability of internet tracking makes MFOAs even more appealing. Ling et al. (2021) pointed out that the user's loyalty influences the spread of positive word of mouth. Additionally, the satisfaction of customers contributes to their intention to reuse the app and to recommend it to others. Using a survey of 375 mobile food delivery app users in India, Sampat & Sabat (2021) found that the loyalty of the consumers toward the app, trust, and perceived value is critical in enhancing the spread of positive word of mouth, which explains the increased recommendations to others. The factors that mainly influence user recommendations are the

platform's reliability and the security of personal information. The significance of verifying the accuracy, dependability, and authenticity of the information produced by online monitoring systems is highlighted by Kapoor's 2018 study. If this isn't done, customers may lose faith in MFOAs and their online tracking capabilities (Sah, 2017). Similarly, findings from the study conducted by Sampat & Sabat (2021) indicated that features provided by the app, particularly online reviews and online tracking, help explain the eventual satisfaction of customers and their continued desire to utilize the mobile food delivery platform. The findings illustrate that these features enhance the utility of the app by improving the app attributes such as better and quality service and enhanced user experience.

According to Bala (2020), the spread favourable reviews by devoted patrons and other customers informs the willingness of their friends and colleagues to use the said services. It is, therefore, important for mobile food delivery platforms to improve the customer experience by upholding the desired quality standards and putting forth strategies to persuade their devoted customers to put in a good word about them.

1.3.4 Perceived risk

Analysing perceived risk in ordering food through websites or food delivery apps is crucial for consumer protection, building trust, ensuring business success, enhancing the customer experience, and complying with regulations. Guo et al. (2023) explained that perceived risk can significantly influence user adoption of food delivery apps. Consumers with higher levels of perceived risk associated with the platform are less likely to utilize or recommend the app to others. Customers often take precautions to reduce associated threats with regard to the idea of perceived risk. For instance, in situations where consumers learn that ordering food online poses environmental hazards as a result of their packaging products, consumers may lower their intentions of using the app. Additionally, users' perceived trust and safety in using the apps influence their intention to use the app (Chowdhury, 2023). Safe and reliable service provision enhances the likelihood of regular use of the app. By proactively addressing perceived risk factors, businesses can foster customer loyalty and create a safer, more reliable online ordering environment.

The degree of perceived risk has a significant impact on how consumers behave. Consumers frequently worry about the security of their personal information and online transactions when using new technologies and services. Consumers may experience cognitive dissonance or an excessively negative mindset, for instance, when ordering food through the FDA or dining out. According to Saad's (2018) observation, people's perceptions of various

hazards can vary depending on their individual experiences. Guo et al. (2023) conducted an online survey to investigate perceived risk and the intention of using mobile food delivery apps using 336 participants in China. The study used the theory of planned behaviour to examine the impact of consumers' perceptions of food package containers' environmental risk on their decision to purchase online foods. The findings of the study that consumers perceived the risk of environmental pollution by the packaging containers had a negative influence on the attitudes and intentions of using the platform (Guo et al., 2023). The findings, therefore, illustrate that people are less associated with products that contribute to increased hazards. As such, in order to mitigate such risks in the context of Chinese take outs, companies need to adopt measures that counter the risks, such as using biodegradable packaging containers.

Businesses should encourage clients to place food orders online by using security measures like mobile wallets, SSL protocols, and security symbols to reduce hazards. Financial issues are frequently linked to privacy concerns since they are seen as being less significant (Hallsworth, 2016). Nonetheless, positive privacy can be secured by creating appropriate procedures. When examining non-financial dimensions of privacy, it is vital to take into account individual experiences and emotions. E-grocers view privacy as an uncommon issue rather than a constant concern (Hallsworth, 2016). Chowdhury (2023) found that purchase safety and the confidentiality of data provided by online food delivery platform users are crucial in attracting and retaining consumers. Additionally, Chowdhury (2023) illustrated that the perceived safety of the app is correlated with the mobile food delivery app service providers' capacity to keep users' confidential data safe. When service providers put less regard on privacy risks, consumers are less likely to utilize the app, thus negatively affecting the app's image.

Retailers have addressed consumer privacy issues, but just for transactions or purchases. Nevertheless, there is currently no online grocery and food shopping method that enables unbiased real-time communication and choice for persons with poor computer skills (Gbadebo, 2018). This lack of planning creates privacy concerns when information is shared and stored, especially when it is necessary to share information to prepare a meal. If the data is misused, it might lead to identity theft or societal consequences. Belanche & Flavián (2020) argued that the apps' perceived safety makes consumers trust the online purchase processes and perceive that the company provides substantial security for their personal information. By trusting the company, the consumers perceive higher certainty that their information will not be used without their consent for illegal or unethical intentions. In their research study, Belanche & Flavián (2020) found that when consumers view the application's privacy measures as adequate, they perceive that it contains effective security. Thus, they tend to use the app

more frequently. However, user perception of poor privacy measures, such as the risk of unethical use of personal information, could have a negative impact on the image of the mobile food delivery platforms since people will tend to spread negative word of mouth.

Only when there is agreement on what constitutes a reasonable level of privacy and when the long-term benefits are apparent should e-grocers encourage their customers to share information. Sah (2017) emphasizes that e-grocers who only rely on covert online monitoring methods that are likely to go unnoticed by most users run the danger of harming their reputation and losing customers' trust in their capacity to manage personal information correctly. Tan & Chen (2021) conducted a research study to comprehend how to establish and maintain consumer trust. Using data from 672 participants in China who use the WeChat food shopping platform, the study results showed that WeChat food vendors' proactive and informative behaviours favourably impact WeChat users' perceptions regarding the safety, trustworthiness, and accessibility of confidential data. Additionally, customer loyalty to the platform is enhanced through improved consumer trust (Tan & Chen, 2021). Therefore, through enhanced customer loyalty and trust, the app's utility will improve since consumers will most likely use it regularly and recommend it to other potential users. The study by Somogyi (2018) indicated that consumers' perceptions of risk have a significant impact on their willingness to engage in online food shopping in Pakistan because of the country's subpar and unsafe e-commerce infrastructure, particularly with regard to food item transactions and delivery.

The following research model was created for the study based on the findings from the literature review.

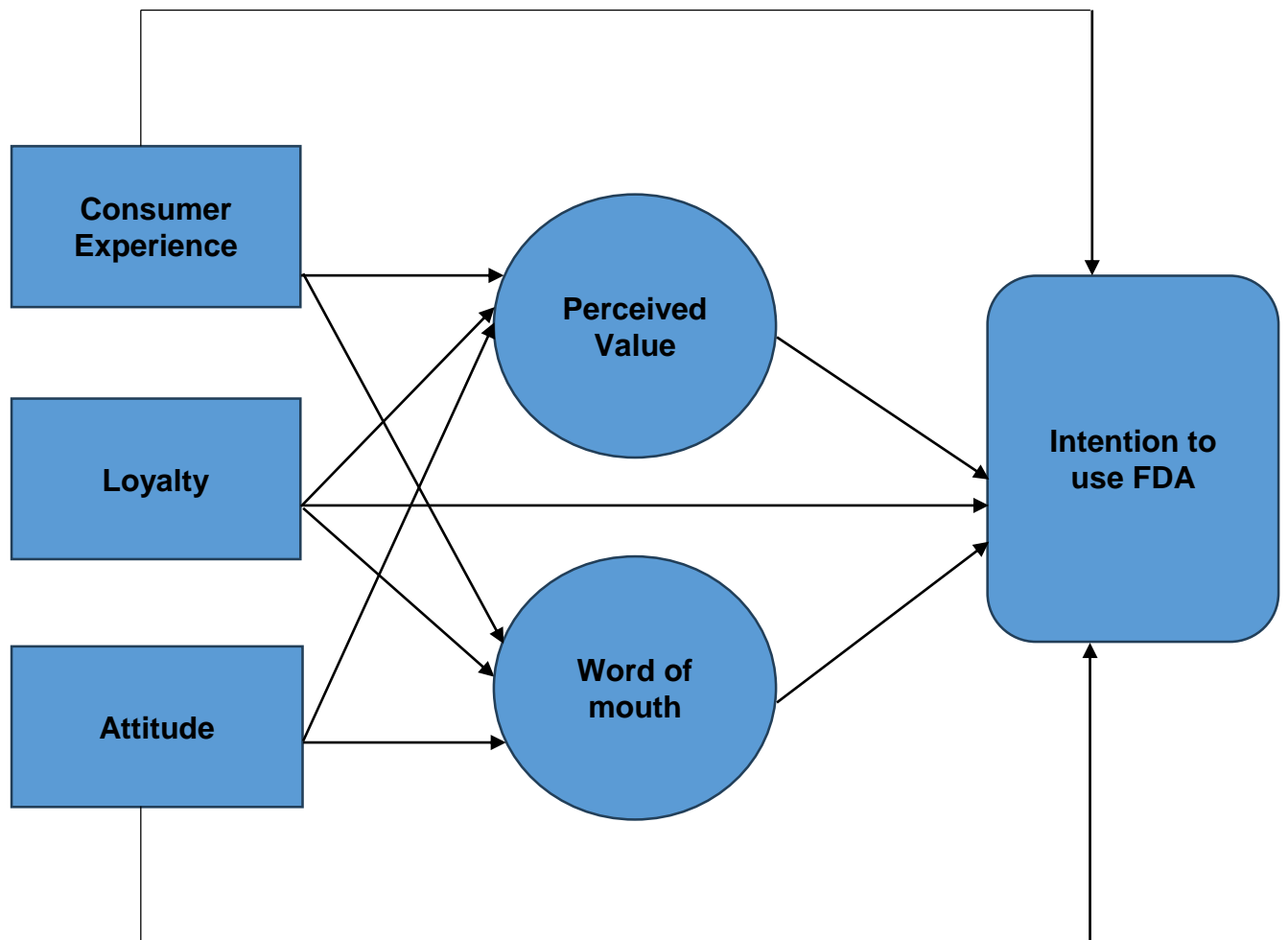


Figure 1: Research Model

2 METHODOLOGY OF THE RESEARCH ON CONSUMER EXPERIENCE AND INTENTION TO USE FDA

In this section, the methodological aspect of the study is conveyed as per various findings in the existing literature. The section includes information on the research purpose, model, and hypotheses. It also explains this study's data collection methods and research instruments, sample size, structure, and data analysis.

