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Understanding the Drivers of Continued Use of Online Food Delivery Platforms among Indian Consumers

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ABSTRACT

This paper investigates the factors influencing Indian consumers' intentions to continue using online food delivery services. Utilising a sample of 205 respondents from the Delhi/NCR region, the study employs an exploratory-cum-descriptive research design. Initial analysis dropped two constructs, accuracy and economy, due to poor factor loadings while confirming the significance of convenience, speed, trust, customer satisfaction, and continuance intentions through confirmatory factor analysis (CFA). The findings highlight the importance of speed, convenience, and trust in enhancing customer satisfaction and retention. The study suggests that online food delivery providers should focus on these factors to ensure quality service and maintain customer loyalty. This research contributes to understanding consumer behaviour in the context of online food delivery services in India, offering insights for businesses aiming for long-term growth by enhancing customer satisfaction and loyalty.

Keywords: Buying Behaviour, Food Apps, Continuation Intention, Unicorn, India.

JEL Codes: D12, M3, L86, O33, L81

I

INTRODUCTION

1.1 *Online Food Delivery Market in India*

Food ordering has become more prevalent in India thanks to increased food technology start-ups, mainly through mobile applications. Online grocery and food ordering is widespread among people and households in the nation's urban and rural areas post-COVID-19 pandemic (Mponela *et al*., 2024). The main success factor in the tendency towards online meal ordering has been the development of effective logistical services and delivery models. The rapid digitisation and rising consumption in India will cause online spending to surpass $130 billion by 2025 (ET Brand Equity, 2021). India's online food market is expected to be $8 billion in 2022 due to rapid digitisation and growth in the number of online shoppers and their spending (Mint, 2020).

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1.2 *Future of Online Food Delivery Market in India*

The "Online Food Delivery Market in India 2022-2027" report values the Indian online food delivery sector at $5 billion in 2021, with an anticipated growth to $22 billion by 2027, representing an annual growth rate of 30 per cent. The key drivers for this expansion include increased digitisation, which has reached Tier I and Tier II cities, and the significant demographic of millennials and working professionals who frequently use online food services. A 2018 pre-COVID-19 study by The Restaurant Times highlighted that millennials tend to eat out more often, are calorie-conscious, and exhibit a preference for experimenting with diverse and exotic cuisines. Moreover, they leverage their tech-savviness to enhance their dining experiences, primarily through digital platforms (ET Brand Equity, 2021).

Additionally, about 55 per cent of millennials prefer the convenience of meal kits, which can be ingredient-based kits or ready-made meals, over traditional dining experiences for their ease of use and time-saving attributes (McKinsey Report, 2022). A study by Google and the Boston Consulting Group in 2022 underscored the top three reasons for using online food ordering apps: variety of cuisines (35 per cent), attractive discounts, and overall convenience. The study also suggests that the following six trends will significantly influence the future of the Indian food technology market: targeted advertising to millennials, promotions through third-party delivery services, emphasis on delivery speed, innovative purchase and delivery options, utilisation of current trends to promote online deliveries, and the introduction of subscriptions and memberships for food delivery services.

1.3 The Competitive Scenario

The article "Top 10 Food Delivery Apps in India for 2021 That Are Rocking" (www.grabon.in) listed Zomato OFDS as the top choice, followed by Swiggy, Domino's, Uber Eats, and Foodpanda. Another source, mindster.com, ranked Swiggy at the top, followed by Zomato and Faasos. Currently, Zomato and Swiggy dominate most of the market share, emphasising convenience, affordability, a wide range of cuisines and menus, various payment options, and free home delivery.

II

LITERATURE REVIEW

Online Food Delivery Services (OFDS) are defined as transactions involving food purchased through internet-connected devices such as smartphones, tablets, or personal digital assistants, according to Presto et al. (2021). In neighboring Pakistan, the COVID-19 pandemic significantly impacted these services, with many consumers avoiding online food purchases to reduce virus transmission risk (Rasul et al., 2021).

