



Inspecting the mediating role of Online Customer Reviews in studying intention- behaviour gap of Online Food Ordering Applications

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ABSTRACT

Online food ordering apps have revolutionized how people order and enjoy their meals. These apps furnish such a wide variety of options to choose from, that online customer reviews turn out to be quite helpful. This investigation tries to study the gap between customers' intention to use OFOAs and their food ordering decision. Online customer reviews are considered as mediating variable while analyzing the intention-behaviour gap. SEM using AMOS 21 has been used for analyzing the data. Results of the study highlighted that customers' perception towards Food safety & hygiene, Lifestyle and peer influence significantly impacts the customers' intention to use OFOAs. Offers did not present any significant relation with intention to use. Online customer reviews found to be a significant mediator between intention to use OFOAs and food ordering decision.

Keywords: Theory of planned behaviour (TPB); Intention to use; Food ordering decision; online customer reviews; Online food ordering apps (OFOAs); SEM

1. Introduction

In the era of technology and digital advancements, online shopping has become increasingly popular among consumers. This shift in consumer behaviour has also affected the food industry, with the rise of online food ordering applications (OFOAs). These applications provide convenient and time-saving options for customers, so that they can order food from their favourite restaurants. However, despite the convenience and benefits offered by these online food ordering applications, there exists a gap between customers' intentions to use these apps and their food ordering decision. This intention-behaviour gap poses a significant challenge for businesses in the food industry. To bridge this gap and better understand customers' decision-making processes, it becomes essential to examine the role of online customer reviews. Online customer reviews play a crucial role in influencing consumer behaviour and purchase decisions. They give valuable information about the quality, taste, and overall experience of using these food apps. These reviews are often written by previous customers who have personally experienced the products or services offered by the online food ordering applications, that ultimately is the source of motivation for new users to use (Inthong et al., 2022). By analysing online customer reviews, the decision makers can gain insights into the factors that influence customers' intentions and behaviours when using these apps. Through the use of Theory of planned behaviour model, researchers can study how perceptions formed through online customer reviews affect customers' intentions and actual behaviours when using online food ordering applications. By understanding the role of online customer reviews, businesses are able to take wise decisions to improve their products and services, ultimately increasing customer satisfaction and loyalty. Therefore, this research paper aims to explore the role of online customer reviews in studying the intention-behaviour gap of online food ordering applications and its implications for the food industry.

2. Theoretical background

Online food delivery applications (OFOAs) are smart phone-users to connect cafeterias and restaurants, explore for food, order food for home delivery, and pay without communicating physically with restaurant staff (Alalwan, 2020). Recently, researchers have shown a keen interest in examining consumer acceptance of OFOAs. Okumus and Bilgihan (2014), using Technology Acceptance Model (TAM), analyzed Smartphone

operators' intention to order food (Davis et al., 1989). They discovered self-efficacy, perceived utility, ease of use, and social norms all impact. In research of Okumus et al. (2018) examined customers' intentions to use online diet apps using the Unified Theory of Acceptance and Use of Technology (UTAUT) model (Venkatesh et al., 2003). They discovered that users' expectations of success, good conditions, effort, social impact, and personal innovativeness influence their use intentions. Additionally, Ray et al. (2019) established the influence of social pressure, quality management, distribution experience, and customer experience on customers' behavioural intent to use OFOAs. Yeo et al. (2017) discovered that behavioural intention toward OFOAs is influenced by post-use utility, hedonic, cost-saving, and convenience motivations, previous purchasing experience, and attitudes. Additionally, several researchers established OFOA characteristics that may affect users' behavioural and long-term usage intention. Cho et al. (2019) discovered simplicity, credibility, design, and different food options are critical OFOA characteristics impacting users' perception and their usage intention constantly in China. Similarly, Lee et al. (2019) also supported the significance of expectancy of success, knowledge quality, social impact, and habits as characteristics affecting intention of the users to continue using OFOAs using the UTAUT model.

Additionally, Kapoor and Vij (2018) discovered that the visual, navigational, content, and collaboration architecture of OFOAs affected user conversion rates. Zhao and Bacao (2020) explored a model that integrates UTAUT and ECM, and TTF collectively recently. They discovered that satisfaction, confidence, success expectation, social impact, and confirmation contribute significantly to users' continued intention to use online food ordering applications. In the same direction Troise et al. (2020) tested a model combining TAM and TPB and discovered prejudiced standards, personal attitude, credibility, and risk awareness all contribute significantly to behavioural intentions.

