

A Study On TCV: Analyze Users' Attitude And Preference In Online Food Delivery Apps (OFDAS)

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Abstract

Due to hectic lifestyles, a fascination with smart devices and a tech-savvy younger population seeking diversity in their daily diet, there is an increasing demand for online food delivery apps (OFDAs) services. Customers who purchase food online are proven to be cautious, regardless of their age or socioeconomic status. They seek out the greatest choice. Due to the expanding number of alternatives available in the market, this cautious attitude places online food delivery apps (OFDAs) services in a competitive position. This research paper aims to explore the factors influencing online food delivery apps (OFDAs) by analyzing their impact on consumer's, preference, attitude, satisfaction, and reuse intention. It utilizes the Theory of Consumption Values (TCV) as a basis for studying consumers intentions. This cross-sectional study utilized convenience sampling to collect data from 204 respondents with prior experience with online food delivery apps (OFDAs) in Chennai, focusing on IT employees. A Descriptive research design was used to examine the study. Structural equation model (SEM) was applied to analyze the data using AMOS software. This research shows that key factors significantly influence both preference and attitude and that these two elements positively impact satisfaction. Finally, the users intend is to reuse the online food delivery apps (OFDAs).

Keywords: Consumer Attitude, Preference, Satisfaction, Theory of Consumption Values (TCV), Online Food Delivery Apps, Reuse Intention

1. Introduction

These days, smart technologies and mobile application (app) software are a necessary component of modern life due to the exponential expansion of Smartphone and Information communication technology (ICT) (Baabdullah et al., 2019; Koiri et al., 2019; Tang, 2019). Also, mobile applications have changed how individuals live and how society functions as a whole. (Ray et al., 2019). An instance of an O2O platform that takes advantage of consumers' heavy reliance on cellphones, mobile internet, and navigational services is the online food delivery app (OFDA). (Kaur et al., 2020b; Hwang and Kim, 2019). According to the findings of a Rakuten Insight survey on Indian food delivery apps, 19% of participants placed one or more weekly orders from food delivery apps. Roughly 15% of the participants claimed they had never placed food orders in the entire country using delivery apps (Statista 2023). Another way to group the services offered by different online food delivery apps (OFDAs) is to say that they offer ordering, tracking, payment, and monitoring features. However, they are not in charge of actually preparing the food (Pigatto et al., 2017). Conversely, consumers may use smartphone applications to find restaurants, evaluate deals from nearby eateries, make purchases, and post reviews (Carlson et al., 2019; Thakur, 2014).

After the pandemic, individuals are probably going to shun social interactions and get-togethers. (Gossling et al., 2020) discourse about how COVID-19 is affecting tourism in general and the food and beverage industry in particular. In many countries, social distancing will need to be a crucial part of the COVID-19 management plan for several months. It is to be predicted that restaurants would struggle to recover, given their typically low profit margins and restricted liquidity. This is an operational option that calls for fewer employees in restaurants that are permitted to remain open for takeout customers. Numerous smaller establishments, such as cafés, could have chosen to remain closed since lower consumer traffic makes it impossible for them to continue operating at a profit. Fast food will probably benefit from the first relaxation of social separation more than upscale dining establishments. It will be helpful to conduct additional studies on how COVID-19 is affecting mobile ordering applications, as safe distance may lead to a rise in the number of customers utilising these apps to order food delivery instead of dining out. Furthermore, due to their ability to (a) enable quick and easy food delivery to customers' doorsteps and (b) give restaurants more opportunities to boost revenue without expanding their seating

capacities, online food delivery apps (OFDAs) have become incredibly popular in both developed and emerging nations (Xu, 2017; Xu and Huang, 2019). Online food delivery apps (OFDAs) are becoming more and more popular due to a number of changes in consumer lives, including hectic work schedules (Ray et al., 2019). Additionally, some urban customers find that meal delivery is a practical way to meet the demands of a fast-paced lifestyle, which makes online food delivery apps (OFDAs) particularly important to them (Kaur et al., 2021).