Yeo et al. (2017) explored various motivations for using OFDS, including hedonic, monetary, and time-saving factors and convenience. Prabowo & Nugroho (2019) considered how previous online purchasing experiences and other factors shape attitudes and behavioral intentions toward OFDS. Furthermore, Gunden et al. (2020) investigated how habitual behaviors influence adoption intentions, emphasising that recent research has increasingly focused on these services among scholars and marketers. Despite the prevalent challenges like traffic and congestion, these factors reportedly do not deter order placements (Correa et al., 2018).

The challenges for Self-Help Groups (SHGs) in establishing strong brands in this competitive market are notable. Chakraborty et al. (2022a, b) suggest that SHGs could better exploit the growing market by enhancing their branding and packaging to improve consumer adoption. In terms of marketing, precision strategies have proven effective in enhancing customer engagement, customizing experiences, and driving growth, derived from extensive reviews of literature and case studies. Saluja et al. (2023) also discuss the ethical and practical challenges of utilizing Big Data in e-commerce marketing. Thus, maintaining consumer interest in an intensely competitive online marketplace remains a formidable challenge for OFDS providers.

2.1 *Research Gap*

The literature review highlights the research gap in understanding the determinants of e-commerce customer satisfaction, loyalty, and trust, particularly in developing countries like India (Jin-Xiang et al., 2006). This gap is significant as deeper insights into these factors could enable marketers to focus on aspects crucial for enhancing customer loyalty in the food delivery sector, thereby increasing repeat purchases and continued use of Online Food Delivery Services (OFDS). Rapid changes in consumer behaviour and market dynamics make even recent studies quickly outdated, underscoring the relevance of current research aimed at understanding how app design, information quality, privacy, and security influence user satisfaction and trust.

2.2 Theoretical Model

Our study's model was based on the original TAM - Technology Acceptance Model (Davis, 1989). The structured review emphasizes reviewing the available research report on online buying, online service usage (internet banking), or app usage (Paul and Criado, 2020). Most popular theories cited in a similar context of online buying include- Innovation Diffusion Theory-IDT, 1962, Theory of Reasoned Action-TRA, 1975; Theory of Planned Behaviour- TPB, 1991; Technology Adoption Model-TAM, 1989; Expectation Confirmation Theory-ECT,1980 (Chawla et al., 2018) (Peng et al., 2014). Some scholars added a few constructs from Social Cognitive and Motivational theories.

2.3 *Constructs and Hypothesis*

2.3.1 *Accuracy*

Mentzer et al. (2001) explored the quality of logistics services, focusing on customer perceptions from order placement to delivery. This process encompasses personal interaction, order confirmation and release, and the quality of information during ordering. Key attributes such as order accuracy, condition of the delivered items, and quality of receipt are crucial in evaluating logistics service quality, akin to online shopping environments where consumers value accurate and easy access to information.

Building on this, the Mentzer, Flint, and Hult model provides a framework for conceptualizing e-service quality, particularly in logistics. Like traditional logistics customers, online consumers expect precise information and straightforward ordering processes. The third aspect of information correctness—how clearly and succinctly information about a product or service is presented—becomes significant. This includes ensuring accuracy in website information and full disclosure of policies, procedures, and fees involved in the purchasing process.

Shchiglik and Barnes (2004) highlighted the importance of information accuracy in assessing the quality of aircraft websites, suggesting that reliable and correct information can significantly enhance customer satisfaction and confidence, thereby encouraging initial purchases. Accurate information also supports transparency regarding service-related policies like changes, returns, cancellations, and the fees associated with these actions. Given this, we hypothesise that the accuracy of information on food delivery apps critically affects customer satisfaction, ultimately influencing customer retention and loyalty.

2.3.2 *Speed*

A psychological contract is formed between a customer and an online retailer once a transaction meets the expected service standards. If this contract is violated, it affects quality assessments, satisfaction, and future behaviour towards the e-retailer, particularly concerning the "speed of delivery" which is critical in the food delivery context (Zhao and Bacao, 2020; Hobbs, 2020). Newspapers and user feedback indicate that online food delivery services (OFDS) offer practical, secure, and cost-effective alternatives to dining out, an advantage that has become especially pronounced during the COVID-19 pandemic.

