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ONLINE FOOD DELIVERY APPLICATIONS: QUALITATIVE INQUIRY OF DIMENSIONS IMPACTING CONSUMER INTENTIONS AND USAGE

ABSTRACT

The study explores different dimensions impacting Food Delivery apps' usage in Tier 1, 2, and 3 cities in India. The study highlights the barriers along with drivers of usage and adoption of online food delivery applications. Research Questions for the current inquiry are 1) What dimensions impact the adoption of online food delivery aggregators' services in Tier 1, 2, and 3 cities? 2) What are the situation triggers, and barriers impacting the usage of online food delivery aggregator's services in Tier 1, 2, and 3 cities? A qualitative approach is used to collect the data. In-depth interviews are conducted in Tier 1, 2, and 3 cities in India. Users and potential users of online food delivery aggregators were interviewed to study and identify the positive and negative dimensions affecting the usage of online food delivery aggregator apps. Qualitative data analysis is conducted using MAXQDA – qualitative data analysis software. The results of the current study present the factors derived from the qualitative inquiry impacting the adoption and usage of online food delivery apps. The factors are social influence, perceived usefulness, hedonic motivation, Trust, culture, the occasion of adoption, online reviews and ratings, community services, and customization. The analysis also helps to classify the factors into enablers (usefulness, convenience, time and price saving, subjective norms, community services, habit, and app functionality) and barriers (Hygiene, condition of food when delivered, culture, food safety, trust) of usage. The current inquiry helps to understand the dimensions impacting the usage of online food delivery applications in tier1,2 and 3 markets of India. These dimensions can assist the practitioners and developers in app development and understand the usage phenomenon in the specified consumer markets. The current study will help the entrepreneurs of the online food delivery industry to strategize the value proposition based on the consumer insights and requirements.

Keywords

Qualitative research; Mobile apps; Food Delivery Applications; In-Depth Interviews; MAXQDA.

1. Introduction

Food tech is one of the most upcoming industries to discuss and gaining a lot of academic interest giving new scope for academicians to contribute. Food tech has high growth potential in India when it sees migration from Urban to Rural Market. This gives the future opportunity for researchers to work with different variables to contribute to the literature. Atulkar et al, (2022) The changing lifestyle, social setup of two people earning, rising middle class, less time, consumer desire for convenience in consumption, on-the-go consumption, and penetration of digital technologies through smartphones are some of the driving factors for Food tech. Online Food Delivery is considered one of the important contributors to Food tech. Online Food delivery apps are changing the way people eat in India and across the globe. As per the latest article by Global Data (2021), the latest technology trends impacting online food delivery services are the application of Artificial Intelligence and Machine Learning, Drone delivery, Food Delivery Robots, and Conversational Platforms which of course calls for a huge amount of investments and fundraising from the delivery platforms etc. Industry statistics of Indian online food delivery are estimated to reach a value of 13 billion US dollars by 2021 (Statista, 2022).

During the COVID-19 pandemic the nationwide orders from Swiggy, and Zomato shrank but with the new business model it resumed again due to work from home way of functioning across the globe (Statista, 2022). Statista (2019) estimates the worldwide revenue of the online food delivery market might reach a volume of USD 156819 million by 2023 with the delivery market outpacing the restaurant growth. There are different formats of deliveries which are existing like restaurant-to-consumer delivery (McDonalds, Dominoes, etc.) platform to consumer delivery (Zomato, Swiggy, Food Panda, etc.) (Pandey et al, 2021). The forecasted statistics posit the opportunity for the aggregators and food delivery platforms. Academic researches on online food delivery aggregators are done on the aspects of adoption of these platforms, and usage intentions of these platforms which are less in number. There are also a few types of research that have found that cross-cultural differences and differences in values have also impacted the adoption and usage of such platforms differently.

Hence, it is critical to conduct the study in different markets to understand the impact of values, opinions, beliefs, social set, and culture on the usage of such platforms. The focus of this study is to understand the factors impacting the adoption and usage of online food delivery aggregator services in Tier 1, 2, and 3 cities in India. The study also intends to highlight the drivers and barriers to the adoption and usage of this online food delivery platform.

2. Review of Literature

Earlier research in the context of Online Food Delivery applications majorly concentrates on the factors impacting the adoption of the online food delivery aggregator's services.