This research paper examines the consumers' (users') attitude (UV), preference (UP), and satisfaction (SAT) influences on consumer intention. This study evaluates post-acquisition and incorporates the Theory of Consumption Values (TCV) using online food delivery apps (OFDAs). It is intended to assess consumers' (users') reuse intentions. And to identify the consumers' (users') attitude and preference based on the technology adaptation model (TAM). This study merges both theories to identify the reuse intention of the users'. The degree to which OFDAs meet the demands and expectations of current consumers will determine how long they may remain in business (Ray et al., 2019). Consumers like the quick process and convenience of Smartphone applications when placing restaurant orders. Thus, it's critical to determine the motivations behind the usage of online food delivery apps (OFDAs) by comprehending the pertinent variables affecting users' desire to keep using the app. Prior research mainly examined the segmented perspective of online food delivery apps (OFDAs) adoption and how it affected consumers' CI utilization (Alalwan, 2020; Okumus and Bilgihan, 2014). This study fills the gap by creating and analyzing a comprehensive model that takes into account factors including attitude, e-satisfaction, usefulness, confirmation, and continuing intention to use online food delivery apps (OFDAs) in the Chennai. One of the study's distinctive contributions is the additional investigation of the influence of confirmation on attitude, e-satisfaction, and continued use intention to utilise online food delivery apps (OFDAs).

2. Scope of the study

This study helps to understand the user's attitude towards online food delivery apps (OFDAs), to analyze the preference in terms of features, pricing, overall experience and to assess the competitive landscape to understand the strength and weakness of the existing player. Explore the way to personalize the user experience based on individual preferences. This holistic

approach considers not only the technological and economic aspects but also the social dynamics that shape user behavior in the digital food delivery ecosystem.

3. Literature review

The term "OFDAs" describes the mobile-first ordering system that allows users to place food orders via compatible mobile devices and application platforms. Although OFDAs systems are now widely used by consumers worldwide, scholarly interest in the subject is still relatively fresh (Okumus and Bilgihan, 2014; Alalwan, 2020). According to recent surveys, consumers are very interested in learning more about the use of

OFDAs. (Pigatto et al. 2017) carried out a qualitative investigation in an effort to identify crucial elements that encouraged the adoption of Brazilian for OFDAs, which denotes the usability, content, and functioning of OFDAs. Previous studies on OFDAs looked at a variety of factors based on many theoretical pillars that influence how acceptable OFDAs are to users. The TAM is the most well-known theory in the realm of OFDA acceptance. Okumus and Bilgihan (2014) noticed that the primary determinants of a consumer's desire to use OFDAs are perceived utility, perceived enjoyment, social norms, ease of use, and self-efficacy.

TCV provides a means of comprehending how customers select a certain product from a variety of brands and items that are accessible for purchase—or not (Sheth et al., 1991). There are three key reasons why we used TCV as a theoretical lens in this work. First of all, it is a tried-and-true theoretical framework for researching the subtleties of customers' purchasing decisions. (Kaur et al., 2021; Choe and Kim, 2019) and reuse intentions (Dhir et al., 2020). Digital technology and services have been the subject of earlier applications of this idea (Kaur et al., 2021).

4. Conceptual framework

TCV provides a method for understanding how customers decide to purchase (or not) and select a certain product from a variety of accessible products and brands (Sheth et al., 1991). TCV was used as a theoretical lens in this investigation for three key reasons. It is a well-recognised and accepted theoretical framework for researching the subtleties of customers' purchasing behaviour (Kaur et al., 2021; Choe and Kim, 2019) and continuance intentions (Dhir et al., 2020). Digital technology and services was also the subject of earlier applications of this idea (Kaur et al., 2021),

including the use of social media to enable better brand experiences (Carlson et al., 2019). TCV provides for the emotional as well as the cognitive dimensions of consumption and produces a multifaceted, comprehensive understanding of related values (Kaur et al., 2021). Therefore, it's critical to comprehend the consumption values that favourably affect consumers' intents and actions in reaction to OFDAs.

H₁ TCV is positively related to consumer (user) preference. H₂

TCV is positively related to consumer (user) attitude.