Mehrolia et al. (2021) noted two key benefits of OFDS during the pandemic: contact-free delivery and e-wallet payments, which reduce the risk of virus transmission. These features are essential for fostering customer loyalty and satisfaction by ensuring that OFDS providers maintain a positive, customer-friendly image (Prasetyo et al., 2020). Furthermore, integrating traditional and modern media

strategies on platforms like YouTube and Instagram is crucial for OFDS marketers to align with contemporary lifestyles (Alalwan, 2020; Dwivedi et al., 2015).

The dimensions of e-service outcome quality, derived from logistics service studies, include order speed and transaction accuracy. These involve delivering services within the expected timeframe and meeting precise transaction requirements, such as location, quantity, and price. Such efficiency and accuracy in service delivery are expected to positively influence customer satisfaction, driven by utilitarian motives for choosing online services.

2.3.3 *Economy*

Online food delivery apps attract customers using various promotional strategies, from offering free delivery to price concessions and cash-back on subsequent orders, which effectively enhance a product's perceived value and influence purchasing decisions (Chong et al., 2016). According to Prasetyo et al. (2020), consumers view the value of an order more positively when promotions such as price discounts or free delivery are included. Such promotions are essential for swaying customers and influencing their purchasing choices, leading to customer acquisition and retention (Presto et al., 2021; Chae et al., 2015).

During the pandemic, the preference for digital payment methods grew to minimise contact, a trend that persists, especially in developing countries (Hobbs, 2020; Mehrolia et al., 2021). Promotions involving cashback or reward points through digital wallets or online banking have bolstered customer confidence and preference for using these apps, with modern applications streamlining the payment process.

Economic considerations play a crucial role in the customer's decision-making process. The cost involved—comprising the price of food, taxes, and delivery charges—impacts customer eagerness to purchase and their perception of the value offered by online food delivery services (OFDS). Savings from using OFDS positively influence customer perceptions of convenience and satisfaction (Pandey et al., 2022; Chotigo and Kadono, 2021; Ahuja et al., 2021). The overall economic advantage of using such apps significantly impacts customer satisfaction and loyalty.

2.3.4 *Convenience*

In his Technology Acceptance Model (TAM), Davis (1989) introduced the concepts of Perceived Ease of Use (PEU) and Perceived Usefulness (PU) as critical factors influencing user acceptance of technology. PEU, defined as the degree to which a prospective user expects a system to be free of effort, is proposed as a precursor to PU, which is the user's perception that using a particular technology will enhance performance (Davis, 1989). These concepts have been widely adopted in examining the acceptance of online and internet-based products, demonstrating their relevance across diverse technological applications.

The TAM suggests that consumer adoption of online services, such as Online Food Delivery Services (OFDS), can be significantly influenced by the ease and utility

perceived in the shopping process. If consumers find OFDS easy to use, it may lead to more frequent usage (Chong et al., 2016). However, the effectiveness of these services is not just about ease of use but also how efficiently they handle failures. Recovery from online service failures is pivotal because it affects customer loyalty — a single negative experience can lead customers to switch to competitors with just a click (Holloway & Beatty, 2008).

Furthermore, the secure and reliable transfer of payment and credit information is paramount. Kolsaker and Payne (2002) note that security involves trusted methods for the transmission and storage of data. Liebermann and Stashevsky (2002) and Chawla & Kumar (2022) highlight that consumers' perceptions of inadequate security can significantly hinder e-commerce growth by increasing perceived risks. Thakur and Srivastava (2015) argue that enhancing website security can boost consumer trust by mitigating perceived threats.

Ease of use remains a vital component for customer satisfaction on the internet. It involves the ability of users to navigate a website or app effortlessly, characterized by features such as minimal clicks to complete transactions, straightforward navigation menus, effective search functions, and options to easily modify or cancel purchases (Taylor & Strutton, 2010; Tandon et al., 2016). Clear navigation aids help users understand their location within a website and how to return to previous screens, improving the overall user experience and encouraging continued use.

In conclusion, integrating ease of use and robust security measures is essential for fostering trust and satisfaction among OFDS consumers, promoting repeat usage and loyalty. Such strategic considerations are crucial for e-retailers aiming to enhance user engagement and retention in the competitive online marketplace.