3. Conceptual framework

Ajzen (1985) developed the Theory of Planned Behaviour (TPB) in continuation of Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). The TPB theory is predicated on the premise that an individual's intention to engage in a specific action and his or her capacity to choose (volitional aspect) navigates a person toward most human behaviours. Ajzen (1985) stated in TPB theory that three independent variables influence behavioural intention: beliefs, subjective norms, and perceived behavioural control. TPB was previously identified as a crucial expectative-value model for analysing food-related behavioural intention. Food safety and hygiene, offers, lifestyle, and current work-from-home situation all play critical roles in explaining behavioural intention and, ultimately, food ordering through OFOAs. Customers are concerned about the possibility of food contamination from takeaway food. Online customer reviews help by telling their own experiences to the potential customers, based on which they can decide accordingly. Additionally, we incorporate online customer review variable as a mediator in the Theory of Planned Behaviour. Figure 1 depicts the conceptual structure for this analysis.

3.1 Food safety and hygiene concern, intention to use

Perceived food safety risk refers to the extent to which consumers are concerned about the quality of preservative and processed food; the safety benchmarks used in food production, storage, and food hygiene (FH) refer to the deliveryman adhering to safety and hygiene protocols of food delivery services. Customers are concerned with food safety, emphasizing the manufacturing process, food preparation efficiency, and food additives (Hsu et al., 2016). As a result, OFOA service providers support their companies by ensuring that they adhere to acceptable protection and hygiene standards during food preparation and distribution (Kayes, 2020). Customers are concerned about food safety so, OFOA programmes assist their restaurant partners in maintaining healthy food preparation and wrapping practices (Duda-Chodak et al., 2020).

In this digital era, online customer reviews are a powerful tool in shaping consumers' purchasing decisions. Online customer reviews have a significant impact on consumers' intention to use a product, as they serve as a key source of information and influence their perceptions of the product's value and reliability. A good hygiene rating had a greater favourable impact on online food ordering decisions than a negative rating (Wang et al., 2022). In a study conducted by Liu and Yang, online reviews on safety and hygiene play a crucial role in shaping consumer intention to use certain products or services. As a result of this, when customers are certain regarding the hygiene practices used in food distribution, they will have a greater willingness to follow OFOA. Hence, the hypothesis proposed is:

H1a: Customers' perception towards Food safety & hygiene significantly impacts their intention to use OFOAs.

3.2 Offers and intention to use

A study conducted by Batat et al. (2019) reveals that restaurants with high ratings get many offers. So, to remain in the ratings, they need to enhance the experiential pleasure of food to increase satisfaction. Loyalty schemes like Zomato gold, Swiggy super are provided to maintain its customer base (Meenakshi and Sinha 2019). Also, Doub et al. (2015) stated that using the brand app leads to app continuance and brand loyalty. Food delivery apps launched games to increase their customer base during World Cup (Economic Times, 2019). Because of salary cut and job losses during the pandemic, customers were more attracted to offers given by OFOAs (Business, 2020). As a result, the hypothesis proposed is

H1b: Customers' perception towards Offers significantly impacts their intention to use OFOAs.

3.3 Lifestyle and intention to use

Lifestyle was described by Peter and Olson (1994) as "how people conduct their activities, interests, and opinions." Therefore, compatibility with lifestyles affects the actions and use of individuals' goods, brands, and services (Wei 2006, Levy 1963). Therefore, identifying various consumer lifestyles for marketing researchers suggests a major benefit in forecasting consumer behaviour (McDonald 1994; Leung and Chen 2017), particularly intention of use (Shaw 2019). The acceptance of a new product is driven by the need to identify a social identity reflected in the lifestyle of consumers (Herrero et al. 2014); earlier research has shown, for example, that lifestyle is a key predictor of the adoption of mobile television services (Kim and Hwang, 2020). According to a report published by Businesswire, India's food supply market is rising together with changing lifestyle trends and Indian food habits. Hectic working schedules and increased disposable incomes have made food supplies common, especially in urban areas. The work done from home has led to increased food order via OFOAs (Business, 2020). The qualitative Guangzhou study found that it was possible to "save" them at least two hours a day by opting to take advantage of online FDs and that these customers wanted to buy online while on tour to relax and have food at home (Liu & Chen 2019).

Qualitative research in Guangzhou (the largest city of South China) by 18-35-year-olds who order takeaway meals at least once a week has shown they are using FD online as a way of enjoying the comfort of their home and enjoying food and lifestyle, without the hassle of purchasing and cooking food (Liu & Chen 2019).

H1c: Customers' perception towards Lifestyle significantly impacts their Intention to use OFOAs.

3.4 Peer influence and intention to use

The influence of peers on individual behaviour and decision-making has been widely studied across various domains, including health behaviours, consumer choices, and technology adoption. One particular area of research that has gained significant attention is the impact of peer influence on individuals' intention to use a particular product, service, or technology (Andrews et al., 2020). Number of studies have examined the relationship between peer influence and intention to use, shedding light on the mechanisms through which peers can shape individuals' attitudes and behaviours towards a specific product or technology. Existing research has found that peer influence can have positive as well as negative effects on individuals' intention to use a particular product or technology. For instance, if peers positively endorse a new technology or product, individuals may be more inclined to adopt it, as they perceive the endorsement as a form of social approval and validation. In the context of social media, peer influence becomes even more pronounced due to the visibility and quantifiability of social status indicators (Nesi et al., 2018).