2.1 Purpose of the research, model, and hypotheses

Problem of the research - How does customer experience affect one's intention to use food delivery platforms?

Aim of the research - This study examines the impact of consumer experience on intention, using perceived value and perceived risk as mediating factors.

Research Model - The research model for this study was generated based on previous research. It included three independent variables: consumer experience, loyalty, and attitude. There were two mediator variables (perceived value and word of mouth) and one dependent variable: Intention to use Food Delivery Apps (See figure 1).

***H1:** The better the experience of customers using food delivery apps, the higher their intention to use them.*

A positive customer experience while utilizing food delivery apps is highly associated with an increased inclination to continue using these services. Pillai et al. (2022) contended that perceived benefits, including convenience, trust, order accuracy, and range of options, highly impacted customer attitudes and purchase intention. Moreover, how consumers perceive risks and the influence of internet persuasion via both central and peripheral pathways were pivotal factors in determining consumer behavior. User happiness is influenced by several factors, such as delivery experience, simplicity of use, feedback, food rider, and time-saving qualities (Fakfare, 2021). The study found that user happiness significantly influenced behavioral reactions, such as advocating for the app and intending to use it again. The study conducted by Fakfare (2021) further supported the notion that a favorable encounter with distinct characteristics, such as prompt delivery and user-friendly interface, enhances consumer contentment and thus increases the likelihood of continued use of food delivery applications.

H2: *The more loyalty a consumer has, the higher their intention to use food delivery apps.*

Consumer loyalty is pivotal in shaping the intention to use food delivery apps. Xiao et al. (2023) argued that transparent loyalty program information and easy reward redemption increase customer participation. Zhou et al. claimed that the incentives of mobile e-commerce loyalty programs increase participation. Loyalty programs provide discounts, points, exclusive promotions, targeted offers, and other incentives to encourage repeat participation and purchases. Consumers' loyalty to food delivery apps increases when they sense value in reward programs, experience pleasure, and want to connect (Leppäniemi et al., 2017).

H3: *The more positive a consumer's attitude, the higher their intention to use food delivery apps.*

Positive attitudes strongly influence consumers' willingness to utilize meal delivery apps. Food delivery apps' ease, reliability, and user experience typically lead to favorable attitudes. Ravindran et al. (2022) found that positive attitudes positively correlated with users' views of mobile app ease of use, usefulness, and enjoyment. These variables promote service usage intentions. Perceived worth, platform confidence, and service satisfaction all contribute to positive attitudes, which enhance app usage (Al Amin et al., 2020; Ravindran et al., 2022). Providing a seamless and enjoyable user experience, reliable service, and fast communication can considerably increase customers' likelihood of utilizing meal delivery apps.

H4: *The better the experience of customers using food delivery apps, the higher their perceived value of the use of food delivery apps.*

The better the experience of customers with the use of food delivery apps, the higher their perceived value of the use of food delivery apps. Food delivery app adoption is influenced by perceived value, which includes convenience, performance expectations, website trust, loyalty, word-of-mouth, service quality, and risk perception (Alden et al., 2023). Positive experiences and views in these areas cause consumers to choose mobile applications for food orders and normalize online meal delivery (Keeble et al., 2022). When apps provide different meal alternatives, highlight nutritional information, and encourage healthy eating, they build long-term client connections. A smooth and easy user experience, pricing benefits, and emphasis on fresh and nutritious food increase meal delivery apps' perceived value (Alden et al., 2023). The perceived value of online meal delivery services depends on client perceptions and good marketing and operational tactics.

H5: *The more the loyalty of a consumer, the higher their perceived value on the use of food delivery apps.*

Food delivery applications' perceived value depends on consumer loyalty. Consumer loyalty increases the perceived value of these platforms. Positive experiences and satisfaction influence loyalty, which affects convenience, trust, and service quality. Al Amin et al. (2020) found that consumer reasoning, performance requirements, website trust, and loyalty affect food delivery app value. Loyal consumers who have had good service, convenience of use, and constant pleasure are more likely to utilize mobile applications to order meals from their favorite restaurants. Businesses that give loyal clients discounts, awards, and personalized incentives make them feel special and appreciated (Habibi & Zakipour, 2022). Consumer loyalty increases the perceived value of food delivery applications, leading to continuous use and good word-of-mouth advertising.

H6: *The more positive the attitude of a food delivery apps consumer, the higher their perceived value on the use of food delivery apps.*

Positive attitudes regarding food delivery apps are linked to higher perceived value of utilizing them. Positive encounters with convenience, dependability, ease of use, and service satisfaction typically lead to positive attitudes. According to Rishi et al. (2021), performance expectations, website performance, and app experience impact customers' food delivery service opinions. Positive attitudes indicate that customers respect the food delivery apps' convenience and efficiency, which boosts their perceived value. Positive attitudes affect perceived utility and pleasure, influencing users' app usage intentions. In addition, Ravindran et al. (2022) found that a smooth and easy user experience increases perceived value since consumers are more likely to appreciate the service. A positive attitude boosts the perceived value of food delivery applications, emphasizing the necessity of a good user experience.

H7: *The better the experience of customers with the use of food delivery apps, the higher the likelihood of the spread of the use of food delivery apps via word of mouth.*

Customers' favorable experiences with food delivery apps greatly influence word-of-mouth transmission and consumer perceptions and acceptance. Belanche and Flavián (2020) and Das and Ramalingam (2023) found that user experiences, safety, and quality affect app-related word-of-mouth. Positive evaluations from satisfied food delivery app customers build confidence and lower perceived risks, encouraging new users to utilize the service. Online reviews, ratings, and order tracking affect users' pleasure, loyalty, and willingness to suggest the app (Sampat & Sabat, 2021). A nice and dependable user experience, eliminating consumer

hurdles, and actively monitoring customer evaluations boost word-of-mouth and food delivery app adoption.

H8: *The more the loyalty of a consumer, the higher the likelihood of the spread of the use of food delivery apps via word of mouth.*

Consumer loyalty drives word-of-mouth adoption of food delivery applications. Good user experiences depend on loyalty, and people who use and enjoy these applications are more inclined to recommend them. Belanche and Flavián (2020) found that pleased and devoted users are more likely to recommend the app to their friends due to safety and user experience. Sampat and Sabat (2021) found that customer loyalty, trust, and perceived value boost positive word-of-mouth and referral rates. Loyal consumers promote the company and share their honest and dependable experiences, creating a loop of trust and suggestion that feeds the development and use of food delivery apps.

H9: *The more positive the attitude of a consumer, the higher the likelihood of spread of the use of food delivery apps via word of mouth.*

Food delivery applications' popularity and word-of-mouth propagation depend on users' attitudes. Positive attitudes indicate a favorable appraisal of the app's features, services, and value, which increases the likelihood of users recommending it. Belanche and Flavián (2020) found that positive user experiences and attitudes, particularly safety and happiness, strongly influenced people's word-of-mouth recommendations of food delivery apps. Das and Ramalingam (2023) emphasized the importance of word of mouth in the mobile food delivery app business, as users share both positive and negative information based on their views and experiences. Positive attitudes spread word of mouth, which persuades new users to trust and utilize meal delivery apps based on satisfied consumers' reviews. Thus, a happier consumer is more likely to refer to food delivery apps verbally.

H10: *The higher the perceived value a customer has on the use of food delivery apps, the higher their intention to use food delivery apps.*

Customers are more likely to utilize meal delivery apps if they believe the benefits justify the expenses and effort. Customers are more likely to use food delivery apps if they think the benefits outweigh the costs and effort. The perceived value includes convenience, reliability, service quality, and extras like discounts or rewards. Alden et al. (2023) found that perceived value strongly influences food delivery app use. Users value these platforms for ordering food from their favorite restaurants due to positive experiences and perceived value. Al Amin et al. (2020) also suggested that offering nutritional information, healthy meal options, and the ability to track user feedback can boost the perceived utility of online food apps. A

higher perceived value increases consumer willingness to use food delivery apps, emphasizing the importance of meeting users' needs.

H11: *Customers who got to hear about the use of food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps.*

Positive recommendations and experiences from others build confidence and credibility, increasing consumers' desire to utilize these applications. Belanche & Flavián (2020), Das & Ramalingam (2023), and Sampat & Sabat (2021) showed that word-of-mouth influences customer behavior. Social validation via positive word of mouth reassures new customers about the advantages and trustworthiness of food delivery applications. Belanche and Flavián (2020) discovered that safety and user experience strongly impact people's inclination to recommend food delivery apps. Sampat and Sabat (2021) stressed that user loyalty and good word-of-mouth boost referrals. Customers who hear favorable word-of-mouth regarding food delivery apps are more inclined to utilize them owing to trust and positive opinions.

H12: *Perceived value mediates the relationship between customer experience and their intention to use food delivery apps.*

Perceived value mediates the connection between customer experience and food delivery app usage. Alden et al. (2023) argued that customer experience combines convenience, service quality, website functionality, and overall satisfaction while utilizing meal delivery applications. Experiences including mentality, performance standards, confidence in the website, loyalty, word-of-mouth, and risk affect perceived value. Positive experiences and satisfaction with website performance and service quality make customers more inclined to use meal delivery apps. According to Habibi and Zakipour (2022), positive customer experiences improve perceived value and platform usage. The variety of meals, convenience of use, and other aspects influence users' views of the value of food delivery apps. This mediation function of perceived value emphasizes the need for great customer experiences to increase perceived value and influence customers' food delivery app use. Businesses may boost user value perceptions, encourage repeat use, and boost word-of-mouth by enhancing customer experience.