2.3.5 *Trust*

Customer trust emerges as a pivotal determinant in e-commerce, significantly affecting users' decisions to engage with online services. According to Davis (1989), perceived ease of use (PEU) and perceived usefulness (PU) underpin this trust within his Technology Acceptance Model (TAM). PEU is defined as the extent to which a user believes that using a particular technology will be free of effort, while PU is the degree to which a user believes that using the technology will enhance their performance.

The literature reflects a longstanding concern about customer trust since the commercial inception of the internet in the early 1990s, particularly in sharing personal information. Holloway et al. (1999) highlighted these concerns, which are still prevalent today, especially in financial transactions involving banking details or credit cards (Chawla and Kumar, 2022). Trust impacts the perceived security of financial transactions and the broader perceptions of e-commerce platforms. Consumers who doubt an online vendor's security and privacy assurances are less likely to make purchases or become repeat customers.

Trust also influences the perceived quality and reliability of online service providers, impacting customer loyalty and purchase intentions. As posited by Malik and Kumar (2021), a consumer-oriented information privacy model could enhance trust and thereby foster online customer loyalty. Yusof and Lahad (2013) integrated trust as an indirect influencer in their mobile wellness app continuation model, where trust through user satisfaction determines app-user continuation intentions.

During the COVID-19 pandemic, using drones for contactless delivery has been a testament to evolving service delivery methods that enhance customer trust by reducing physical contact aligning with health safety concerns (Kim et al., 2021).

Moreover, the ease of use of online platforms significantly affects trust. A user-friendly interface that minimizes navigation steps and presents information enhances user satisfaction and loyalty. Good navigation aids and efficient search engines, which facilitate the easy modification or cancellation of purchases, also play a crucial role (Taylor & Strutton, 2010; Tandon et al., 2016).

Security is another critical aspect, and the safe transfer of payment and personal information must be ensured. According to Kolsaker and Payne (2002), the privacy of data and the security of transactions are vital for maintaining consumer trust. The risks associated with data breaches or inadequate security measures can deter customers from engaging with e-commerce platforms (Liebermann & Stashevsky, 2002; Chawla & Kumar, 2022).

However, building trust is not solely about enhancing security and usability. According to Hahn and Kim (2009), trust does not always directly affect the intention to shop online; however, other studies suggest that a lack of trust is a significant barrier to the adoption of online shopping (Lee & Turban, 2001; Grabner-Kraeuter, 2002). Effective post-purchase services, a quality web experience, and strong branding can significantly influence repeat customer behaviour and enhance trust (Prasetyo et al., 2021).

In summary, the literature suggests that trust is a complex construct influenced by multiple factors, including the quality of information, user interface, security of transactions, and overall ease of use of the e-commerce platform. These factors collectively impact customer satisfaction and retention, which are crucial for the success of online food delivery services. Trust-building in e-commerce can be viewed as a multifaceted strategy involving technical solutions, consistent and reliable customer service, and transparent communication practices. Building and maintaining customer trust is essential for sustainable growth in e-commerce, as it directly influences purchasing behaviours and loyalty.

2.3.6 *Social Influences*

Social persuasion is when more customers will likely choose OFDS soon. The OFDS providers should use excellent value-for-money promotions to increase their clientele (Chong et al., 2016) (Lee et al., 2019). The government should demand that

OFDS does not compromise safety by providing low-cost services, and the OFDS can spend a sizeable portion of its profit on raising its safety and hygiene standards (Kaur et al., 2021). These helpful ramifications boost consumer trust. Even though online shopping cannot be as enjoyable as traditional shopping, it is still essential to determine whether variables like perceived playfulness and social influence are the main reasons people shop online. We hypothesize that social influences for using food delivery apps influence customer satisfaction.

2.3.7 App User Satisfaction

Customer loyalty in e-commerce is traditionally measured by the frequency of repeat purchases and the proportion of purchases made from the same provider. Oliver (1997) defines loyalty as a deep commitment to consistently rebuy a preferred product or service, leading to repeated purchasing from the same brand despite external influences and competitive marketing efforts (Chaudhuri & Holbrook, 2001; Oliver et al., 1997). For e-retailers, cultivating loyal customers is essential due to the substantial challenges and high costs associated with acquiring new customers (Al-Adwan et al., 2020; Gefen, 2002).