Pandey et al, (2021) have highlighted the benefits that consumers will receive post-consumption like convenience, time-saving, price-saving, hedonic motivation, sustainability, app-related factors, subjective norms, visual design, etc. after consuming the services of such applications.

Roh & Park (2019) conducted a study in South Korea to study the role of value systems, and moral obligation in the adoption of an O2O food delivery platform. The result of the study highlights the construct's ease of use, usefulness, intention to use compatibility, and convenience orientation. Subjective norms and moral obligations are the variables that are used as moderating variables. Similarly, Gupta & Duggal (2020) studied the risk and benefit perception of consumer rise in online food delivery applications. They also incorporated the construct of word of mouth to study the reuse intention. The results of their study highlight the major benefit factor contributing to the usage and reuse intention. The author has used the theory of planned behavior and factor model as a theoretical base to study the benefit and reuse factors. Atulkar & Singh (2021), conducted a study on the psychological and technological characteristics of customer conversion for online food apps. The result of the study posits that customer these days want food service on their tips they cannot wait for long queues. Applications that people are using should be easy to understand. Customers use these ordering apps as they are found to be useful. Perceived incentives were found to be significantly impacting customer conversion, and the price was found to be insignificant but it was found that consumers do have a significant impact of offers discounts, etc. on the selection of ordering apps responsible for their switching behavior. Visual Attractiveness was found to be less significant and confusing to the consumers. Perceived information is an important antecedent of a food-ordering app. Order management systems also have a significant relation with customer conversion. Kaur et al. (2021) conducted a study to increase the literature on food delivery apps through the lens of the theory of consumption value which is considered as one of the prominent frameworks of consumer behavior. All the above-mentioned studies are some of the prominent research conducted in the literature on online food delivery and they are Quantitative approaches wise.

Another set of literature governing the information system adoption theories and all the frameworks widely being used by researchers considers mobile apps and online food delivery aggregators as innovations. These theoretical frameworks used the Technology Acceptance Model (TAM), Theory of Planned Behavior, Diffusion of Innovation (DOI), and Theory of reasoned action (TRA) (Straub et al, 1997, Zhang & Mao, 2007, Phong et al, 2018). Okumus & Bilgihan (2014) contributed first time to the literature on online food delivery apps by developing a model based on TAM. The study proposed the dimensions that help to understand the major factors of consumer willingness to use mobile food delivery applications. Okumus et al. (2018) explored the role of the Unified theory of acceptance and use (UTAUT 2) to study the influencing role of innovativeness on the other factors impacting the intention of using mobile diet app. Venkatesh (2011) posits that these theoretical frameworks UTAUT being the combination of earlier 6 theories can only explain the conceptualization of adoption of information system.

Information system continuance is the intention of the marketers, not the one-time adoption hence he proposed the extended model of information system continuance, the expectation confirmation model. (Yeo, Goh & Rezaei, 2017) built the framework on the extended model of information system continuance. According to their study as long as experiencing mobile food delivery applications is fun, entertaining, and provides hedonic motivations to the consumers they will consider them useful and will continue to use them. Pandey et al. (2021) conducted a qualitative survey to explore and compare the situational triggers to be included in the adoption of Online food delivery aggregator services. The study was performed in lesser-researched countries in India and the Philippines to compare and contrast the factors.

Pigatto et al., (2017) conducted a qualitative survey to understand the factors that could motivate the Brazilian customer's adoption of mobile food delivery applications. The study indicated the importance of content, usability, and functionality in the usage of such an online ordering system. UTUAT 2 is considered the latest framework in information system adoption but the number of studies using the UTAUT 2 model is less as compared to TAM hence for this study we have having theoretical base as UTAUT 2 to conduct the deductive approach of qualitative survey. Also, this study addresses the method gap as the majority of different studies conducted in the context of mobile food delivery applications are quantitative, it was felt that there is a need for some exploration should be conducted to understand the Tier1, Tier 2, and Tier 3 consumer segments in the cross-cultural context. As an additional contribution, researchers tried to understand some situational factors and barriers that impact the usage of this online food delivery application by Tier 1, Tier 2, and Tier 3 consumer segments which is in dearth in current literature. Hence the research Questions are

Research Questions:

1. What dimensions impact the adoption and usage of online food delivery application services in Tier 1, 2, and 3 cities?
2. What are the situation triggers, and barriers impacting the usage of online food delivery aggregator's services in Tier 1, 2, and 3 cities?