H13: *Word of mouth mediates the relationship between customer experience and their intention to use food delivery apps.*

Word-of-mouth communication mediates the intricate relationship between consumer experience and platform usage in food delivery applications. Belanche and Flavián (2020) argued that a smooth client experience sparks user satisfaction. Word-of-mouth transmission

of these experiences is crucial. The social currency of recommendations shapes future users' intentions as consumers share their favorable experiences. According to Laksana and Ekawati (2020), food delivery apps gain credibility and attractiveness from positive reviews. Word-of-mouth unpleasant experiences may dissuade. In the complex ecology of food delivery apps, word of mouth shapes client impressions and guides their decisions to use or avoid these services.

2.2 Data collection methods and research instruments

Data collection is a crucial component of the research process, influencing the validity and reliability of study outcomes. Researchers employ several data collection methods and tools tailored to their study. The research subject, data type, and study technique determine the selection of the research instrument to be used in collecting data. Goyal (2022) states that quantitative researchers utilize surveys, questionnaires, and standardized tests. These instruments ask users prepared questions to collect numerical data that may be statistically analyzed and applied to bigger populations. The existing literature indicated that one of the effective ways to collect data for this study would be through a structured online survey. According to Mazhar et al. (2021), researchers using survey methods to collect data should construct them carefully to ensure unbiased responses. Mazhar et al. (2021) further argued that a well-designed survey instrument enhances data accuracy and lowers misinterpretation. Researchers must carefully craft questions to prevent bias or ambiguity and ensure data integrity. The methodology and research instruments used in research are crucial for accurate data collection. Relevant and credible research instruments are supposed to be used to collect data, ensuring accuracy and reliability.

Data collection and research tools are essential to any project. Therefore, A researcher should consider the features of their study and data goals while designing the research instrument. This prior planning facilitates data reliability and accuracy, advancing domain knowledge (Mazhar et al., 2021). In coming up with a research instrument, I considered reliable scales that have been designed and used by researchers before.

Creating and using research tools requires ethical considerations regardless of the study paradigm. In order to guarantee research integrity and ethical validity, aspects like informed consent, confidentiality, and participant rights during data collection must be prioritized (Goyal, 2022). As such, before beginning the survey, the participants were briefly introduced to the research and informed how the findings would help us gain insights into consumer behavior regarding food delivery apps. The aim of the study was elaborated so the participants

would understand what the study was all about. The participants were then asked to consent to take part in the survey.

Upon consenting to participate in the survey, the participants were presented with demographic characteristic questions that would help us understand more about the nature of the participants and their preferences pertaining to the use of food delivery apps. The following demographic characteristic data were collected: gender, age group frequency of making online food orders, and the decision factors for choosing a restaurant. In order to ensure confidentiality, no questions were asked that could reveal the identity of the participants of this study. In addition, no personal metadata, such as emails, was collected upon submitting the survey responses. The anonymity of the survey allowed me to collect honest and reliable responses from the participants, further enhancing the quality and reliability of the collected data.

Consumer experience is the first variable construct that was designed and presented in the survey. The questionnaire items for this variable were developed mainly from the Parasuraman et al. (1988) SERVQUAL questionnaire and the Net Promoter Score by Baquero (2022). SERVQUAL is a multiple-item scale used to measure consumers' perceptions of service quality. It is a 22-item scale spread among five different dimensions of service quality from customer service. The combined reliability of the items in SERVQUAL is 0.92, as evaluated using Cronbach's alpha coefficient. This study collected data for the customer experience construct on a 5-point Likert scale. The Net Promoter score. The Net Promoter Score is an index commonly used in the hotel industry to measure customer loyalty and satisfaction. The development of the scale involved a total of 1128 surveys. The next construct to be presented in the survey was loyalty. Loyalty was also presented on a 5-point Likert scale and was developed from SERVQUAL and the Net Promoter Score as well.

After loyalty, the attitude was presented. Data on this variable was collected on a 5-point Likert scale. Items presented under this construct were mainly derived from Mittal and Frennea's (2010) customer satisfaction scale, which was developed mainly to guide managers and help them understand the satisfaction of their customers involving (but not limited to) aspects such as consumer attitude. Other items used in this construct were also borrowed from Ahn and Back's (2017) study, in which the authors developed several constructs to help them examine the influence of brand relationships on customer attitude. The customer attitude construct in Ahn and Back's (2017) study had a reliability of 0.90 (Cronbach's alpha coefficient).

The variable Perceived value was derived from the studies of Khraim et al. (2014) and Mbango (2019), who developed research instruments for collecting data on perceived value. The two authors examined the effect of perceived value and customer satisfaction on the perceived price fairness of airline travelers in Jordan and the role of perceived value in promoting customer satisfaction, respectively. The perceived value variables attained a Cronbach's alpha reliability coefficient of 0.777 and 0.776, respectively. Khraim et al. (2014) study also used word of mouth as a construct, and items from the construct were borrowed for use in this study. In addition, items used to evaluate the word-of-mouth construct were borrowed from Durukan and Bozaci's (2012) survey on determinants of word-of-mouth in social media. Last but not least, the dependent variable - the intention to use food delivery apps variable was borrowed from scales already discussed in this section. These included SERVQUAL, Net Promoter Score, Khraim et al. (2014), and Mbango (2019)'s surveys. The following table breaks down the constructs of the questionnaire used in this study.

Table 1

Constructs of the questionnaire used in this study

Variable	Description	Measurement	References
Customer Experience	<ul style="list-style-type: none"> • How satisfied are you with the timeliness of food delivery when using a food delivery app? • To what extent do you agree that using a food delivery app meets your expectations for order accuracy? • How do you rate your experience with the customer support provided by a food delivery app? • Please indicate your satisfaction with the overall navigation and layout of the food delivery app you have used. • How would you rate the responsiveness of the food delivery app to your preferences and choices? 	5-point Likert Scale	Parasuraman et al. (1988), Baquero (2022).

Loyalty	<ul style="list-style-type: none"> • I will likely repurchase using a food delivery app in the next six months. • The next time I order food online, I will likely buy using the same food delivery app I used last time. • I would recommend the food delivery app I used to my friends and family. • I often use only one food delivery app compared to other food delivery services. • I feel a sense of attachment to one food delivery app. 	5-point Likert Scale	Parasuraman et al. (1988), Baquero (2022).
Attitude	<ul style="list-style-type: none"> • Food delivery apps are the efficient means of buying food nowadays. • Food delivery apps are dependable. • It is safe to transact using food delivery apps. • Food delivery apps give me personal attention. • Food delivery apps have my best interests at heart. • Food delivery apps are convenient. 	5-point Likert Scale	Mittal & Frennea (2010), Ahn & Back (2017).
Perceived Value	<ul style="list-style-type: none"> • The Food Delivery App service met my expectations. • Compared to other food purchasing options, the quality of service provided by Food Delivery Apps is better. • I feel that the benefits of using this app outweigh the costs. • Food Delivery Apps offer favorable discounts or promotions. 	5-point Likert Scale	Khraim et al. (2014), Mbango (2019).

	<ul style="list-style-type: none"> • I am satisfied with the food delivery app's overall value proposition. • Food Delivery Apps offer prompt services. 		
Word of Mouth	<ul style="list-style-type: none"> • Friends and family have discussed their positive experiences with Food Delivery Apps with me. • People around me are willing to share their positive experiences with Food Delivery Apps. • I consider the opinions of others when choosing a Food Delivery App. • Others have encouraged me to use a Food Delivery App based on their experiences. 	5-point Likert Scale	Khraim et al. (2014), Durukan & Bozaci (2012)
Intention to use food delivery apps	<ul style="list-style-type: none"> • I will likely use a Food Delivery App for future food orders. • I intend to continue using Food Delivery App services regularly. • I am willing to explore new features and services offered by this app. • I am confident in the app's ability to meet my future food delivery needs. • I am likely to try new offerings or services introduced by the app. 	5-point Likert Scale	Parasuraman et al. (1988), Baquero (2022), Khraim et al. (2014), Mbango (2019).

2.3 Research sample size and structure

In this study, participants were selected using the nonprobability convenience selection sampling method, and an online questionnaire was used in the survey. A review of the existing literature indicated that comparable research studies used sample sizes ranging between 200 and 300 respondents. Based on this review, the study worked with an average target of 247 respondents. The following table illustrates some of the reviewed literature's sampling size and structure details.

Table 2*Comparable research sampling method*

No.	Author	Type of questionnaire	Sampling	Number of respondents
1.	Gahler et al. 2023	Online questionnaire	Nonprobability sampling	224
2.	Ahmed et al. 2022	Survey, online questionnaire	Probability sampling	216
3.	Habibi & Zakipour, 2022	Online questionnaire	Probability sampling	200
4.	Alden et al. 2023	Online survey	Nonprobability sampling	306
5.	Ravindran et al. 2022	Online survey	Nonprobability sampling	118
6.	Rishi et al. 2021	Online questionnaire	Probability sampling	200
7.	Xiao et al. 2023	Online survey	Nonprobability sampling	280
8.	Nazir & Tian, 2022	Online questionnaire	Nonprobability sampling	197
9.	Hong et al. 2021	Online questionnaire	Nonprobability sampling	245
10.	Hussein et al. 2017	Online survey	Probability sampling	480
Average				247

2.4 Reliability Analysis

The construct variables used in this study were computed from questionnaire items from the survey that were used to collect data. Hence, it was necessary to assess the reliability of the constructs to ascertain that they meet the minimum recommended threshold.