Abraham et al. (2016) revealed that perceived risk, performance expectations, effort, and social influence impact consumers' attitudes towards mobile payments. Perceived utility, simplicity of use, social influence, and trust all affect an individual's behavioural intention to utilize mobile payments (Kumar et al., 2017). E-satisfaction is the term used to describe a customer's pleasure with other or previous purchases made from a certain online retailer (Alalwan 2020). Anderson and Srinivasan (2003, p. 125) define E-SAT as "the customer's satisfaction with respect to his or her previous purchasing experience with a specific electronic commerce firm." One factor used to gauge satisfaction is customer attitude, as dining attitudes influence patrons' adoption of technology (e.g., OFDAs). Customers are happier using OFDAs when they have a good dining attitude towards them. More precisely, favourable perceptions of OFDAs have an impact on consumers' levels of satisfaction with their services. Customers may develop positive opinions and favour OFDAs as a result of the social distance and little engagement that are maintained throughout service interactions. Prior studies focused less on examining the connection between eating attitudes and OFDA e-satisfaction. This study contends that consumers' favourable perceptions of OFDAs directly influence their e-satisfaction.

H₃ consumer (user) preference is positively related to satisfaction. H₄

consumer (user) attitude is positively related to satisfaction.

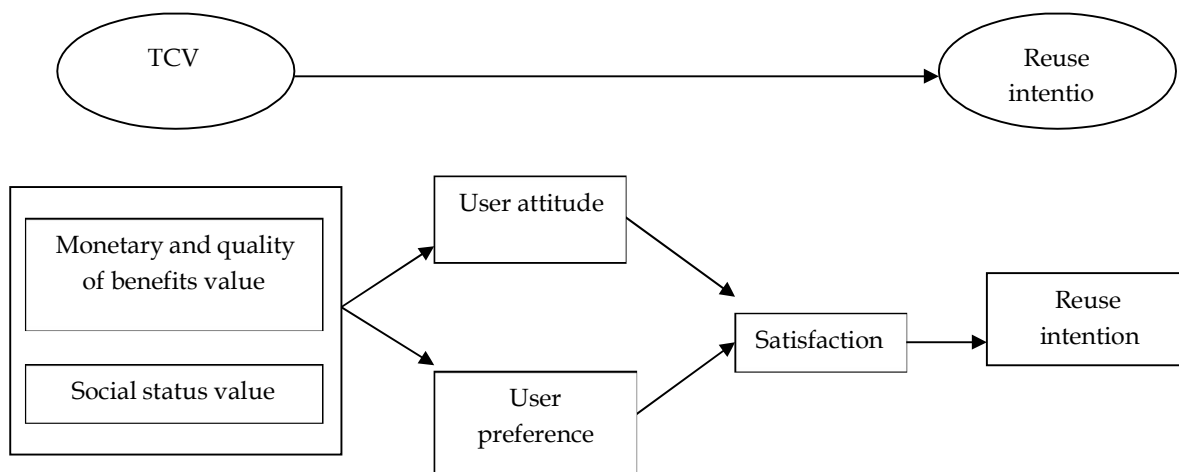
"To repurchase a product or continue service use" is meant as "continuance intention" (Bhattacharjee, 2001, p. 353). Customers are more likely to be satisfied with their previous shopping experiences and place repeat orders for food from OFDAs if the product or

service fulfils their demands. Furthermore, it may be posited that E-SAT establishes a distinctive identity in the eyes of a client by fostering favourable opinions about the worth of a technological artifact. The intention to regularly employ a specific IS influenced by E-SAT (Bhattacharjee, 2001). There is little information available about how consumers' e-satisfaction affects their intention to continue using OFDAs. Recently, (Alalwan, 2020)

revealed that consumers' desire to continue using OFDAs in Jordan is favourably correlated with their level of e-satisfaction. This study concentrated on the consumers' e-satisfaction and desire to continue using OFDAs during the pandemic, when they are more inclined to exercise caution in order to protect their health and food safety. Consequently, we put up the following hypothesis:

H₅ satisfaction is positively related to reuse intention.