Research Objectives:

1. To explore the dimensions impacting the adoption and usage of online food delivery application services in Tier 1, 2, and 3 cities.
2. To explore the situational triggers, and barriers if any impacting the usage of online food delivery aggregators services in Tier 1, 2, and 3 cities.

3. Research Methodology

The current study uses the qualitative approach and exploratory research design to decide the roadmap of the study.

The qualitative approach helps to gain deeper insights at the contextual level to have detailed information influencing consumer attitude and behavior. The technique used for data collection is in-depth interviews ensuring the clear understanding between the interviewer and interviewee providing greater depth of information (Adams & Cox, 2008). The study is qualitative, applying a deductive framework inclined towards a critical research approach. The research inquiry followed a deductive approach, making use of a customized version of the Technology adoption and continuance model, to test the proposed research objectives.

The interviews were conducted in 3 cities of Maharashtra. The three cities were selected completely based on random sampling. The lottery method is used to select the Tier 1, 2, and 3 cities for the data collection. Target Respondents from Tier 1, 2, and 3 were selected with the help of purposive sampling to have the representation of age and gender. Most users belong to the age group of 24- 35 years (Statista 2019), for the exploration phase the age spread was kept as 18+. The broader age group was interviewed to get the views, opinions, and beliefs of all the age groups. Both users and non-users of online food delivery aggregators were included in the sample to provide information related to adoption, usage, and barriers. The interviewing is stopped after completing the sample size of 22 interviews following the principles of saturation of the qualitative study sample selection. The in-depth interview of the base city was conducted in person. For Tier 2 and Tier 3 cities, the interviews were conducted online through the meeting platform. Audio recordings of the interviews were preserved for transcription and content analysis. The in-depth interviews are conducted by the author. The author has commercial research experience of around 4.5 years in a leading marketing research agency in India. The author has also been exposed to qualitative research techniques like in-depth interviews with different clients of the company. The recruitment of the respondents has been outsourced by the personal contact of the author having at least 10 years of experience in recruiting respondents for focus group discussions and in-depth interviews. Based on the literature review a set of questions was prepared basis the extant literature and the typical consumer behavior process followed before consumption. The different sets of questions asked to the respondents are as follows- a thorough probing process is also followed to extract the responses from the respondents.

3.2 Sample Size and Saturation

The sample size of 22 is achieved based on the principle of saturation. The principle of saturation is achieved based on the stopping criterion (Francis et al, 2010, Guest et al, 2020). The criterion involves the reviewing initial set of interviews e.g. 5. to identify the new codes. Once the new codes are identified a stopping criterion is used say 2 consecutive interviews without the new code. In this manner, the principle of saturation is achieved to finalize the sample size of 22 for the three markets of the study. The findings of the study also helped to identify some of the newer dimensions like culture, community services, customization, etc. which are underrepresented or not present in the existing literature.

4. Data Analysis and Results

Qualitative data collected with the help of the discussion guide was analyzed using the widely used qualitative analysis software MAXQDA. Content analysis of the qualitative data is used to analyze the data as it is considered an important technique for extracting inferences from the text (Krippendorff, 2019).

The process followed to conduct the analysis comprises the following steps:

1. The recorded content of the personal interviews is transcribed into the verbatim of the interviews.
2. The verbatim interviews were read again and again to understand the thoughts, views, and opinions of the respondents related to the context.
3. Post reading and understanding the content of the interviews it is broken into manageable categories.
4. The manageable categories generated for all the personal interviews represent the different concepts. In this process, there can be a scenario where the concepts have repetitive concepts and they belong to the same components or factors. Similar concepts are merged and inferred that they belong to the same factor. To decide on the similarity of the concepts author and co-author did the coding separately and inter-coder reliability is analyzed to confirm the similarity of the codes.
5. These repetitive concepts helped to generate the codes and sub-codes of the code book system as shown in figures 1 and 2.
6. Finally in the last stage different dimensions enabling the usage of online food delivery apps and resisting the usage of the app were analyzed and inferred.
7. To be specific about the coding rules incorporated for the content analysis, the current study used concept-driven coding for deriving the codes and categories. Open and Axial coding is used to arrive at the final categories and dimensions.