Cronbach's alpha coefficient was used to evaluate the reliability of the constructs used in the study. According to Tavakol and Dennick (2011), a Cronbach alpha coefficient of at least 0.7 and less than 0.95 is considered acceptable. The Cronbach's alpha coefficients revealed that all the variable constructs used in the study were reliable as they all ranged between $\alpha = 0.754$ and $\alpha = 0.874$.

Table 3*Reliability Analysis*

Construct	Reliability Cronbach's alpha (α)
Consumer experience	0.874
Loyalty	0.765
Attitude	0.754
Perceived Value	0.776
Word of Mouth	0.770
Intention to Purchase	0.849

2.5 Data Analysis

The data analysis used in this study was done using the Statistical Package for Social Sciences (SPSS). The statistical tests used to address the study's hypotheses included bivariate and multivariate linear regression tests and mediation regression analyses.

3 RESULTS OF THE RESEARCH ON CONSUMER EXPERIENCE AND INTENTION TO USE FDA

3.1 Demographic characteristics and reliability of collected data

A total of 261 respondents participated in this study, the main aim of which was to examine the impact of consumer experience on intention, using perceived value and perceived risk as mediating factors. Certain demographic attributes were collected to help understand the kind of people who participated in the study as well as their habits of using food ordering apps.

There was a fair distribution of gender across the study respondents. The following table depicts this distribution.

Table 4

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	128	49.0	49.0	49.0
	Female	133	51.0	51.0	100.0
	Total	261	100.0	100.0	

The majority of the participants of this study were young people aged as illustrated in the following table.

Table 5

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-25	105	40.2	40.2	40.2
	26-35	96	36.8	36.8	77.0
	36-45	45	17.2	17.2	94.3
	46-55	3	1.1	1.1	95.4
	56-65	12	4.6	4.6	100.0
	Total	261	100.0	100.0	

The study's participants also gave information about their frequency of ordering food online. Whereas some respondents reported to order food frequently, a majority of them ordered once in a while. The following table conveys this distribution.

Table 6*Frequency of ordering online*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely or never	28	10.7	10.7	10.7
	Once in 3 months	42	16.1	16.1	26.8
	Once a month	38	14.6	14.6	41.4
	2-3 times a month	75	28.7	28.7	70.1
	Once a week	32	12.3	12.3	82.4
	2-3 times a week	32	12.3	12.3	94.6
	3-6 times a week	7	2.7	2.7	97.3
	Daily	7	2.7	2.7	100.0
	Total	261	100.0	100.0	

A vast majority of the participants of this study reportedly consider price and discounts when deciding to order food online, and a good number consider positive reviews and ratings. Relatively fewer respondents considered fast delivery time and variety of menu options.

Table 7*Factors considered when choosing food delivery app*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price and discounts	142	54.4	54.4	54.4
	Variety of menu options	27	10.3	10.3	64.8
	Fast Delivery Time	35	13.4	13.4	78.2
	Positive reviews and ratings	57	21.8	21.8	100.0
	Total	261	100.0	100.0	

3.2 Data Analysis - Consumer experience and intention to use FDA through the mediating role of Perceived Value and Word of Mouth

H1: The better the experience of customers with the use of food delivery apps, the higher their intention to use food delivery apps.

H2: The more loyalty a consumer has, the higher their intention to use food delivery apps.

H3: The more positive the attitude of a consumer, the higher their intention to use food delivery apps.

Multiple linear regression was conducted to evaluate the relationship between customer experience, loyalty, attitude, and intention to use food delivery apps. The independent variables were customer experience, loyalty, and attitude, while the dependent variable was the intention to use food delivery apps.

The following table shows the descriptive statistics from the analysis.

Table 8

Descriptive Statistics

	Mean	Std. Deviation	N
Intention to Purchase	3.8820	2.24558	261
Consumer Experience	3.5050	.74349	261
Loyalty	3.7648	.69325	261
Attitude	3.5549	.70708	261

The following table shows the correlations between the variables in the model.

Table 9

Correlations

		Intention to Purchase	Consumer Experience	Loyalty	Attitude
Pearson Correlation	Intention to Purchase	1.000	.170	.220	.277
	Consumer Experience	.170	1.000	.037	.101
	Loyalty	.220	.037	1.000	.634
	Attitude	.277	.101	.634	1.000
Sig. (1- tailed)	Intention to Purchase	.	.003	<.001	<.001
	Consumer Experience	.003	.	.277	.051
	Loyalty	.000	.277	.	.000
	Attitude	.000	.051	.000	.
N	Intention to Purchase	261	261	261	261
	Consumer Experience	261	261	261	261
	Loyalty	261	261	261	261
	Attitude	261	261	261	261

The overall model was found to be statistically significant: $F(3, 257) = 11.54, p < .001$. The effect size, $R^2 = .119$, showed that the variables in the model accounted for approximately 11.9% of the variance in intention to use food delivery apps.

Table 10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.345 ^a	.119	.108	2.12038	.119	11.537	3	257	<.001

a. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

Table 11

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.615	3	51.872	11.537	<.001 ^b
	Residual	1155.470	257	4.496		
	Total	1311.085	260			

a. Dependent Variable: Intention to Purchase

b. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

The multiple regression revealed that both consumer experience ($\beta = .198, p < .001$) and attitude ($\beta = .255, p < .001$) were significant contributors to the model. Loyalty was, however, not found to be a significant predictor of intention to use food delivery apps ($\beta = .066, p = .386$). Therefore, Hypothesis H1 and H3 are accepted while H2 is rejected. The following tables show the results of the multiple regression analysis.

Table 12

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.296	.962		2.388	.018
	Consumer Experience	-.598	.178	.198	3.362	<.001
	Loyalty	.213	.245	.066	.869	.386
	Attitude	.810	.242	.255	3.352	<.001

a. Dependent Variable: Intention to Purchase

H4: The better the experience of customers with the use of food delivery apps, the higher their perceived value of the use of food delivery apps.

H5: The more the loyalty of a consumer, the higher their perceived value of the use of food delivery apps.

H6: The more positive the attitude of a food delivery app consumer, the higher their perceived value of using food delivery apps.

Multiple linear regression was conducted to evaluate the relationship between customer experience, loyalty, attitude, and perceived value in the use of food delivery apps. The independent variables were customer experience, loyalty, and attitude, while the dependent variable was the perceived value of using food delivery apps.

The following table shows the descriptive statistics from the analysis.

Table 13

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value	3.5524	.68565	261
Consumer Experience	3.5050	.74349	261
Loyalty	3.7648	.69325	261
Attitude	3.5549	.70708	261

The following table shows the correlations between the variables in the model

Table 14

Correlations

		Perceived Value	Consumer Experience	Loyalty	Attitude
Pearson Correlation	Perceived Value	1.000	.129	.582	.775
	Consumer Experience	.129	1.000	.037	.101
	Loyalty	.582	.037	1.000	.634
	Attitude	.775	.101	.634	1.000
Sig. (1-tailed)	Perceived Value	.	.018	<.001	<.001
	Consumer Experience	.018	.	.277	.051
	Loyalty	.000	.277	.	.000
	Attitude	.000	.051	.000	.
N	Perceived Value	261	261	261	261

Consumer Experience	261	261	261	261
Loyalty	261	261	261	261
Attitude	261	261	261	261

The overall model was found to be statistically significant: $F(3, 257) = 137.95, p < .001$. The effect size, $R^2 = .617$, showed that the variables in the model accounted for approximately 61.7% of the variance in the perceived value of the use of food delivery apps.

Table 15

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.785 ^a	.617	.612	.42685	.617	137.954	3	257	<.001

a. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

Table 16

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.404	3	25.135	137.954	<.001 ^b
	Residual	46.825	257	.182		
	Total	122.229	260			

a. Dependent Variable: Perceived Value

b. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

The multiple regression revealed that loyalty ($\beta = .155, p = .002$) and attitude ($\beta = .671, p < .001$) were significant contributors to the model. On the other hand, consumer experience was not found to be a significant predictor of the perceived value of using food delivery apps ($\beta = .056, p = .153$). Therefore, Hypothesis H5 and H6 are accepted while H4 is rejected. The following tables convey the results of the multiple regression analysis.

Table 17*Coefficients^a*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.484	.194		2.499	.013
	Consumer Experience	.051	.036	.056	1.434	.153
	Loyalty	.153	.049	.155	3.096	.002
	Attitude	.651	.049	.671	13.375	<.001

a. Dependent Variable: Perceived Value

H7: The better the experience of customers with use of food delivery apps, the higher the likelihood to spread of the use of food delivery apps via word of mouth.

H8: The more the loyalty of a consumer, the higher the likelihood to spread of the use of food delivery apps via word of mouth.

H9: The more positive the attitude of a consumer, the higher the likelihood to spread of the use of food delivery apps via word of mouth.

A multiple linear regression was conducted to evaluate the relationship between customer experience, loyalty, attitude, and the likelihood of spread of the use of food delivery apps via word of mouth. The independent variables were customer experience, loyalty, and attitude, while the dependent variable was the likelihood of the spread of the use of food delivery apps via word of mouth.

The following table shows the descriptive statistics from the analysis.