H1d: Customers' perception towards peer influence significantly impacts their intention to use OFOAs.

3.5 Intention to use and Food ordering decisions

The intention is one of the determinants that can predict the customer's actual behaviour (Bhattacharjee et al., 2008). OFOA's purpose of using is more likely to be shown repeatedly as consumers profit from OFOAs. The user's purpose has been motivated by using e-learning technologies by Rodríguez-Ardura and Meseguer-Artola (2016). Since consumers had fewer choices to buy restaurant food during a pandemic because of their intentions, they were using more OFOAs. Intention is a key predictor of the actual usage behaviour of mobile television services (Kim and Hwang, 2020) considering the same nature of services (online) the intention here also creates usage behaviour. Therefore, following hypothesis can be proposed:

H2: Customers Intention to use OFOAs significantly impacts their Food ordering decision directly.

3.6 Mediating effect of online customer reviews

Studies have shown a difference between the revealed intentions and the customers' purchasing behaviour, showing a vent between what the buyers revealed they would buy and what they do when they buy (Sultan et al. 2020, Auger, P 2007). This incoherence is regarded as an intention-compliance void. There is, however, no research into the intention-behaviour gap (Hassan et al., 2016). In OFOAs service perspective the intention-behaviour gap is not adequately understood (Yeo et al. 2017, Gunden et al. 2020, Belanche et al., 2020), this gap can arise in situational circumstances (Tan, 2002). We need to understand such exogenous variables to address this constraint and increase the intentional and behavioural difference. For initiating consumer action, exogenous factors are critical and can moderate the relationship between purpose and behaviour (Krueger et al., 2000). Rehman et al. (2019) also argued that the moderating and mediating variable would help the intent-behaviour relationship. The online customer reviews mediating variable is therefore included in this analysis to enhance understanding and reinforce this relationship.

Consumers evaluate products and services based on the experiences and views of other consumers. Online reviews have the power to influence consumer behaviour, as they provide valuable insights and serve as a form of social proof (Cheung et al., 2005). This social proof can enhance trust and confidence in the product or service, ultimately influencing consumer intention to use (Ibrahim, 2023). Customers increasingly turn to online reviews to evaluate products and services before making purchase decisions (Wang & Wang, 2020). These reviews can significantly impact a consumer's intention to use a product or service by influencing their perception of its quality, reliability, and overall satisfaction. Online reviews play an essential role in shaping

consumer behaviour and influencing their intention to use a product or service. The quality of online customer reviews has a significant impact on consumers' intention to use a product or service says, Zhou (2022). If the reviews are informative, easy to understand, and come from reliable sources, they are more likely to positively influence consumers' intention to use the product or service (Ding, 2022). Therefore, it is crucial for businesses to manage online reviews effectively in order to positively impact consumer intention to use their products or services.

The researcher therefore hypothesizes:

H3: There is a significant indirect relation of Customers' intention to use OFOAs with their Food ordering decision mediated by online customer reviews.