4.1 Codes Generated

Table 1 presents codes developed for the users and potential users of online food delivery applications in Tier 1, 2, and 3 cities. A deductive coding process is used to generate the code book system for both the users and the potential users. Both the codes and sub-codes are generated with the help of the literature and interviews conducted in the three markets of the study.

Table 1 also presents a short description of the codes to understand the different dimensions that emerged from the content analysis. It also presents the actual excerpts from the interviews conducted for each of the codes generated.

Table 1 – Short descriptions of the codes generated in the code book

Sr no	Codes Generated	Short Description	Excerpts from the interviews
1	Community Services	It refers to the job opportunities provided by the food delivery app service providers.	<i>"Friends working with Zomato. Job opportunities during a pandemic, regular salary, and survival were made possible"</i>
2	Customization	It refers to the customized, personalized services provided by the service provider	<i>"Personification of the services customized to the individual needs"</i>
3	Hygiene	Hygiene maintenance of the food delivered by the provider	<i>"From where the food is picked how it is prepared, and hygiene."</i>
4	Condition of Food	It refers to the food's freshness, food quality, food packaging of the delivered food	<i>"no receipt of the fresh food, cold food"</i>
5	Ad Campaign	Promotion campaign run by the different online food delivery platform like Zomato and Swiggy	<i>"Seen Ads on televisions only swiggy – no zomato ad seen."</i>
6	Covid impact	This refers to the impact of pandemic on the business of online food delivery.	<i>"Lot of people usage, not much, contactless deliveries were offered hence it must have an impact, rather the business has increased, zomato has helped to increase the food business"</i>
7	Perceived Usefulness	It is the usefulness of the apps to the consumers.	<i>"Both apps are convenient for any age group"</i>
8	Cultural perception	This refers to the cultural perception of the household to cook food at home and eat the cooked food.	<i>"cooking food at home is a lifestyle which is adopted by many households still in Tier 2 and 3 cities"</i>
9	Occasion of usage	It is the mention of the special occasion where the consumers prefer to take the services of the online food delivery apps.	<i>"After one point if you are getting bored order, for the celebration you order"</i>
10	Status Quo	Sense of accomplishment for the consumers if they are using these platforms for food ordering.	<i>"It was like a status quo that we were using such kind of platforms"</i>
11	Habit	Habituated to do something in auto mode, no triggers or stimulus is required for the action, in the current context ordering food from the online food delivery platforms.	<i>"it is Habit now to use ZOMATO"</i>
12	Customer Experience	The overall experience of the consumers while using the food delivery app.	<i>"user experience – Zomato is very good"</i>
13	Functionality of the app	This refers to the functionality of the application, visuals, navigation, information, etc., and its importance for the consumers	<i>"very easy to navigate through the app"</i>
14	Trust	Trustworthiness of the application and the service provider.	<i>"If I am paying in advance, I have to have trust in these services unless I will not be able to use them."</i>
15	Online reviews	Review feedback, and comments of the consumer about the service provider and its services	<i>"Ratings are there for these services when we search we get"</i>
16	Simplicity of use	Easiness of using the application	<i>"that day by day it is going so user-friendly"</i>
17	Range of options	Different varieties of options available to the consumers.	<i>"me a number of options even if I am searching for one restaurant and get good options and variety."</i>
18	Hedonic motivation	Fun, enjoyment which the consumer experience	<i>"Enjoyable hedonic motivation does play the role in using and accepting the services"</i>
19	Subjective norms	Influence of friends, relatives, or associates on the usage of such food delivery services.	<i>"I used first time in 2019 and also heard from friends."</i>
20	Awareness of the Brand	General awareness of the brand about the service providers,	<i>"the awareness was about only zomato after six months or so you got to know Swiggy."</i>

4.2 Code-Cloud

Figures 1 & 2 present the code cloud generated using the codebook system generated as shown in the previous sections. Code Cloud helps to visualize the different codes generated and their frequency in the Code book system formulated. These codes represent the factors (enablers or barriers) towards the usage of online food delivery services. The code cloud of the user segment highlights the code, and factors impacting the usage of the services like the usefulness of the services, convenience, Time-saving orientation, price-saving orientation, social influence, habit, and ease of use. In a nutshell, it highlights the enablers for using the services of the online food delivery application in the three markets selected. On the contrary, the code cloud for nonusers highlights some of the barriers to usage like hygiene, condition of food when received, culture to cook at home, home cook food, emotions towards self-cooking, more delivery charges, and enjoyment in eating out in the dine-in format.