Table 18*Descriptive Statistics*

	Mean	Std. Deviation	N
Word of Mouth	3.6609	.75723	261
Consumer Experience	3.5050	.74349	261
Loyalty	3.7648	.69325	261
Attitude	3.5549	.70708	261

The following table shows the correlations between the variables in the model

Table 19

Correlations

		Word of Mouth	Consumer Experience	Loyalty	Attitude
Pearson Correlation	Word of Mouth	1.000	-.049	.353	.498
	Consumer Experience	.049	1.000	.037	.101
	Loyalty	.353	.037	1.000	.634
	Attitude	.498	.101	.634	1.000
Sig. (1-tailed)	Word of Mouth	.	.216	<.001	<.001
	Consumer Experience	.216	.	.277	.051
	Loyalty	.000	.277	.	.000
	Attitude	.000	.051	.000	.
N	Word of Mouth	261	261	261	261
	Consumer Experience	261	261	261	261
	Loyalty	261	261	261	261
	Attitude	261	261	261	261

The overall model was found to be statistically significant: $F(3, 257) = 30.06, p < .001$. The effect size, $R^2 = .26$, showed that the variables in the model accounted for approximately 26% of the variance in the likelihood of spread of the use of food delivery apps via word of mouth.

Table 20

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.510 ^a	.260	.251	.65528	.260	30.064	3	257	<.001

a. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

Table 21ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.728	3	12.909	30.064	<.001 ^b
	Residual	110.354	257	.429		
	Total	149.081	260			

a. Dependent Variable: Word of Mouth

b. Predictors: (Constant), Attitude, Consumer Experience, Loyalty

The multiple regression revealed that only attitude ($\beta = .471, p < .001$) was the significant contributor to the model. On the other hand, consumer experience ($\beta = .099, p = .069$) and loyalty ($\beta = .058, p = .407$) were not found to be significant predictors of the likelihood of spread of the use of food delivery apps via word of mouth. Therefore, Hypothesis H7 and H8 are rejected while H9 is accepted. The following tables convey the results of the multiple regression analysis.

Table 22Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.982	.297		6.670	<.001
	Consumer Experience	.101	.055	.099	1.829	.069
	Loyalty	.063	.076	.058	.831	.407
	Attitude	.505	.075	.471	6.758	<.001

a. Dependent Variable: Word of Mouth

H10: The higher the perceived value a customer has on the use of food delivery apps, the higher their intention to use food delivery apps.

A bivariate linear regression was conducted to evaluate the relationship between perceived value and intention to use food delivery apps. The independent variable was perceived value, while the dependent variable was the intention to use food delivery apps. The model was found to be statistically significant: $F(1, 259) = 23.59, p < .001$. The effect size, $R^2 = .083$, showed that the perceived value ($\beta = .289, p < .001$) accounted for

approximately 8.3% of the variance in intention to use food delivery apps. Therefore, Hypothesis H10 is accepted. The following tables show the results of the regression analysis.

Table 23

Descriptive Statistics

	Mean	Std. Deviation	N
Intention to Purchase	3.8820	2.24558	261
Perceived Value	3.5524	.68565	261

Table 24

Correlations

		Intention to Purchase	Perceived Value
Pearson Correlation	Intention to Purchase	1.000	.289
	Perceived Value	.289	1.000
Sig. (1-tailed)	Intention to Purchase	.	<.001
	Perceived Value	.000	.
N	Intention to Purchase	261	261
	Perceived Value	261	261

Table 25

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.289 ^a	.083	.080	2.15395	.083	23.591	1	259	<.001

a. Predictors: (Constant), Perceived Value

Table 26

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.449	1	109.449	23.591	<.001 ^b
	Residual	1201.636	259	4.640		
	Total	1311.085	260			

a. Dependent Variable: Intention to Purchase

b. Predictors: (Constant), Perceived Value

Table 27

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.520	.705		.738	.461
	Perceived Value	.946	.195	.289	4.857	<.001

a. Dependent Variable: Intention to Purchase

H11: Customers who got to hear about the use of food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps.

A bivariate linear regression was conducted to evaluate the relationship between word of mouth and intention to use food delivery apps. The independent variable was word of mouth, while the dependent variable was the intention to use food delivery apps.

The following table shows the descriptive statistics from the analysis.

Table 28

Descriptive Statistics

	Mean	Std. Deviation	N
Intention to Purchase	3.8820	2.24558	261
Word of Mouth	3.6609	.75723	261

The following table shows the correlations between the variables in the model

Table 29*Correlations*

		Intention to Purchase	Word of Mouth
Pearson Correlation	Intention to Purchase	1.000	.208
	Word of Mouth	.208	1.000
Sig. (1-tailed)	Intention to Purchase	.	<.001
	Word of Mouth	.000	.
N	Intention to Purchase	261	261
	Word of Mouth	261	261

The model was found to be statistically significant: $F(1, 259) = 11.70, p < .001$. The effect size, $R^2 = .043$, showed that word of mouth ($\beta = .208, p < .001$) accounted for approximately 4.3% of the variance in intention to use food delivery apps. Therefore, Hypothesis H11 is accepted. The following tables show the results of the regression analysis.

Table 30*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.208 ^a	.043	.040	2.20075	.043	11.701	1	259	<.001

a. Predictors: (Constant), Word of Mouth

Table 31*ANOVA^a*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.671	1	56.671	11.701	<.001 ^b
	Residual	1254.414	259	4.843		
	Total	1311.085	260			

a. Dependent Variable: Intention to Purchase

b. Predictors: (Constant), Word of Mouth

The model was found to be statistically significant: $F(1, 259) = 11.70, p < .001$. The effect size, $R^2 = .043$, showed that word of mouth ($\beta = .208, p < .001$) accounted for approximately 4.3% of the variance in intention to use food delivery apps. Therefore, Hypothesis H11 is accepted. The following tables show the results of the regression analysis.

Table 32

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.625	.674		2.412	.017
	Word of Mouth	.617	.180	.208	3.421	<.001

a. Dependent Variable: Intention to Purchase

H12: Perceived value mediates the relationship between customer experience and their intention to use food delivery apps.

A mediation regression analysis was conducted using the Baron and Kenny approach to determine whether or not perceived value mediates the relationship between customer experience and their intention to use food delivery apps. The independent variable was customer experience, the mediator variable was perceived value, and the dependent variable was the intention to use food delivery apps.

To examine this relationship, there was a need to first establish if the following relationships exist:

- i) Significant relationship between customer experience and intention to use food delivery apps
- ii) Significant relationship between customer experience and perceived value.
- iii) Significant relationship between perceived value and intention to use of food delivery apps.

Whereas relationship (i) and (iii) were proven to be significant in Hypotheses H1 and H10, respectively, relationship (ii) was not found to be significant in H4. Whereas customer experience and perceived value are significant predictors of the intention to use food delivery apps, customer experience does not have a significant relationship with perceived value. As

such, perceived value cannot mediate the relationship between consumer experience and the intention to use food delivery apps. We, therefore, reject H12. The following tables depict the relationship between consumer experience, perceived value, and the intention to use food delivery apps.

Table 33*Descriptive Statistics*

	Mean	Std. Deviation	N
Intention to Purchase	3.8820	2.24558	261
Consumer Experience	3.5050	.74349	261
Perceived Value	3.5524	.68565	261

Table 34*Correlations*

		Intention to Purchase	Consumer Experience	Perceived Value
Pearson Correlation	Intention to Purchase	1.000	-.170	.289
	Consumer Experience	-.170	1.000	.129
	Perceived Value	.289	.129	1.000
Sig. (1-tailed)	Intention to Purchase	.	.003	<.001
	Consumer Experience	.003	.	.018
	Perceived Value	.000	.018	.
N	Intention to Purchase	261	261	261
	Consumer Experience	261	261	261
	Perceived Value	261	261	261

Table 35*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.357 ^a	.127	.120	2.10612	.127	18.786	2	258	<.001

a. Predictors: (Constant), Perceived Value, Consumer Experience

Table 36ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.661	2	83.331	18.786	<.001 ^b
	Residual	1144.424	258	4.436		
	Total	1311.085	260			

a. Dependent Variable: Intention to Purchase

b. Predictors: (Constant), Perceived Value, Consumer Experience

Table 37Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.434	.871		2.794	.006
	Consumer Experience	-.636	.177	-.211	-3.591	<.001
	Perceived Value	1.035	.192	.316	5.390	<.001

a. Dependent Variable: Intention to Purchase

H13: Word of mouth mediates the relationship between customer experience and their intention to use food delivery apps.

A mediation regression analysis was conducted using the Baron and Kenny approach to determine whether or not word of mouth mediates the relationship between customer experience and their intention to use food delivery apps. The independent variable was customer experience, the mediator variable was word of mouth, and the dependent variable was the intention to use food delivery apps. To examine this relationship, there was a need to first establish if the following relationships exist:

- i) A significant relationship between customer experience and intention to use food delivery apps.
- ii) Significant relationship between customer experience and word of mouth.
- iii) A significant relationship between word of mouth and intention to use food delivery apps.

All the relationships (i), (ii), and (iii) were proven to be significant in Hypotheses H1, H7, and H11. Having established these significant relationships, a multiple linear regression was conducted in which customer experience and word of mouth were the independent variables, and the dependent variable was the intention to use food delivery apps.

The standardized coefficients of the regression tables where consumer experience is the only predictor variable vs where both consumer experience and word of mouth are the predictor variables were examined. In the second table (Table 37), the standardized beta coefficient for consumer experience ($\beta = .14$) is smaller than the coefficient ($\beta = .17$) in the initial table (Table 36). Notably, the p-value for consumer experience in the second table ($p = .008$) was greater than the one in the initial table ($p = .008$). These changes are a testament to the mediating role of word of mouth on the relationship between customer experience and the intention to use food delivery apps. We, therefore, accept the Hypothesis H13.