5. Figure 1



Methodology

Research design

The data were gathered from the users' of online food delivery apps (OFDAs) in Chennai city among IT employees. A hard-copy survey was the existing measuring scale in this study. This cross-sectional study was employed using the self-administration survey method; to utilize convenience sampling, voluntary participation was required. A total of 216 responses were gathered on IT companies; 12 responses were removed for missing data. 204 valid responses

were used for this study. Descriptive research design was used to examine the study. Structural equation model (SEM) was applied to analyze the data using AMOS software.

6. Measures

This study utilizes existing survey instruments for TCV, attitude, preference, satisfaction, and reuse intention. Based on the study, some of the words and items were modified. We used a five-point Likert's scale of 5 strongly agree to 1 strongly disagree to measure the variables on latent constructs. The study items are provided in Table 1. The questionnaire covered these constructs and demographic profiles.

7. Table 1

Factors on questionnaire

Constructs	Code	Statements
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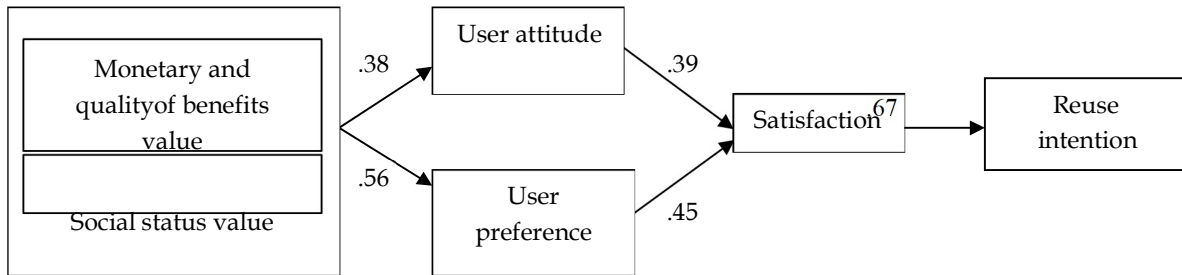
TCV Anushree et al., (2021).	TCV1	OFDAs consistently offer various benefits
	TCV2	OFDAs charge a reasonable price
	TCV3	OFDAs offer good value for money
	TCV4	Overall, I am happy with the prices available on OFDAs
	TCV5	Using OFDAs helps me gain social approval
	TCV6	Using OFDAs changes the way I am perceived by others
	TCV7	Using OFDAs helps me stand out among my peers
	TCV8	Using OFDAs gives me a chance to show off my OFDAs experiences to others
	TCV9	I have higher social status when consuming food ordered from well-known OFDAs
Preference	UP1	I am generally interested to try out OFDAs

Kumar, A. S., & Palanisamy, Y. A. (2019).	UP2	Overall, I would prefer to use OFDAs for my needs
Attitude Anushree et al., (2021), Choet al. (2019)	UA1	After using OFDAs, I feel like a smarter person
	UA2	Ordering food via OFDAs is pleasant
	UA3	Ordering food via OFDAs is good
	UA4	I am strongly in favor of ordering food through OFDAS
Satisfaction Alalwan (2020), Anderson and Srinivasan (2003)	SAT1	I am generally pleased with OFDAS
	SAT2	My choice to purchase from OFDAS was a wise one
Reuse intention Alalwan (2020), Faraoni et al. (2019) and Lee et al. (2019)	RI1	I intend to continue using OFDAS rather than discontinue its use
	RI2	If I have an opportunity, I will order food through OFDAS

8. Results

We used confirmatory factor analysis (CFA) to analyze the validity and reliability. The CFA model provides a good model fit; $X^2/df = 2.314$, CFI = 0.986, GFI = 0.984, TLI = 0.932, RMSEA = 0.07 (Tabachnick and Fidell, 2007). The model fit index values are within acceptable range. The hypothesis model provides a model fit: $X^2/df = 2.537$, CFI = 0.983, GFI = 0.982, TLI = 0.927, RMSEA = 0.08. Both the CFA and the hypothetical model are good fits.