Research indicates that customer trust and satisfaction are crucial precursors to loyalty and sustained patronage (Srinivasan et al., 2002). These elements are bolstered by the quality of service and the vendor's commitment to online consumers, enhancing confidence and customer loyalty. Updated and detailed information about restaurants, food options, and discounts significantly influences customer intentions toward Online Food Delivery Services (OFDS) (Prasetyo et al., 2020). Website content quality also plays a vital role in how satisfied users are and their likelihood of returning and engaging in further transactions (Tandon et al., 2016; Shchiglik and Barnes, 2004; Chotigo and Kadono, 2021). Furthermore, the primary consumer complaints in OFDS are related to delivery issues, significantly affecting user satisfaction and continued use of these platforms (Chai and Yat, 2019; Chen et al., 2020).

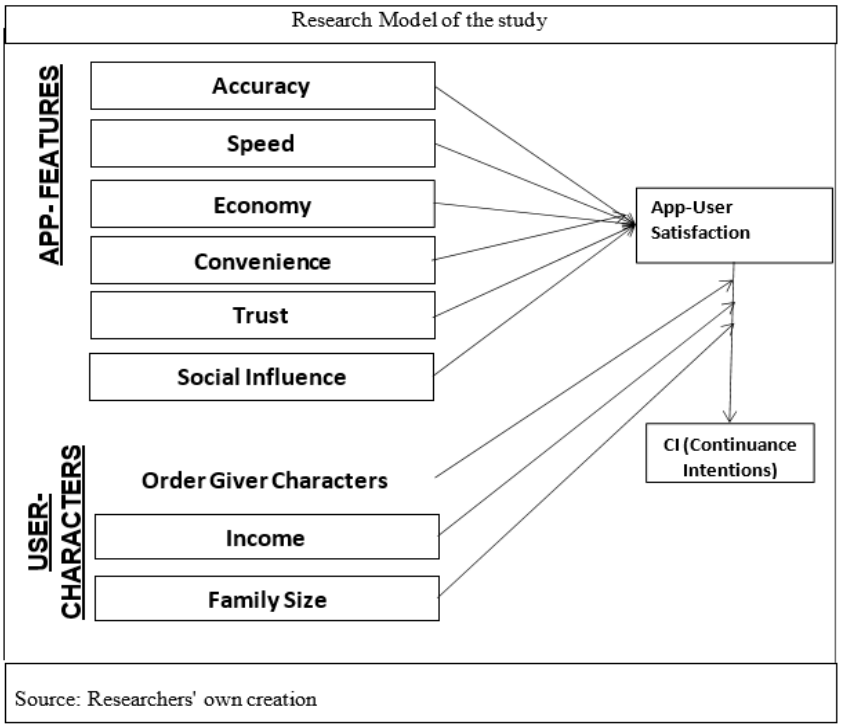
2.3.8 Continuation Intentions

Based on ECT, the Information System Continuance Model (ISCM) explains how information systems can be used indefinitely (Bhattacherjee, 2001). In his model, a user's satisfaction with an IS reinforces his intention to keep using it. The model also connects PU and satisfaction to how well users' expectations of the IS are fulfilled. The user's expectations measure confirmation (positive satisfaction) to determine their evaluative response or level of satisfaction. The framework best describes users' desire to continue using food apps. The model is used in a variety of similar contexts, including mobile phone wellness applications, e-learning, and e-shopping (Banerjee et al., 2010) (Behjati & Othaman, 2012) (Chawla, 2021). We hypothesise that app features, user characters, and satisfaction influence the continuation intentions.

III

MODEL FOR THE STUDY

The following representation (Figure 1) of the above-discussed hypotheses provides a framework for checking the relationship by collecting data and checking for a significant relationship asextracted from the detailed literature review and suggestions and recommendations of the expert in the area.



IV

RESEARCH METHODOLOGY

4.1 Survey Instrument

The 31 items used in the research instrument for this study were taken from those used by earlier scholars. Users of the Food App provided feedback using a 5-point Likert scale, with 1 representing strongly disagree and 5 strongly concur.