Table 38

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.679	.663		8.571	<.001
	Consumer Experience	.513	.185	.170	2.773	.006

a. Dependent Variable: Intention to Purchase

Table 39

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.404	.944		3.606	<.001
	Consumer Experience	.483	.182	.140	2.660	.008
	Word of Mouth	.593	.178	.200	3.326	.001

a. Dependent Variable: Intention to Purchase

In addition to the Baron and Kenny mediation approach, the mediation analysis was also run using PROCESS and it confirmed the initial results. The table below illustrates the PROCESS results.

```

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****
Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      -0.6126    .1784   -3.4344  .0007   -0.9638    0.2613

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
TOTAL      0.0997      0.1136      -0.0798      0.3895
WOM        0.0107      0.0184      -0.0466      0.0311
PV         0.1105      0.1026      0.0441      0.3761

***** ANALYSIS NOTES AND ERRORS *****

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The following table summarizes the hypotheses tested in this study and the results.

Table 40

Results of Hypothesis Analysis

HYPOTHESIS	RESULTS
H1: The better the experience of customers with the use of food delivery apps, the higher their intention to use food delivery apps.	Accepted
H2: The more the loyalty of a consumer, the higher their intention to use food delivery apps.	Rejected
H3: The more positive the attitude of a consumer, the higher their intention to use food delivery apps.	Accepted
H4: The better the experience of customers using food delivery apps, the higher their perceived value of the use of food delivery apps.	Rejected
H5: The more the loyalty of a consumer, the higher their perceived value on the use of food delivery apps.	Accepted
H6: The more positive the attitude of a food delivery app consumer, the higher their perceived value of the use of food delivery apps.	Accepted

H7: The better the experience of customers with the use of food delivery apps, the higher the likelihood of the spread of the use of food delivery apps via word of mouth.	Rejected
H8: The more the loyalty of a consumer, the higher the likelihood of the spread of the use of food delivery apps via word of mouth.	Rejected
H9: The more positive the attitude of a consumer, the higher the likelihood of spread of the use of food delivery apps via word of mouth.	Accepted
H10: The higher the perceived value a customer has on the use of food delivery apps, the higher their intention to use food delivery apps.	Accepted
H11: Customers who got to hear about the use of food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps.	Accepted
H12: Perceived value mediates the relationship between customer experience and their intention to use food delivery apps.	Rejected
H13: Word of mouth mediates the relationship between customer experience and their intention to use food delivery apps.	Accepted

This study's main aim was to examine how consumer experience affects one's intention to use food delivery apps, using perceived value and perceived risk as mediating factors. Overall, the study's findings revealed that customer experience significantly impacts one's intention to use food delivery apps.

The hypotheses of this study were shaped to reflect the objectives of the study as well as findings from the review of the literature. In this study, I started by evaluating Hypotheses H1, H2, and H3. Here, I evaluated the relationship between customer experience, loyalty, attitude, and intention to use food delivery apps. Statistical analysis revealed that the better the experience of customers with the use of food delivery apps, the higher their intention to use food delivery apps. It was also found that the more positive the attitude of a consumer, the higher their intention to use food delivery apps. On the other hand, no significance was found in the relationship between a consumer's loyalty and their intention to use food delivery apps. These findings were consistent with the findings of Pillai et al. (2022) and

Fakfare (2021), whose findings indicated that in regards to the use of food delivery apps, positive customer experience is associated with an increased inclination to continue using these services. However, this study's findings differed from those of Xiao et al. (2023), whose findings indicated that loyalty could have a positive relationship with customers' intentions to purchase products or services. The findings of this study were also consistent with Al Amin et al.'s (2020) and Ravindran et al.'s (2022) findings that a positive attitude is positively associated with product or service usage intentions.

After H1 - H3, I looked into H4, H5, and H6. I examined the relationship between consumer experience, consumer loyalty, attitude, and perceived value in this set of hypotheses. The findings revealed that the more the loyalty of a consumer, the higher their perceived value on the use of food delivery apps. The statistical analysis results also showed that the more positive the attitude of a food delivery app consumer, the higher their perceived value of using food delivery apps. However, customer experience was not found to be significantly related to their perceived value of the use of food delivery apps. These findings differed with Alden et al. (2023), finding that customers' experience with the use of food delivery apps significantly enhances their perceived value of using the delivery services. The findings of this study aligned with findings in the literature that loyalty and attitude positively influence the perceived value of services (Al Amin et al., 2020; Habibi & Zakipour, 2022; Rishi et al., 2021).

H7-H9 were also evaluated together using regression. Only H9 was approved and indicated that the more positive the attitude of a consumer, the higher the likelihood of spread of the use of food delivery apps via word of mouth. H7 and H8 were, however, not approved, meaning that the customer experience and loyalty of a consumer do not affect the likelihood of using food delivery apps via word of mouth. The findings of this study did not align with the findings in the literature, which leaned towards the argument that user experience and loyalty actually have a positive impact on the likelihood of spread of the use of food delivery apps via word of mouth (Belanche & Flavián, 2020; Das & Ramalingam, 2023; Sampat & Sabat, 2021). The finding that positive attitude is significantly and positively related with the likelihood of spread of the use of food delivery apps via word of mouth aligned with the findings found during the review of literature (Belanche & Flavián, 2020; Ramalingam, 2023).

H10 and H11 evaluated the relationship between perceived value and word of mouth on the intention to use food delivery apps. It was found that the higher the perceived value a customer has on the use of food delivery apps, the higher their intention to use food delivery

apps. This was consistent with the finding of Alden et al. (2023) that perceived value has an influence on the use of food delivery apps. This was also consistent with the finding in the literature that higher perceived value increases consumer willingness to use food delivery apps (Al Amin et al., 2020). It was also found that customers who got to hear about using food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps. This finding further aligned with the findings in literature that word-of-mouth positively influences customer behavior and intention to purchase (Belanche & Flavián, 2020; Das & Ramalingam, 2023; Sampat & Sabat, 2021).

H12 and H13 evaluated the mediating effect of perceived value and word-of-mouth variables on the relationship between customer experience and their intention to use food delivery apps. Word of mouth was found to mediate the relationship between customer experience and their intention to use food delivery apps, while perceived value was not found to mediate the relationship between customer experience and their intention to use food delivery apps. Whereas these findings aligned with the assertion in the literature that word-of-mouth communication could help explain the intricate relationship between consumer experience and platform usage in food delivery applications (Alden et al., 2023; Habibi & Zakipour, 2022), they differed with the finding in the literature that perceived value affects the connection between customer experience and food delivery app usage (Belanche & Flavián, 2020; Laksana & Ekawati, 2020).

CONCLUSIONS, SUGGESTIONS AND PRACTICAL IMPLICATIONS OF THE STUDY BASED ON THE ANALYSIS OF RESEARCHED FACTORS

This research study focussed on examining the impact of consumer experience on intention to use food delivery apps, using perceived value and perceived risk as mediating factors. The setting of this study was Pakistan - that is, the population from which data was collected.