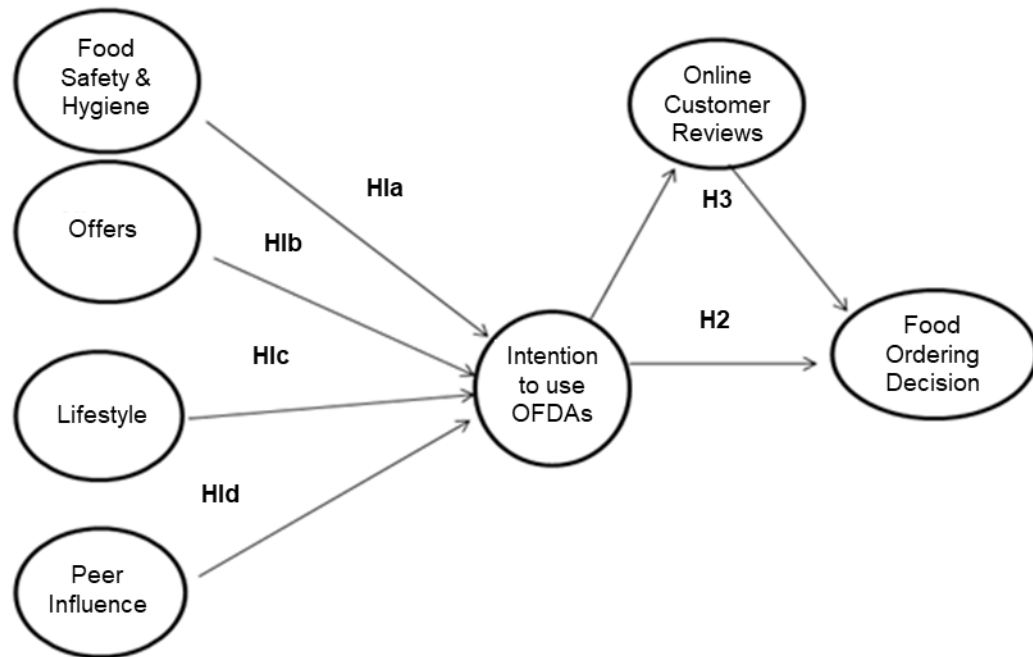


Figure 1: Conceptual framework

4. Methods and procedure

Based on the Theory of planned behaviour (TBP), an empirical investigation has been conducted by the researcher to study the impact of customers' perception towards OFOA services: Food safety & hygiene, Lifestyle & current situation, Offers and peer influence on their behavioural intention to use OFOAs services that further impacts their food ordering decision by recognizing the role of online customer reviews as mediating variable for converting intention into ordering decision. To fulfill the study's goal, 435 digitally native customers with prior OFOAs services usage experience were sampled using the purposive sampling technique. Data was hoarded from June 2023 to August 2023. An online survey using Google forms was conducted by the researcher to collect primary data. The survey form contained information over it that only customers' having prior experience of online food ordering can fill the Google form. In research related to online platforms, this technique is considered appropriate for collecting data (Cobanoglu and Cobanoglu, 2003). A structured format questionnaire, developed by the researcher based on existing literature, divided into two sections was designed for the study. The first section covered respondents' demographic information, and the second section included 31 questions about key constructs. Customers' perception towards OFOA services was studied by Food safety & hygiene (4 items), Lifestyle & current situation (5 items), Offers (5 items) and Peer influence (4 items). The behavioural intention to use was measured through 4 items. Construct Food ordering decision was measured using 5 statements and mediating variable awareness online customer reviews was assessed based on 4 statements. Two statements were eliminated from the constructs offers and peer influence, one from each, due to weak loadings. Thus, final scale-covered 29 statements rated on a five-point Likert scale. The reliability and validity of the construct were assessed before testing the hypothesized relation between variables.

5. Data analysis and interpretation

This study examined various questions: how the independent variable influences the dependent variable directly? How mediating variable impact the dependent variable? What involvement does mediating variable have between the independent variable and dependent variable? An integrated and unified measurement model called SEM (Malhotra and Dash, 2019) required answering all these interrelated questions. Structure Equation Modeling (SEM) using AMOS 21 was run to test the hypothesized relation between independent,

dependent, and mediating variables. Several previous research in management sciences related to digital platforms used SEM to analyze relations between variables (Cenamor et al., 2019; Amin et al., 2021; Prasetyo et al., 2021; Troise et al., 2020).

This research followed a two-stage SEM approach: measurement and structure models (Anderson and Gerbing, 1988). CFA was used in the measurement model to validate the construct, whereas using the structure model, hypothesized relationships between variables were checked. CMIN/ Df, CFI, RMSEA, PGFI and TLI universally recognized fit indicators were used for checking the appropriateness of measurement and structure model (Hooper et al., 2008).

Furthermore, the reliability of the construct was assessed using Cronbach's alpha (α) value greater than 0.7 (Nunnally, 1978). Measurement model validity was evaluated through convergent validity and discriminant validity. Malhotra and Dash (2016) suggested criteria for measuring convergent validity: AVE > 0.5; CR > 0.7; and CR > AVE was accepted for evaluating convergent validity. AVE was computed manually by the formula suggested by Hair et al. (1995) and CR based on Fornell and Larcker (1981) formula. Further, discriminant validity was assessed based on Fornell and Larcker's (1981) criteria as well, i.e., AVE > MSV.

Multiple relationships were tested using the structure model between variables. In the structure model, the path diagram established linkage between customers perception (Food safety & hygiene, Lifestyle & current situation, Offers, peer influence) and intention to use that further link with Food ordering decision using awareness of online customer reviews as mediating variable between them. Statistical significance of path coefficients was assessed with the help of bootstrap method with 2000 sub samples (Cheung and Lau, 2008). The statistically significant relationship between dependent and independent variables was tested at a 95% confidence interval.

6. Results

435 customers provided their responses on Google form. Out of which 11 Google forms were rejected because of negligence shown by participants while filling them. The final sample was composed of 424 customers. Demographic characteristics of the sampled customers were displayed in table 1 under the head of the Demographic profile of participants.