Fig 2: Measurement Model



9. Table 2

Hypothesis	Path	Estimates β	C.R	P value	Supported
H1	TCV $\rightarrow$ User preference	.38	6.089	.000	Yes
H2	TCV $\rightarrow$ User attitude	.56	6.604	.000	Yes
H3	User preference $\rightarrow$ Satisfaction	.45	2.874	.004	Yes
H4	User attitude $\rightarrow$ Satisfaction	.39	3.714	.000	Yes
H5	Satisfaction $\rightarrow$ Reuse intention	.67	3.103	.002	Yes

The result of path value showed that (TCV) Theory of consumption value ($\beta = .38, P < 0.000$) positively influence user preference (UP), thus H₁ were supported. Theory of consumption value (TCV) ($\beta = .56, P < 0.000$) positively influence User attitude (UA), thus H₂ were supported. User preference (UP) ($\beta = .39, P < 0.004$) positively influence satisfaction (SAT) and User attitude (UA), ($\beta = .45, P < 0.000$) positively influence satisfaction (SAT), thus H₃ and H₄ were supported. Finally, satisfaction (SAT) ($\beta = .67, P < 0.002$) positively influence reuse intention (RI), thus H₅ were supported.

10. Discussion

This study focuses on analyzing the hypothetical relationship among the theory of consumption value (TCV), user preference (UP), user attitude (UA), satisfaction (SAT), and reuse intention (RI) of online food delivery apps (OFDAs) among IT employees.

In hypotheses 1 and 2, we mentioned that the theory of consumption value positively related to user preference and user attitude. As per our assumption, we found the outcomes supported the hypothesis. Certain authors consider contentment to be equated with attitude and feelings. Some contend that, whereas attitude is an emotion, satisfaction is an assessment of the

feeling (Hung et al., 2007). This study examined satisfaction and attitude together in a single investigation and discovered that anticipation is an antecedent of attitude. This outcome suggested that the theory of consumption value is one of the influencing attributes of measuring user preference and attitude.

In hypotheses 3 and 4, we mentioned that user preference and user attitude positively influence satisfaction. As per our assumption, we found the outcomes supported by our hypothesis. Customers are encouraged to adopt an optimistic attitude when it comes to ordering and purchasing food using mobile applications because of the benefits offered by OFDAs. This outcome suggested that user preference and user attitude influence attributes of measuring satisfaction.

In hypothesis 5, we mentioned that satisfaction influences reuse intention. As per our assumption, we found the outcomes supported by our hypothesis. Customers are more likely to want to continue using OFDAs if they are satisfied with the services provided by them. This result is connected to the research of Alalwan (2020), who discovered a favourable correlation between CI and customer satisfaction with OFDAs. This outcome suggested that satisfaction is an influencing attribute in measuring reuse intention.

11. Conclusion

This research reveals a useful comprehension of the elements that need to be taken into account while creating and promoting applications that deliver food (OFDAs). With features like whole meals, nutrition information, map instructions, direct phone calls, online coupons, and notifications, online food delivery apps (OFDAs) may be the best approach to inform customers and link eateries (Alalwan, 2020). The most important factor influencing consumers' attitudes towards food delivery apps (OFDAs) was perceived confirmation. By regularly performing requirements assessments and assessing how the online food delivery apps (OFDAs) are now satisfying those expectations, application service providers may better understand what users anticipate from online food delivery apps (OFDAs) and help users confirm their expectations. The outcomes of this study indicate that satisfaction has a stronger influence on reuse intentions.

Despite some limitations, such as focusing on a specific demographic (IT employees in Chennai) and relying on convenience sampling, the study makes a meaningful contribution to the understanding of OFDA users. Future research could address these limitations by exploring other theoretical frameworks from various fields and incorporating a more diverse sample population. Additionally, it would be beneficial to examine other relevant factors, such as trust, perceived risk, and the impact of emerging technologies, to further refine the understanding of consumer behaviour in this context. Expanding the study across different demographics and regions would also provide deeper insights into varying consumer preferences. A broader perspective would not only enrich academic research but also offer practical implications for developers and service providers aiming to enhance user satisfaction and retention in a competitive market. This comprehensive approach aligns with the need for continuous improvement in the digital food delivery ecosystem, ensuring that apps evolve with user expectations and industry trends.

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