One objective of this study was to investigate the relationship between customer experience and the intention to use mobile food delivery platforms in Pakistan. For the credibility of the regression analysis, there was a need to include other independent variables in the model that the literature suggested to be involved in determining consumers' purchase intentions. As a matter of fact, another objective of this study was to reveal the possible links between the concept of consumer experience and the concept of intention to use in the literature. The independent variables that were selected after reviewing the available literature included consumer loyalty and attitude. Consumer experience and attitude were found to impact intentions to use food delivery apps positively. This indicates that a good customer experience incentivizes customers to use food delivery apps in the future. It was also found that consumer loyalty does not affect one's intention to use food delivery apps again.

The relationship between the independent variables and the two mediator variables was also evaluated. The findings indicated that loyalty and attitude positively impact the consumers' perceived value of using food delivery apps. The findings, however, indicated that consumer experience does not significantly impact their perceived value of using food delivery apps. Only attitude was found to positively impact the likelihood of spreading information about food delivery apps by word of mouth; consumer experience and loyalty were not found to have an impact on word of mouth.

Another objective of this study was to examine the mediating roles of perceived value and word of mouth on the relationship between customer experience and intention to use mobile food delivery platforms in Pakistan. There was a need first to examine the relationships between the mediating variables and the intention to use food delivery apps. It was found that the higher the perceived value a customer has on the use of food delivery apps, the higher their intention to use food delivery apps. The results also revealed that customers who got to hear about the use of food delivery apps via word of mouth are likely to have a higher intention to use food delivery apps. Word of mouth was found to mediate the relationship between customer

experience and their intention to use food delivery apps. It, however, found that perceived value does not mediate the relationship between customer experience and their intention to use food delivery apps.

Implications of the study

The findings of this study have several practical implications for marketing and business in Pakistan's food delivery apps industry. The findings indicated consumer experience affects consumers' intention to use food delivery apps. These findings highlight the need for food delivery companies to implement measures that facilitate positive consumer experiences. This could include (but is not limited to) user-friendly app interfaces, efficiency in the food delivery process, and good customer service services. Companies should put in place pro-customer policies that see to it that customers enjoy the procedures and services offered. In addition to website reviews, companies could also put in place more direct channels through which customers can provide detailed feedback on the services offered. In this way, companies will get real-time customer feedback and implement them to improve the customer experience. This will positively affect the customers' intention to use the food delivery app again and, in turn, potentially create more sales.

Companies also ought to focus on ways to build and maintain positive attitudes among customers. This can be done by using advanced marketing strategies that are informed by research. A positive attitude will also urge customers to spread the news on the food delivery apps through word of mouth. It was also found that word of mouth mediates the positive relationship between customer experience and intention to use food delivery apps. This indicates that good customer experiences may cause users to share their experiences with their family members and friends and, thus, in turn, influence them to use the delivery services.

Companies providing food delivery app services could also consider putting loyalty programs in place to improve the perceived value. These would facilitate a sense of satisfaction and attachment of customers to the food delivery services they use. This study found that perceived value enhances the intention to use food delivery apps. As such, companies should aim to provide promotions and value-added services to better users' perceptions of the food delivery platform.

This study's findings also contribute to the existing literature on the relationships between the variables consumer experience, loyalty, attitude, perceived value, word of

mouth, and intention to use food delivery app services. These insights will guide scholars to further explore other consumer behavior attributes, especially in this fast-evolving digital era.

Limitations and future research directions

There are a few limitations that are associated with this study. To begin with, is the aspect of generalizability. The study focused on the population in Pakistan only. Therefore, these findings have limited generalizability regarding different cultural contexts. This would give us an understanding of the global dynamics around the use of food delivery apps. Future studies should be conducted using respondents who represent a wider population. In addition, the data that was analyzed and interpreted in this study was collected at only one point in time, making the study cross-sectional. People should consider doing longitudinal studies in the future to help us understand how consumer characteristics like attitude and loyalty, which were investigated in this study, change with time and technological advancement.

Only approximately 30% of the participants in this study reported to order food at least on a weekly basis. In the future, researchers should consider screening respondents for their online ordering frequency. By so doing, the accuracy of the findings will be improved. Future research could also embrace a mixed design approach employing both quantitative and qualitative methods. Qualitative aspects like focus groups and interviews would help provide a more detailed understanding of factors that influence decisions made by consumers.

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ANNEXES

ANNEX 1 - Output

Reliability
Scale: Consumer Experience
Reliability
Statistics

Cronbach's Alpha	N of Items
.874	5

Item Statistics

	Mean	Std. Deviation	N
CE1	3.34	.882	261
CE2	3.51	.862	261
CE3	3.54	1.013	261
CE4	3.60	1.024	261
CE5	3.63	.947	261

Case Processing Summary

		N	%
Cases	Valid	261	100.0
	Excluded ^a	0	.0
	Total	261	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.61	14.931	3.864	5

Scale: Loyalty
Reliability
Statistics

Cronbach's Alpha	N of Items
.765	5

Item Statistics

	Mean	Std. Deviation	N
Loyalty1	4.04	1.057	261
Loyalty2	3.98	.898	261
Loyalty3	3.87	.960	261
Loyalty4	3.67	1.156	261
Loyalty5	3.26	1.200	261

Case Processing Summary

		N	%
Cases	Valid	261	100.0
	Excluded ^a	0	.0
	Total	261	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.82	12.015	3.466	5

Scale: Attitude Reliability Statistics

Cronbach's Alpha	N of Items
.754	6

Item Statistics

	Mean	Std. Deviation	N
Attitude1	3.63	1.178	261
Attitude2	3.68	.787	261
Attitude3	3.67	1.063	261
Attitude4	3.12	1.252	261
Attitude5	3.22	1.097	261
Attitude6	4.02	.881	261

Case Processing Summary

		N	%
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Case	Valid	261	100.0
s	Excluded ^a	0	.0
	Total	261	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.33	17.999	4.242	6

Scale: Perceived Value Reliability Statistics

Cronbach's Alpha	N of Items
.776	6

Item Statistics

	Mean	Std. Deviation	N
PV1	3.57	1.045	261
PV2	3.32	1.093	261
PV3	3.24	1.077	261
PV4	3.79	.990	261
PV5	3.75	.826	261
PV6	3.64	.936	261

Case Processing Summary

	N	%	
Case	Valid	261	100.0
s	Excluded ^a	0	.0
	Total	261	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.31	16.924	4.114	6

**Scale: Word of Mouth
Reliability
Statistics**

Cronbach's Alpha	N of Items
.770	4

Item Statistics

	Mean	Std. Deviation	N
WOM1	3.40	1.057	261
WOM2	3.48	.991	261
WOM3	3.79	1.093	261
WOM4	3.62	1.129	261

Case Processing Summary

		N	%
Cases	Valid	261	100.0
	Excluded ^a	0	.0
	Total	261	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.28	10.819	3.289	4

**Scale: Intention to purchase
Reliability
Statistics**

Cronbach's Alpha	N of Items
.849	5

Item Statistics

Mean	Std. Deviation	N
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Intention 1	3.70	1.086	261
Intention 2	3.32	1.064	261
Intention 3	3.64	1.035	261
Intention 4	3.52	1.058	261
Intention 5	3.59	1.014	261

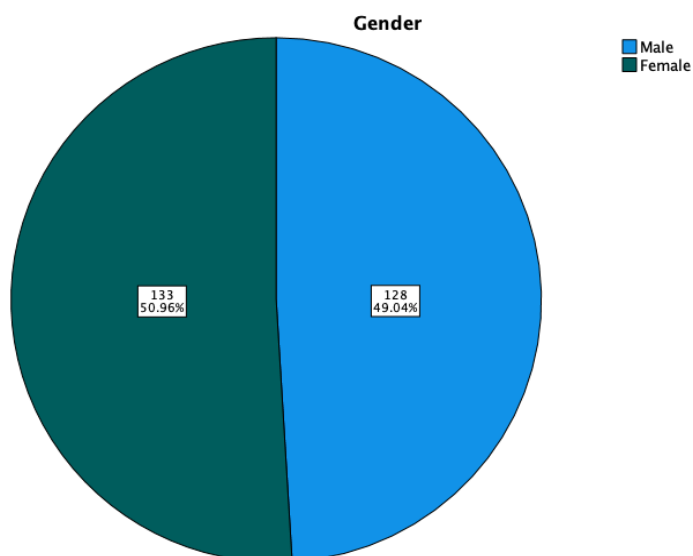
Case Processing Summary

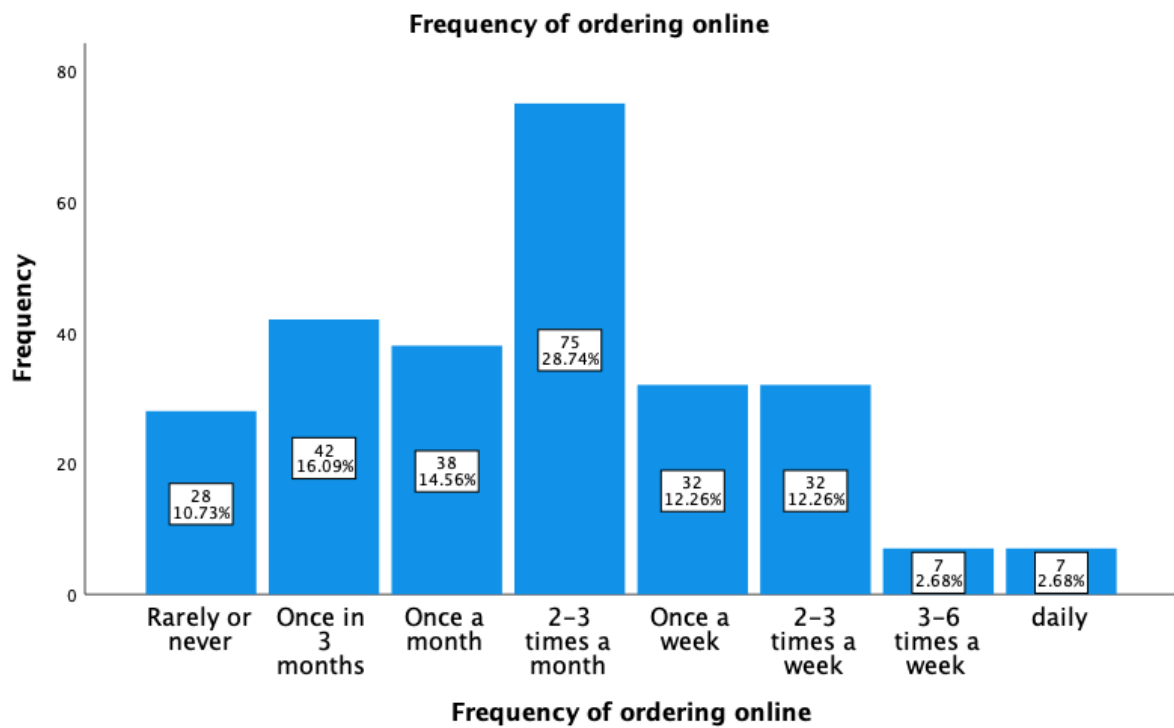
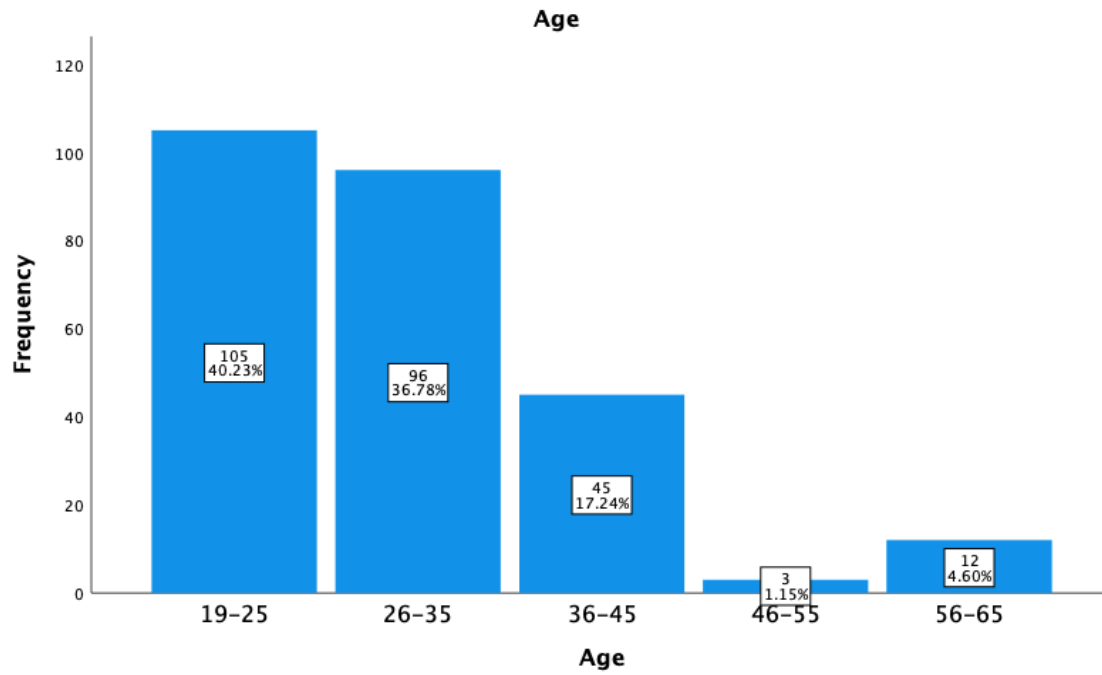
		N	%
Cases	Valid	261	100.0
	Excluded ^a	0	.0
	Total	261	100.0

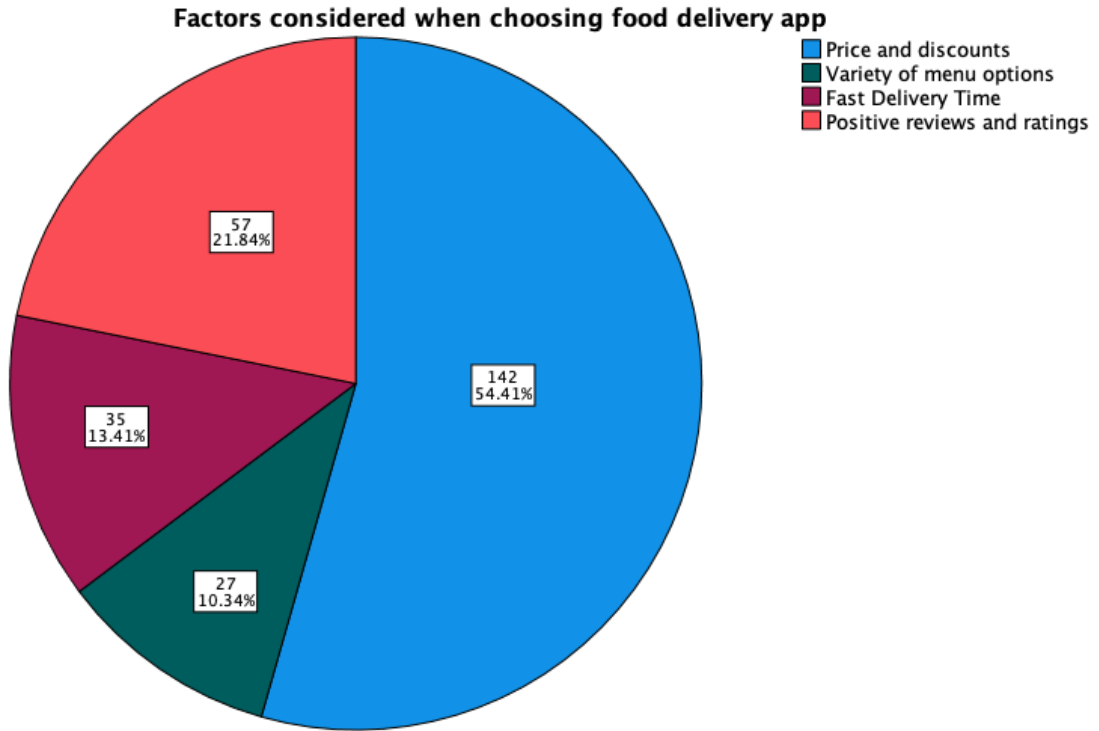
a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.77	17.232	4.151	5







PROCESS

Run MATRIX procedure:

```
***** PROCESS Procedure for SPSS Version 4.2
beta *****
```

Written by Andrew F. Hayes, Ph.D.
www.afhayes.com
 Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

```
*****
*****
```

```
Model   : 4
      Y   : Intentio
      X   : CE
      M1  : WOM
      M2  : PV
```

```
Sample
Size: 261
```

```
*****
*****
```

```
OUTCOME VARIABLE:
WOM
```

Model Summary

	R	R-sq	MSE	F	df1
df2	p				
	.0489	.0024	.5742	.6210	1.0000
259.0000	.4314				

Model

	coeff	se	t	p
LLCI	ULCI			
constant	3.8355	.2265	16.9371	.0000
3.3896	4.2814			
CE	.0498	.0632	.7881	.4314
-.1743	.0747			

OUTCOME VARIABLE:

PV

Model Summary

	R	R-sq	MSE	F	df1
df2	p				
	.1293	.0167	.4640	4.4008	1.0000
259.0000	.0369				

Model

	coeff	se	t	p
LLCI	ULCI			
constant	3.1346	.2036	15.3977	.0000
2.7337	3.5354			
CE	.1192	.0568	2.0978	.0369
.0073	.2311			

OUTCOME VARIABLE:

Intentio

Model Summary

	R	R-sq	MSE	F	df1
df2	p				
	.3624	.1313	4.4316	12.9488	3.0000
257.0000	.0000				

Model

	coeff	se	t	p
LLCI	ULCI			
constant	1.9477	.9740	1.9996	.0466
.0296	3.8657			
CE	-.6126	.1784	-3.4344	.0007
-.9638	-.2613			
WOM	.2156	.1937	1.1133	.2666
-.1658	.5970			
PV	.9267	.2154	4.3014	.0000
.5025	1.3510			

***** DIRECT AND INDIRECT EFFECTS OF X ON Y

Direct effect of X on Y

	Effect	se	t	p	LLCI
ULCI					
	-.6126	.1784	-3.4344	.0007	-.9638
	.2613				

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.0997	.1136	-.0798	.3895
WOM	.0107	.0184	-.0466	.0311
PV	.1105	.1026	.0441	.3761

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in
output:

95.0000

Number of bootstrap samples for percentile bootstrap
confidence intervals:

5000

WARNING: Variables names longer than eight characters can
produce incorrect output
when some variables in the data file have the same first
eight characters. Shorter
variable names are recommended. By using this output, you
are accepting all risk
and consequences of interpreting or reporting results
that may be incorrect.

----- END MATRIX -----

ANNEX 2 - Survey

Consumer Experience and intention to use food delivery apps through mediating roles of perceived value and word of mouth.

About

Hello! My name is Esha Ali, pursuing my final year in Marketing at Vilnius University in Lithuania. This research is part of my Final Year Project, which is aimed to give us more insights on consumer behavior in regards to the use of Food Delivery Apps. Consumers are continually leaning towards an entirely distinct era due to the extensive use of mobile devices. Consumer experience has been shown to be an important factor in choices made by consumers. As such, there is a need to understand how consumer experience relates with people's intention to use Food Delivery Apps. The aim of this study therefore is to examine the impact of consumer experience on intention, using perceived value and perceived risk as mediating factors. Thank you for taking the time to participate in this survey. Please note that by clicking continue, you are consenting to take part in the survey.

Demographics

Gender (What is your gender?)

- Male
- Female

Age group (What is your age group?)

- Less than 18 years
- 19-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56-65 years
- 65 years and above

Frequency of Online Food Orders (How often do you order food online?)

- Rarely or never
- Once in 3 months
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- 3-6 times a week
- Daily

Decision Factors for Choosing a Restaurant (What factor do you consider most when choosing food delivery app to order food from?)

- Price and discounts
- Variety of menu options
- Fast delivery time
- Positive reviews and ratings

Survey**Customer Experience**

On a scale of 1-5 (1 = extremely dissatisfied, 5 = extremely satisfied), Please rate your overall experience with the ease of using the food delivery app.

- How satisfied are you with the timeliness of food delivery when using a food delivery app?
- To what extent do you agree that use of a food delivery app meets your expectations for order accuracy?
- How do you rate your experience with the customer support provided by a food delivery app?
- Please indicate your satisfaction with the overall navigation and layout of the food delivery app you have used.
- How would you rate the responsiveness of the food delivery app to your preferences and choices?

Loyalty

Please rate your agreement with the following items (1 = strongly disagree, 5 = strongly agree)

- I am likely to repurchase using a food delivery app in the next six months.
- The next time I order food online, I am likely to buy using the same food delivery app I used last time.
- I would recommend the food delivery app I used to my friends and family.
- I often use only one food delivery app compared to other food delivery services.
- I feel a sense of attachment to one food delivery app.

Attitude: Please indicate your overall opinion about using food delivery apps.

Please rate your agreement with the following items (1 = strongly disagree, 5 = strongly agree):

- Food delivery apps are the efficient means of buying food nowadays.
- Food delivery apps are dependable.
- It is safe to transact using food delivery apps.
- Food delivery apps gives me personal attention.
- Food delivery apps have my best interests at heart.
- Food delivery apps are convenient.

Perceived Value: Rate your perception of the value for money spent on food delivery through the app. Please rate your perception with the following items (1 = strongly disagree, 5 = strongly agree)

- The Food Delivery App service met my expectations.
- Compared to other food purchasing options, the quality of service provided Food Delivery Apps is better.
- I feel that the benefits of using this app outweigh the costs.
- Food Delivery Apps offer favorable discounts or promotions.
- I am satisfied with the overall value proposition of the Food Delivery App I use.
- Food Delivery Apps offer prompt services.

Word of Mouth

How did word of mouth influence your decision to use a food delivery app?

Please rate your response with the following items (1 = strongly disagree, 5 = strongly agree):

- Friends and family have discussed their positive experiences of Food Delivery Apps with me.
- People around me are willing to share their positive experiences with Food Delivery Apps.
- I consider the opinions of others when choosing a Food Delivery App.
- I have been encouraged by others to use a Food Delivery App base on their experiences.

Intention to Use Food Delivery Apps

Please rate your response with the following items (1 = strongly disagree, 5 = strongly agree):

- I am likely to use a Food Delivery App for my future food orders.
- I intend to continue using Food Delivery App services regularly.
- I am willing to explore new features and services offered by this app.
- I am confident in the app's ability to meet my future food delivery needs.
- I am likely to try new offerings or services introduced by the app.