Figure 1. Code Cloud –Users



Figure 2. Code Cloud –Non-Users

4.3 Word trends

Figures 3 & 4 present the word trend in the in-depth interview conducted for the users and non-users. Both graphs present the trend of the top 9 words in all the documents of the transcribed interviews. The words in the word trend graph of users are – track, friend, review, fun, information, convenience, price, time, and hygiene. The highest absolute frequency is been shown by the word time which refers to the time-saving orientation that consumers have toward the usage of the online food delivery services. The other words in content like friends which corresponds to social influence, fun which corresponds to hedonic motivation, convenience, and price refers to the usefulness of the services. Likewise, the word trends of the non-users have the words like services, cook, hygiene, home, delivery, etc. For the non-users, the service and delivery are the two words having the highest absolute frequency which means these are the most important dimensions of the potential users to use the services of the online food delivery.

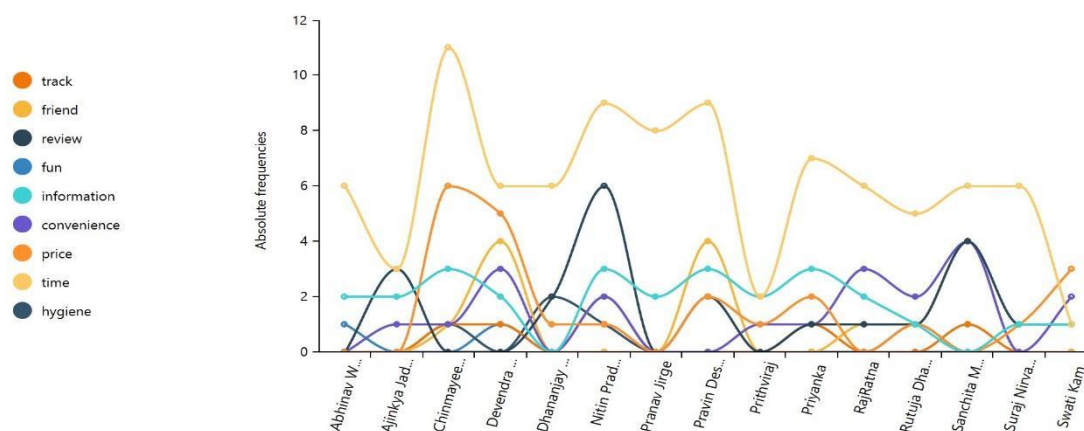


Figure 3. Word Trends–Users

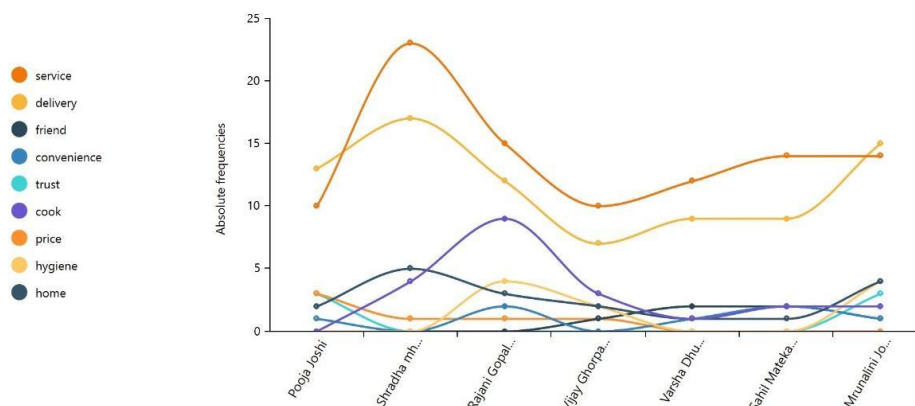


Figure 4. Word Trends– Non-Users

5. Discussion

The current study explores the dimensions of the usage and adoption of online food delivery applications in Tier 1, Tier 2, and Tier 3 cities in India. UTAUT 2 is the theoretical underpinning for the current study to investigate the information system adoption and usage of online food delivery apps in Tier 1, 2, and 3 cities. UTAUT 2 was developed by Venkatesh et al (2012) as an extension of the original Unified Theory of Acceptance and Use of Technology. It includes the factors important for the consumer market that impact the acceptance of new technology. Therefore, UTAUT2 is considered an appropriate framework to investigate the research question of the current study that enquired about the dimensions significant for the adoption and usage of online food delivery apps (technology) in 3 consumer markets of India. The research approach is qualitative. The Author conducted 22 in-depth interviews in tier 1,2 and 3 markets in the state of Maharashtra. The interview transcripts were analyzed with the help of content analysis to identify the themes and extract dimensions important for usage and adoption. The 9 extracted dimensions from the qualitative analysis are – “Social influence”, “Perceived Usefulness”, “trust”, “hedonic motivation”, “Culture”, “Occasion of Adoption”, “Online Reviews and Ratings”, “Community Services”, “Customization”. These factors emerged from the exploration and analysis of in-depth interviews of the consumers, and potential consumers, and content analysis of the interview transcript. These extracted dimensions help to solve the first research question and objective of the study which is – “What are the dimensions impacting the adoption and usage of online food delivery application services in Tier 1, 2, and 3 cities?” and “To explore the dimensions impacting the adoption and usage of online food delivery application services in Tier 1, 2, and 3 cities” respectively.