4.2 The Sample

The sample comprised male and female Indian food delivery app users in the northern part of the country, and through personal connection, the form was shared.

4.3 Data Collection

A research-controlled judgmental sampling method is employed to reach the audience in the given post-COVID-19 environment, wherein the targeted food app users are from Delhi, Noida, Greater Noida, Ghaziabad, and neighboring areas. A total of 259 responses were collected through Google Forms, of which 205 were used for statistical analysis using MS Excel and Jamovi.

V

DATA ANALYSIS AND INTERPRETATION

5.1 Data Reliability and Validity

Scale, dependability, and validity must all be improved. A refined 19-item measure was created using EFA and numerous iterations of PCA (Principal Component Analysis), in which items with low factor loadings (0.4) were eliminated. (Hair et al., 2010). Table 1 contains the findings of the component analysis.

TABLE 1: CONSTRUCT RELIABILITY AND VALIDITY

(1)	Composite Reliability (2)	AVE (3)
Accuracy	0.863	0.619
Speed	0.866	0.683
Economy	0.883	0.717
Convenience	0.902	0.755
Trust	0.928	0.721
Social Influence	0.828	0.612
Customer Satisfaction	0.925	0.755
Continuous Intentions	0.922	0.798

The reliability of accuracy, speed, economy, etc., is outlined in the chart below. All the variables' Cronbach alpha values were within acceptable limits. According to Herington and Weaven and Hair and colleagues, the KMO measure of sampling adequacy was 0.882 (i.e., >0.6), indicating sufficient inter-correlations of the Bartlett's Test of Sphericity, which was found to be significant (chi-square 141, 204.663; p=.005) indicating that sample of 205 to be acceptable sample size for this study (Hair et al., 2010 ; 2017).

The research used pre-validated scales for accuracy, convenience, economy, speed, Trust, customer satisfaction, and continuous customer intentions. The senior faculty from different domains were asked to increase the face validity of our questionnaire items. Numerous recommendations were made and then put into practice. This led to a hastily created questionnaire with seven factors and associated items. The metrics' Cronbach's alpha is 0.958. Composite reliability values were over 0.70, and AVE was over 0.65, showing internal reliability and convergent validity.

Control variables: Age, gender, monthly income, family members, and favorite food application (Table 2).

According to previous studies, demographic variables like age, gender, monthly income, and family members can influence the continuous intentions of consumers toward their favoritefood delivery application (FDA). Additionally, gender plays a vital role in controlling the constant purchasing intentions of food delivery applications (Kaur et al., 2021). Similarly,age and economic background also influence behavioural responses and attitudes toward using e-commerce (Wang et al., 2020).

TABLE 2: PARTICIPANT'S DEMOGRAPHICS

Variable (1)	Category (2)	Frequency (3)	Percentage (4)
Age	15-20	41	15.8
	21-30	173	66.8
	31-40	31	12.0
	41-50	10	3.9
	51-60	1	0.4
	60 and above	3	1.2
Gender	Male	165	63.7
	Female	94	36.3
Economic background	More than 2 lakhs	23	8.9
	Less than 25000	124	47.9
	25000-50000	49	18.9
	50000-100000	39	15.1
	100000-200000	24	9.3
Food Delivery App	Zomato	168	64.9
	Swiggy	79	30.5
	Others	12	4.6

Source: Author's own compilations.

5.2 Analytical Technique

In a similar vein, (Wang et al., 2020) suggested that financial status could significantly affect purchasing behavior. They even explained this by pointing out that young consumers have greater expectations and concerns about obtaining benefits connected to quality than to cost due to their increasing disposable incomes. When analysing the data, two constructs, accuracy and economy, were initially dropped due to poor factor loadings and low construct covariances. This was done using the software Jamovi. Gerbing and Anderson, 1988, advocated using CFA. Additionally, the remaining five constructs—convenience, speed, Trust, customer satisfaction, and customer continuous intentions—were assessed using Jamovi's software for CFA (confirmatory factor analysis). The following Table 3 displays the component loadings of the structures incorporated into the measurement model. Every factor loading higher than 0.5 was used in the trials. The change indices and covariances were enhanced because two items in two categories had loadings that were less than 0.5 (Anderson and Gerbing, 1988).

