

## The impact of the emergence of delivery companies on increasing consumption among individuals

Housseem Mouffouk<sup>1</sup>, Salah Korichi<sup>2</sup>, Abdelatif Taibi<sup>3</sup> and Khaled Redjem<sup>4</sup>

<sup>1</sup> University Kasdi Merabah Ouargla (Algeria). Email: [Housseem.mouffouk@univ-ouargla.dz](mailto:Housseem.mouffouk@univ-ouargla.dz)

<sup>2</sup> University Kasdi Merabah Ouargla (Algeria). Email: [Korichi.salah@univ-ouargla.dz](mailto:Korichi.salah@univ-ouargla.dz)

<sup>3</sup> University Kasdi Merabah Ouargla (Algeria). Email: [Taibi.abdelatif@univ-ouargla.dz](mailto:Taibi.abdelatif@univ-ouargla.dz)

<sup>4</sup> University of Setif 1 Algeria. Email: [redjemkhaled@univ-setif.dz](mailto:redjemkhaled@univ-setif.dz)

**Abstract---**This study investigates the impact of the emergence of delivery companies on the online purchasing behavior of individuals, focusing specifically on consumers in Ouargla, Algeria. Employing a descriptive analytical approach, data were collected using a structured questionnaire distributed to 45 respondents. Statistical analyses were performed using SPSS27 software. The findings revealed that the emergence of delivery companies significantly increased individuals' online consumption behavior. Among the examined characteristics of delivery services (professionalism, cost, and comfort) professionalism and comfort showed statistically significant impacts on consumer purchasing behavior, while cost did not demonstrate a significant effect. These results suggest that consumers prioritize convenience and reliability offered by delivery services over cost considerations. The study contributes valuable insights into consumer behavior dynamics within the context of emerging markets, highlighting the critical role of service quality and convenience in shaping online purchasing decisions.

**Keywords---**delivery companies, purchasing behavior, purchasing decision, consumer behavior.

### 1. Introduction.

In light of the accelerated technological development and digital transformation witnessed by the world, delivery companies have emerged as an economic and social phenomenon that has changed consumption and purchasing patterns among individuals. These companies have revolutionized e-commerce and facilitated the access of products and services to consumers in ways that were not previously available (Alalwan, 2020). The growth of these companies has accelerated significantly in

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recent years, especially with the spread of the COVID-19 pandemic, which imposed restrictions on movement and encouraged online shopping (Mehroli et al., 2021).

The emergence and widespread adoption of delivery applications have led to fundamental changes in consumer behavior, as they can now order various products and services with the click of a button without needing to leave their homes. This ease and convenience in the purchasing process may be a motivating factor for increased consumption among individuals, which is what this study seeks to explore and analyze (Kapoor & Vij, 2018).

### **1.1 Research Problem.**

The problem of this study revolves around the following main question:

What is the impact of the emergence of delivery companies on increasing consumption among individuals?

This main question branches into a set of sub-questions:

- How have delivery companies changed purchasing and consumption patterns among consumers?
- What are the factors that drive consumers to use delivery services instead of traditional shopping?

### **1.2 Study Hypothesis.**

This study is based on the following main hypothesis:

- The emergence of delivery companies has led to a noticeable increase in purchasing and consumption behavior among individuals;
- Reliability and affordable costs are the main factors that drive consumers to use delivery services.

### **1.3 Study Objectives.**

This study seeks to achieve the following objectives:

1. Analyze the relationship between the spread of delivery companies and changing consumption patterns among individuals.
2. Identify the psychological, social, and economic factors that affect purchasing decisions through delivery applications.
3. Measure the impact of ease of access to products and services on increasing consumption rates.
4. Study the economic effects of increased reliance on delivery companies.
5. Provide recommendations for consumers, companies, and policymakers on how to deal with this phenomenon in a way that achieves a balance between economic benefit and responsible consumption.