The study also categorizes the identified dimensions into the situational triggers and barriers of usage. The situational triggers of adoption and usage are – “perceived usefulness”, “convenience”, “trust”, “Time-saving”, “price saving”, “subjective norms”, “community services”, “functionality of app”, and “Habit”. The barriers or restraining dimensions are categorized as – “Hygiene”, “condition of food delivered”, “Home cook food”, “culture /emotion of home cooking”, and “Food safety”. So, the second part of the analysis and findings solves the second research question as “What are the situation triggers, and barriers impacting the usage of online food delivery aggregator’s services in Tier 1, 2, and 3 cities?” and objective as- “To explore the situational triggers and barriers if any impacting the usage of online food delivery aggregators services in Tier 1, 2, and 3 cities.”

Drawing from the base theoretical framework UTUAT 2 has the inclusion of three constructs from the above extracted dimensions – social influence, perceived usefulness, and hedonic motivation. The rest of the dimensions extracted – Trust, the culture of the household, the occasion of adoption, online reviews, ratings, customization, and community services can be used as an additional construct to extend the theoretical framework to determine the usage and acceptance in the Indian market in multiple cities.

The extended model than further can be tested empirically in the follow-up study with the quantitative approach for the comprehensive assessment of the phenomenon.

The results of the study were triangulated with the literature available on online food delivery adoption and usage. The reviewed literature helped the authors to find some of the published research in the support of findings. Okumus & Bilgihan (2014) confirmed the role of “social influence” significantly impacting the usage of diet food apps. Perceived usefulness, perceived ease of use, trust, price saving, and time-saving are the factors investigated by Hong et al (2021). The author confirmed the significant role of “perceived usefulness” on consumer intention to use the apps. Yeo et al., (2017) confirmed the significant impact of “hedonic motivation” on behavioral intention. The study confirmed that consumers are more inclined to use online food delivery apps if they perceive them as a fun-loving experience. Trust is another dimension extracted to impact the adoption of food delivery apps. Wen et al (2021) confirmed the significant role of trust in impacting the acceptance of online food delivery apps. Aishwarya & Ramasundaram (2023) published a study in support of socio-cultural perspectives towards the usage of online food delivery apps. The study supports the next extracted dimension of the current study i.e. the traditional outlook/ culture of cooking at home and its impacts on usage of online food delivery apps. The literature on online food delivery also has mention of electronic word of mouth measured with the help of online reviews and ratings. The current qualitative inquiry confirmed the role of online review supported by Alalwan (2019). Arguably Occasion for adoption, community services, and customization are the dimensions that are the new contributions of the current study to be incorporated in the extension of models. Theoretical implications – the current study results help to extend the pre-existing theories of information adoption – UTUAT 2 with newer dimensions like community services, customization, culture, occasion, and trust. The study also provides the opportunity and ideation for a scale development study for the emerging dimensions. Practical Implication- It helps practitioners and food delivery entrepreneurs to keep in mind the significant dimensions of usage from a consumer point of view. Also, the study highlights the triggers and barriers like food safety, food conditions, etc. that can be taken into consideration while providing the services to the consumers.