TABLE 3: CONSTRUCT MEASURES

Construct (1)	Scale Items (2)	Loadings (3)	Suggested by (4)
Convenience (Cnv)	CON1	0.767	Prabowo and Nugroho (2019)
	CON2	0.633	
	CON3	0.763	
Speed (Spd)	SP1	0.735	Davis-Sremeck et al. (2008)
	SP2	0.847	
	SP3	0.836	
	SP4	0.748	
Trust (Trs)	TRT1	0.858	Suhartanto et al. (2019)
	TRT2	0.808	
	TRT3	0.810	
	TRT4	0.885	
	TRT5	0.841	
Customer Satisfaction (CsS)	SAT1	0.882	Alalwan (2020)
	SAT2	0.910	
	SAT3	0.793	
	SAT4	0.853	
Continuous Intentions (Cnt)	RP1	0.884	Wang et al. (2020)
	RP2	0.927	
	RP3	0.808	

Source: Author's own compilations.

5.3 Model Fit

Model fit (Table 4) indicates the strength of absolute fit between the constructs, relationships, and data. In other words, how near the data collected is to support the model, highlighting the significance and strength of relationships and the model's predictive power.

TABLE 4: MODEL FIT

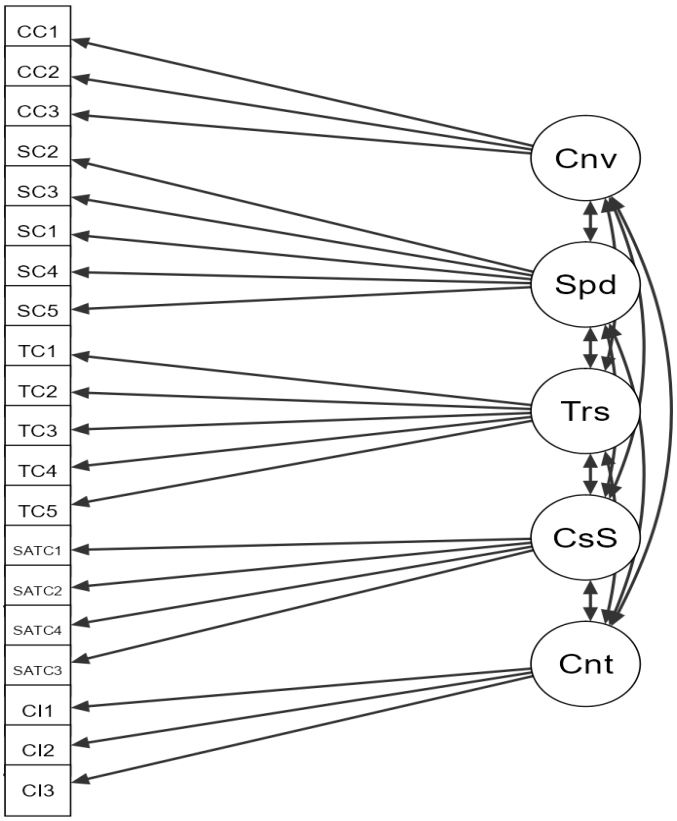
Goodness of Fit Measures (1)	Parameter Estimates (2)	Minimum Cut-off (3)	Suggested by (4)
CFI	0.919	>0.90	Hair et al., 2010
TLI	0.904	>0.90	Hair et al., 2010
RMSEA	0.090	<0.07	Hair et al., 2010
GFI	0.890	>0.80	Hair et al., 2010
IFI	0.910	>0.90	Hair et al., 2010

Source: Author's own compilations.

Results of this analysis show that the recommended model (2 = 355, df = 160, 2/df= 2.21) fits quite well with the data, which is less than the 3 suggested by (Bagozzi & Yi, 1988). P-value = 0.001 indicates that the structural model and the data matched well. Therefore, the claim of a substantial connection between the structural and measurement models is accepted. The validity and reliability of the categories were examined using the CFA model. CFA shows high covariances between the five constructs taken in the model (Figure 2). In addition, CFI, TLII, and IFI values were greater than 0.90, indicating that the structural model fits well with the measurement

model. Furthermore, the GFI 0.89 also shows the goodness indicator for the model fit. RMSEA value of 0.07 also shows a good model fit.