Table 1: Respondents' demographic profile

	Characteristic	Participants (N= 424)	Percentage (%)
1. Gender	Male	217	51.179
	Female	207	48.821
2. Age	18- 25 years	121	28.538
	25- 35 years	115	27.123
	35-45 years	104	24.528
	More than 45years	84	19.811
3. Marital status	Married	191	45.047
	Unmarried	233	54.953
Educational qualification	Graduation	145	34.198
	Post-graduation	138	32.547
	Doctorate	141	33.255
5. Occupation	Student	159	37.500
	Salaried employee	141	33.255
	Self-employed	124	29.245

Source: Primary data

6.1 Measurement model

To test whether factor constructs identified under review fitted to our sample or not, confirmatory factor analysis was run. A seven-factor measurement model (figure 2) was drawn. Two observed variables: OFF1 (Offers), PI4 (Peer Influence), having weak factor loadings, which is less than 0.7 (Hair et al., 2010), were deleted from the model. Final refined model with 29 observed variables found adequately fitted to the sample. CMIN=1032.999; df= 354; CMIN/df = 2.918; P= 0.000 fulfilled the criteria of 2-5 (Hooper et al., 2008; Carmines and McIver, 1981; Kline, 1998). Results found CFI = 0.923 and fulfilled the suggested criteria of greater than 0.90 (Bentler, 1990; Byrne, 1998) and RMSEA value is 0.067 and fulfilled the acceptable criteria of less than 0.08 (MacCallum et al., 1996; Byrne, 1998). TLI = 0.912 and PGFI = 0.699 also fulfilled the acceptable criteria. Recommended PGFI value was > 0.50 (Mulaik et al., 1989). TLI recommended values be ≥ 0.80 (Byrne, 1998) and ≥ 0.90 (Bentler, 1990). Further, table 2 stated that there was no validity and reliability issue in the factor construct.