## **2. Theoretical Framework of the Study.**

Delivery companies are specialized entities that manage the transportation of goods, documents, or parcels from one location to another. They provide logistics services such as pickup, transportation, and final delivery to meet customer needs efficiently. These companies often incorporate tracking systems, secure payment options, and last-mile delivery solutions to enhance customer satisfaction and operational efficiency (Lambert et al, 1998). This sector has witnessed significant development over the past two decades, especially with the emergence of e-commerce and smartphone applications.

According to a study conducted by Alalwan (2020), delivery companies can be classified into three main types:

1. Food delivery companies such as Uber Eats, DoorDash, and Deliveroo
2. Grocery and consumer product delivery companies such as Instacart and Amazon Fresh
3. Multi-service delivery companies such as Glovo and Rappi that offer a variety of delivery services

## 2.1 Consumer Behavior Theories and Their Relationship to Delivery Companies.

The impact of delivery companies on consumer behavior can be understood through several theories in the field of marketing and consumer behavior:

**Utility and Value Theory:** This theory assumes that the consumer always seeks to maximize the utility and value obtained from the purchasing process (Zeithaml, 1988). Delivery companies provide additional value to the consumer by saving time and effort, which may increase the value of the product in the consumer's view and encourage them to purchase more frequently.

**Immediate Gratification Theory:** This theory indicates that consumers tend to prefer immediate gratification of their desires over delayed gratification (O'Donoghue & Rabin, 2015). Delivery companies fulfill this desire by providing products quickly and easily, which may lead to increased impulse buying rates.

**Cost and Benefit Theory:** According to this theory, the consumer evaluates the cost of obtaining the product (including time and effort) against the expected return (Becker, 1965). Delivery companies reduce these non-material costs, which may make the purchase decision more attractive.

**Technology Acceptance Model (TAM):** This model, developed by Davis (1989), explains how users accept and use new technology. According to this model, perceived ease of use and perceived usefulness are the two main factors that influence consumers' acceptance and use of delivery applications (Venkatesh & Davis, 2000).

## 2.2 Factors Affecting Increased Consumption Through Delivery Companies.

There are several factors that contribute to increased consumption through delivery companies:

**2.2.1 Ease of Access and Convenience:** Delivery applications allow consumers to order products at any time and from anywhere, removing traditional shopping barriers such as limited working hours or difficulty accessing stores (Yeo et al., 2017).

**2.2.2 Variety of Options:** Delivery platforms provide a wide range of products and services from various stores and restaurants, increasing the likelihood of consumers discovering and trying new products (Liu et al., 2024).

**2.2.3 Targeted Marketing and Notifications:** Delivery applications use targeted marketing techniques and notifications to remind consumers of products and offers, which may stimulate unplanned purchases (Jiang et al., 2021).

**2.2.4 Offers and Discounts:** Delivery companies offer frequent promotions and discounts to attract consumers and encourage them to purchase more frequently (Roh & Park, 2019).

**2.2.5 Reducing Search Costs:** Delivery applications reduce the time and effort required to search for products and compare prices, which may lead to increased frequency of purchases (Jiang et al., 2016).

**2.2.6 Psychological Effect of Technology:** A study conducted by Dholakia et al. (2010) indicated that using technology in the purchasing process can reduce the "pain of payment" felt by consumers, which may lead to increased spending.

## 2.3 Studies on the Impact of E-commerce on Consumer Behavior.

A study entitled *The Impact of E-Commerce on Consumer Behavior in the Retail Sector in Saudi Arabia* (2024) examined e-commerce growth in Saudi Arabia within the context of Vision 2030 initiatives. The research found that e-commerce has significantly altered purchasing habits among Saudi consumers, with many preferring online shopping due to convenience and product variety. Key drivers for adoption included convenience, time savings, and product variety, while economic factors like competitive pricing played a significant role in attracting consumers. The study also highlighted that trust and security concerns remain critical factors affecting consumer adoption of e-commerce platforms.