Figure 2: Confirmatory Factor Analysis



Source: Author's own compilations (Jamovi Output).

VI

DISCUSSION

It is evident from the covariance Table 5 that only convenience, speed, and Trust are found to significantly influence satisfaction and continuation intentions, as only the above-mentioned hypotheses are true/significant as per p-value. Convenience contributes the most towards customer satisfaction (CS), followed by continuous intentions (CI), speed, and Trust. Speed affects most CS, followed by Trust and CI, and Trust leads more towards CS than CI. The relationship between CS and CI is also established based on the statistical analysis.

A significant contribution of the present study is that it suggests the most critical factor is Trust, which is in line with the previous findings (Jin-Xiang et al.,

2006) (Gefen, 2002) (Yusof & Lahad, 2019) and causes CS, which is followed by speed. Convenience also counts but stands in third position.

TABLE 5: FACTOR COVARIANCES

(1)	(2)	Estimate (3)	p-Value (4)
Convenience	Convenience	1.000	< 0.001
	Speed	0.761	< 0.001
	Trust	0.750	< 0.001
	Customer Satisfaction	0.860	< 0.001
	Continuous Intentions	0.802	< 0.001
Speed	Speed	1.000	< 0.001
	Trust	0.891	< 0.001
	Customer Satisfaction	0.899	< 0.001
	Continuous Intentions	0.791	< 0.001
Trust	Trust	1.000	< 0.001
	Customer Satisfaction	0.911	< 0.001
	Continuous Intentions	0.870	< 0.001
Customer Satisfaction	Customer Satisfaction	1.000	< 0.001
	Continuous Intentions	0.853	< 0.001
Continuous Intentions	Continuous Intentions	1.000	< 0.001

Source: Author's own compilations (Jamovi Output).

VII

CONCLUSION

This study meticulously explores the underpinnings of consumer continuation intentions within India's burgeoning realm of online food delivery services, a sector witnessing exponential growth catalysed by digital proliferation and changing lifestyle dynamics. Through a detailed empirical investigation rooted in the responses of 205 participants from the Delhi/NCR region, the research delineates a nuanced understanding of the factors that significantly impact user engagement and loyalty towards these digital platforms.

Central to the findings is the paramount importance of Trust, speed, and convenience as the primary drivers influencing consumer satisfaction and their continued patronage of online food delivery services. Trust, in particular, emerges as the cornerstone, underscoring the necessity for service providers to forge robust, reliable, and secure user experiences. Speed and convenience further accentuate the value proposition, enhancing user satisfaction by aligning with the fast-paced lifestyle and expectations of contemporary consumers, particularly the millennials who dominate the user base.

Moreover, the study sheds light on the critical role of demographic variables, including age, gender, economic status, and family size, in sculpting consumer

preferences and behaviours toward these platforms. Such insights offer actionable intelligence for service providers to tailor their offerings, ensuring a more personalized and effective market approach.

Social influences also surface as pivotal in guiding consumer choices, hinting at the evolving dynamics of decision-making processes in the digital age. The implications for online food delivery service providers are profound, suggesting an imperative to leverage social media and peer recommendations to amplify their reach and resonance among target demographics.

In essence, the study underscores a multi-faceted landscape of consumer behaviour in the online food delivery sector, advocating for a strategic emphasis on Trust, speed, and convenience alongside a nuanced understanding of demographic intricacies and the power of social influences. These insights pave the way for service providers to refine their operations and marketing strategies, ultimately fostering a loyal customer base and securing a competitive edge in the rapidly evolving digital marketplace.

VIII

LIMITATIONS AND FUTURE DIRECTIONS

The current study has some inherent limitations, just like all empirical studies. Sampling techniques like judgmental non-probability sampling constrain the generalisability of findings. As a result, by using probability sampling and selecting a larger samplethat includes a diverse representation of the Indian community, researchers may validate the findings of this research study. The study's tests could lose some strength dueto the stark differences in sample sizes between sample groups. It is also suggested that, for improved and better understanding, other relevant variables - lifestyle characteristics that can interplay with satisfaction and other app features and service quality dimensions can also be included.

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