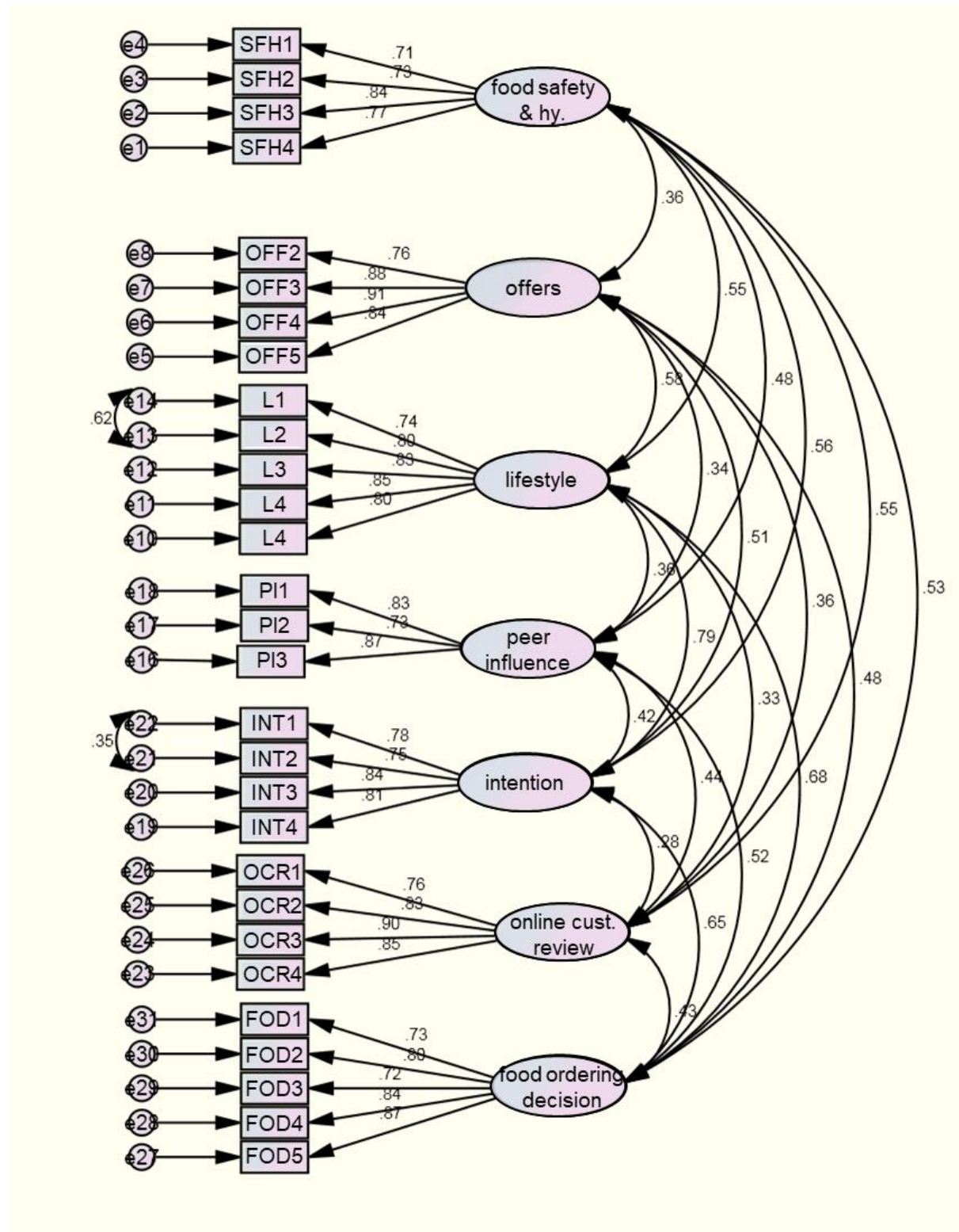


Figure 2: Seven-factor measurement model; Source: AMOS output

Table 2: Reliability and validity assessment of construct

Code	Construct (No. of statements)	Standardized loadings	AVE	CR	MSV (r^2)	Cronbach's Alpha (α)
	Food safety & hygiene (4)		0.711	0.907	$0.56^2 = 0.3136$	0.845
SFH1	I feel positive if the delivery personnel wears clean clothes.	.71				
SFH2	I feel positive if the delivery personnel wear a mask.	.73				
SFH3	I feel positive if the delivery personnel handover proper packed food.	.84				

SFH4	I feel optimistic when the delivery personnel maintain overall hygiene precaution	.77				
	Offers (4)		0.826	0.950	0.58² = 0.3364	0.911
OFF1	I get the best deals on meal ordered on OFOAs	Removed				
OFF2	Best credit card deals can be availed on OFOAs	.76				
OFF3	I wait for offers to order on OFOAs.	.88				
OFF4	I have a membership of OFOAs	.91				
OFF5	I enjoy membership offers on OFOAs	.84				
	Life style (5)		0.768	0.943	0.79² = 0.6241	0.909
LCS1	OFOA supplies even late in night	.74				
LCS2	OFOA helps in conquering work from home challenge	.80				
LCS3	OFOA helps in allowing both the partners to work	.83				
LCS4	I don't have time to cook at home	.85				
LCS5	I don't know cooking; hence OFOAs are a big help	.80				
	Peer Influence (3)		0.776	0.912	0.52² = 0.2704	0.851
PI1	I seek opinions from peers before making a purchase decision	.83				
PI2	I have tried a product or service based on a recommendation from a peer	.73				
PI3	I trust the opinions of peers when it comes to trying out a new product or service	.87				
PI4	I like to adopt a new product or service if I observe that many of my peers are already using it	Removed				
	Intention to use (4)		0.755	0.925	0.79² = 0.6241	0.883
INT1	I always intend to use OFOAs	.78				
INT2	I express my intention for OFOAs.	.75				
INT3	I will try OFOAs for some benefits	.84				
INT4	I will use OFOAs on recommendations	.81				
	Online customer reviews (4)		0.809	0.944	0.55² = 0.3025	0.902
OCR1	I read online reviews before making a buying decision	.76				
OCR2	online reviews are important in influencing my decision to use a specific product or service	.83				
OCR3	I trust online reviews when making a decision to use a product or service	.90				
OCR4	I often change my mind about using a product or service based on negative online reviews	.85				
	Food Ordering Decision (5)		0.752	0.938	0.68² = 0.4624	0.892
FOD1	I order food on OFOAs	.73				
FOD2	My orders on OFOAs are fixed	.80				
FOD3	My timings for Ordering on OFOAs are fixed	.72				
FOD4	I order food frequently	.84				
FOD5	I evaluate my ordering decisions	.87				

(Note:SFH- Food safety & hygiene; LCS- Lifestyle; OFF.- Offers; PI- Peer Influence; FOD- Food ordering decision; OCR- Awareness of Online Customer reviews; INT- Intention to use; MSV- Maximum shared variance; AVE- Average variance explained; CR- Composite reliability.)

Source: Primary data

6.2 Structure Model

The structure model shown in figure 3 showed the impact of customers' perception on their usage intention of OFOAs and highlighted the mediating effect of online customer reviews over the conversion of intention to use OFOAs into food orderings decision. The structure model passed the fitness criteria and found adequately fitted to sample data (CMIN=1188.330; df= 362; CMIN/df = 3.283; P= 0.000; CFI= 0.907; RMSEA= 0.067; TLI = 0.902; PGFI = 0.701). The study results initially showed a significant impact of Food safety & hygiene (β =0.155; P= 0.008); Lifestyle (β =0.656; P=0.001); Peer Influence (β =0.138; P=0.008) on intention to use OFOAs services while offers (β =0.058; P=0.254) did not show any significant impact on intention of customers to use OFOAs. Therefore, Hypothesis H1a, H1c, H1d were accepted, whereas H1b rejected. Furthermore, both direct and indirect effect of intention to use OFOAs services on food ordering decisions

considering online customer reviews as a mediator were evaluated. Results revealed a significant direct effect of intention to use OFOAs on food ordering decisions ($\beta = 0.649$; $P = 0.001$). Hence at this moment H2 is supported. OFOAs services usage intention significantly linked with OCR ($\beta = 0.359$; $P = 0.001$) that finally impacted the food ordering decision ($\beta = 0.198$; $P = 0.001$). OCR mediate the impact of customers' OFOAs usage intention on food ordering significantly ($\beta = 0.071$; $P = 0.000$) and establishes an indirect relation between them. This allowed accepting Hypothesis H3.