6. Conclusion

The research study is conducted to explore new factors and concepts that impact the usage and acceptance of online food delivery applications acceptance in Tier 1,2 and 3 markets in India. In-depth interviews are conducted to identify and infer the factors important from the consumer and potential consumer point of view. The analysis of the content is conducted with the help of the MAXQDA – A qualitative analysis software. The content analysis is done using the predefined coding rules led by the literature as the current study is a part of the mixed method research in the context of online food delivery applications.

The major contribution of the current study is the new factors that emerged post content analysis like culture, trust, community services, occasion of adoption, etc. That can be used to extend the base theoretical framework to study the phenomenon empirically in a more comprehensive manner. Apart from these newer emerging factors perceived usefulness, social influence, and hedonic motivation were also significant in impacting the usage and acceptance. The study also contributed in terms of situational triggers and barriers highlighting factors like convenience, time and price saving, habit, app's functionality, community services, food safety, hygiene, home cook food, emotions of self-cooking, and condition of food delivered.

The major contribution of the current study towards the qualitative methodologies includes the use of MAXQDA – qualitative data analysis software to analyze the content acquired. The study is also one of its kind to research and investigate multiple markets in India to comprehensively understand the phenomenon. The current study also has some limitations. The study markets for the current study are Pune, Aurangabad, and Satara cities of the state of Maharashtra. Other Tier 1, 2, and 3 cities of India can also be explored for the new dimensions and factors of the usage of food delivery apps. The current study is exploratory, the factors, triggers, and barriers identified as a part of the findings should be tested empirically with a larger sample size for the practitioner's final consideration.

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Appendix

1. Discussion Guide

1.1 Brief about the activity

Good Morning / Good Afternoon. Currently, we are conducting research on the adoption and usage of online food delivery aggregators like Swiggy / Zomato in three cities in Maharashtra. The target group of the study is Users and Potential Users of Online Food Delivery aggregators like Swiggy, and Zomato. The study aims to ascertain the factors that consumers and potential users consider when adopting or utilizing Online Food Delivery applications.

Thanks for agreeing to participate in the discussion. Would like to assure you that the discussion will be completely for educational purposes and research purposes. Would like to ensure the confidentiality of the data collected and reported.

Concept explanation of online food delivery aggregators.

1.2 Section 1- First Time Usage – Adoption and Usage

Q.1 So think about the time your first usage of food delivery services was there. Can you please share that what were the factors/Criteria that impacted you for adopting the services of OFD aggregators

Q.2 Basis the criteria which you shared can you please share how you selected the specific aggregator brand?

Q.4 What are the Expectations which you have for Online Food Delivery Aggregator Services

Q.5 What are the benefits of using these Online Food Delivery Aggregators?

Q.6 Do you think that the adoption of Online Food Delivery Aggregators can be influenced by the ease of using these platforms?

Q.7 Do you think that the adoption of an Online Food Delivery Aggregator can be influenced by its Usefulness and Social Norms

Q.8 Do you think that the adoption of an Online Food Delivery Aggregator can be influenced by its capacity to give an enjoyable experience to its consumers

Q.8- Do you think that the adoption of an Online Food Delivery Aggregator can be influenced by the Trust of consumers in these platforms

Q.9 – Do you think that the adoption of an Online Food Delivery Aggregator can be influenced by Price comparisons?

Q.10 - Do you think that the adoption of an Online Food Delivery Aggregator can be influenced by the Resources available to the consumers for the usage of these platforms?

Q.11 What are the features/factors that you see for the consistent usage of the same Online Food Delivery Aggregator?

Q.12 What are your thoughts about customers being loyal to any one brand of Online Food Delivery Services Provider

Q.13 Can you explain to you how COVID-19 has impacted the use of these online food delivery aggregators usage.

Q.14 Do you think the Satisfaction level of the user after first-time use/adoption will impact the future usage of the same brand

Q.15 Do you think User engagement level by these OFD platforms plays a crucial role in inconsistent usage of the same brand

Q.16 Do you think Service Quality, information quality, and system quality have some role to play in the consistent usage of these platforms by the users?

Q.17 According to you how do you see the future of these food tech start-ups in the domain of online food delivery – Whatever comes to your mind?

1.3 Section 2- General Information

- First Name
- Age
- Location