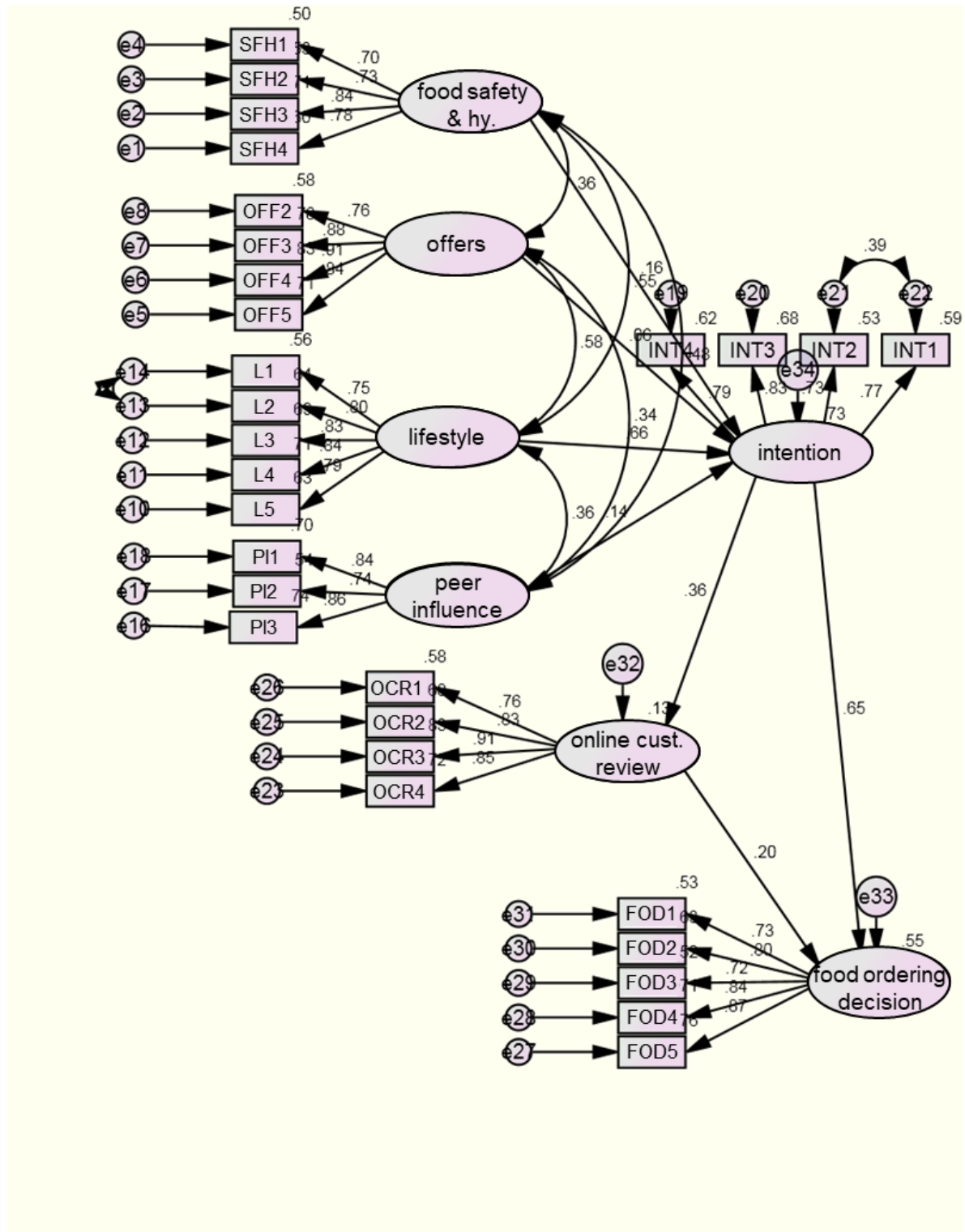


Figure 3: Structure model with standardized coefficients; (Source: AMOS Output)

Table 3 demonstrated the entire effect of predictable variable usage intention of OFOAs services on dependent variable food ordering decision that found significant due to mediating effect online customer reviews ($\beta = 0.719$; $P = 0.001$) and the mediator partially explained this relation. The total effect of usage intention on food ordering decision was 0.719, out of which 0.649 was the direct effect generated due to intention to use impact

on food ordering, and 0.071 was indirect effect came out because of mediating variable. Usage intention's direct effect on online customer reviews was 0.359, which further impacts the customers' actual food ordering by 0.198. This bootstrap approximation was generated by creating a two-sided bias-corrected confidence interval. The model explained about 55% of the variability of food orders done by customers.

Table 3: Testing mediation based on AMOS bootstrapping output

	Intention to use (Independent variable)			Online Customer Reviews
	Direct effect	Indirect effect	Total effect	
Online Customer reviews (Mediator)	0.359	-	0.359	-
Food Ordering decision (Dependent variable)	0.649	0.071	0.719	0.198

Table 4: Summary of acceptance and rejection of the hypothesis

Hypothesis	Relationship	Path coefficient (β)	Significance	Acceptance/Rejection of Hypothesis
H1a	Food safety & hygiene on Intention to use	0.155	0.008	Supported
H1b	Offers on Intention to use	0.058	0.254	Rejected
H1c	Lifestyle on Intention to use	0.656	0.001	Supported
H1d	Peer Influence on Intention to use	0.138	0.008	Supported
H2	Intention to use on Food ordering decision	0.649	0.001	Supported
H3	Intention to use on online customer reviews	0.359	0.001	Supported
H4	Online customer reviews on Food ordering decision	0.198	0.001	Supported
H5	Intention to use on online customer reviews on Food ordering decision (Indirect effect)	0.071	0.000	Supported

7. Discussion and conclusion

The research was focused on studying customers' perception of OFOAs and their impact on their usage intention of OFOAs. Further impact of customers' behavioural intention to use OFOAs on food ordering decisions was analyzed by keeping online customer reviews as a mediating variable. Results of the study supported all the hypothesized relation between variables except one. Hypothesis H1a, H1b, H1c, H1d proposed the significant relation between Food safety & hygiene, Offers, Lifestyle, Peer Influence on intention to use OFOAs. The results were in support of significant relation of safety & food hygiene, lifestyle, peer influence with intention. Research by Amin et al. (2021) highlighted that food safety, hygiene delivery, and dining attitude significantly impact the customers' intention to use OFOAs. Hsu et al. (2016) found that now customers are becoming more anxious about the safety and quality of food that determines their behavioural intention. Social groups and peer influence impact consumer behaviour while making purchasing selections on e-commerce (Gunawen et al., 2023). Converse to previous studies, which considered offers a significant contributor to customers' behavioural intention to use OFOAs (Meenakshi and Sinha 2019), current research neglects the role of offers provided by OFOA service providers in customers' behavioural intention to use these services. This outcome might be shown because, young customers' inclination has shifted from offers and other attractive plans to safety & hygiene, lifestyle. Now, OFOAs ensure clients that food delivery is safe and hygienic (Kayes, 2020). Thus, Hypothesis H1a, H1c, H1d were supported, and H1b was rejected under current investigation.

Research further proposed the significant relation between behavioural intention to use OFOAs and online food ordering decisions through hypothesis H2. The results supported this proposed relation. This result was analogous with the findings of the former study of Amin et al. (2021); Ali et al. (2021) which also showed a positive relation between usage intention and ordering food online. Furthermore, for analyzing the indirect impact of the behavioural intention of use OFOAs on food ordering online by keeping online customer reviews as mediating variable, hypothesis H3 was proposed, and the results accepted the online customer review as a significant mediating role between intention to use OFOAs and food ordering decision.

As a result, OFOA service providers should look for measures to boost the market considering food safety & hygiene, peer influence and other factors. Customers are more inclined to recommend others and to listen to the advice of other friends and family members when it comes to certain OFOA applications.

7.1 Managerial implications and future direction for the study

Current research developed a model, and it is based on the Theory of Planned Behaviour, between customers' perception, behavioural intention, food ordering decision using online customer reviews as mediating variable. This research is a part of pioneer studies that notified the customers' increasing concern towards the safe and hygienic food delivery, maintaining lifestyle issues generated after the COVID 19 pandemic which has become very much normal today. This study recognized the importance of peer influence, Safety & hygiene food, lifestyle in customers' behavioural intention to use OFOAs. Existing literature showed the major role of offers/ discounts on customers' online buying behaviour (Batal et al., 2019; Meenakshi and Sinha, 2019). But current research noticed a shift of customers' interest from offers to maintaining lifestyle, safety, and hygiene to deliver services during online buying. Thus, current research expanded the existing literature that studied the

behavioural intention of customers to order food using OFOA services in safe and hygiene delivery. This research further strengthens the literature currently available by identifying the significant mediating role of online customer reviews for converting intention into final ordering decisions through OFOAs.

There are some implications for practice of the research also. This study guides the practitioners to frame their marketing and promotional strategies considering the impact of OCR. The service providers should organize virtual training programs for their employees related to safety and hygiene delivery, how to keep customers happy to give good online reviews. OFO service providers need to give the necessary support to hotels and restaurants. OFOAs should ensure that the restaurants followed safety measures during food preparations. The tie-ups of OFOAs with trusted restaurant becomes crucial in this new era. OFOAs should wisely choose their restaurant partners, keeping the outcome of this study in their minds.

Current research is directed only on studying the intention- and actual behaviour gap in OFOAs and the role of OCR between them. However, there could be additional areas for the study. The role of OCR in other e-commerce or similar nature business can be studied. Future research in many countries may replicate this study to generalise the findings across broader geographical regions.

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