Another study entitled *Trust and Online Transactions: Consumer Perceptions and Behavior in E-commerce* (2024) focused on trust factors in e-commerce transactions, examining what influences

consumer trust online, including website security, privacy concerns, brand reputation, and customer reviews. Through surveys, in-depth interviews, and focus group discussions with consumers who had used platforms like Shopee and Lazada, the study found that trust is a complex concept significantly affecting consumer decision-making. The research provides insights into how e-commerce platforms can build trust and address consumer concerns, emphasizing that trust is fundamental to successful online transactions<sup>6</sup>.

In another study conducted by Chen and Chang (2012), it was concluded that convenience and time-saving are among the most important factors that drive consumers to shop online. The study also found that consumers who shop online tend to purchase more diverse products compared to traditional shopping.

A study by Pantano and Privitera (2014) confirmed that mobile technology has changed the shopping experience for consumers and led to an increase in impulse buying rates. The study found that consumers tend to spend more time browsing products online compared to traditional stores.

### 3. Case study.

After discussing the theoretical framework, which focused on the impact of delivery companies on the online purchasing behavior of individuals, as well as the importance of previous studies related to the subject of the study, this section of the field study will address the attitudes of a sample of Algerian consumers towards delivery companies. It will cover the description of the study population and sample, the definition of the tool used to collect data from the study sample, then testing the study hypotheses and discussing the results obtained.

In this section, the study setting and tools will be identified to organize information, starting by presenting the sample, introducing the study instrument, and discussing the methods and tools used to achieve the obtained results.

#### 3.1 Presentation of the Field Study City.

The city of Ouargla is located in southeastern Algeria. It is the 30th province according to Algeria's administrative division, with a population of approximately 147,000 inhabitants.

#### 3.2 Questionnaire.

A questionnaire is a research instrument consisting of a series of questions designed to gather information from respondents, it is typically used in surveys and statistical studies to collect data on various topics, including opinions, behaviors, and facts (Taherdoost, 2023). Questionnaires can include both closed-ended and open-ended questions, allowing for standardized answers as well as more detailed responses (Cresswell & Cresswell, 2023). The questionnaire consists of 28 questions divided into two main sections, in addition to a section dedicated to personal data, structured as follows:

- **First Section:** Includes questions related to personal data.
- **Second Section:** Contains a set of questions related to delivery companies, comprising (13) statements.
- **Third Section:** Also contains a set of questions related to purchasing behavior, comprising (13) statements.

The Likert scale is composed of Likert items, which are statements that respondents evaluate by assigning a quantitative value. Well-designed Likert items exhibit symmetry and balance, with equal numbers of positive and negative positions equidistant from a neutral point (Cresswell & Cresswell, 2023). A typical five-level Likert item might include the following options:

**Table (01): Five Likert scale levels illustration.**

Likert-items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5
Mean	From 1 to 1.80	From 1.81 to 2.60	From 2.61 to 3.40	From 3.41 to 4.20	Greater than 4.20
Range					

*Source: Prepared by researchers*

### 3.3 Reliability Measurement of the Questionnaire

Reliability refers to obtaining consistent results when repeatedly applying the research instrument (questionnaire) multiple times on the same population under identical conditions. To measure reliability, Cronbach's Alpha coefficient was used. The following table shows reliability coefficients for questionnaire sections:

**Table (02): Cronbach's Alpha Reliability Coefficients.**

Number of Items	Cronbach's Alpha
26 items	64%

*Source: Prepared by researchers using SPSS software.*

According to Table (02), the overall reliability coefficient equals (64%), indicating that the study instrument has acceptable reliability, which provides confidence in its validity for analyzing and interpreting study results and testing hypotheses.

### 3.4 Descriptive Statistical Analysis of Study Sample.

This section will present a comprehensive numerical and graphical analysis of the personal data of the research sample (gender, age, educational level).

**Table (03): Distribution of Sample study by Gender**

Gender	Number	Percentage
Male	35	77.8%
Female	10	22.2%
Total	45	100%

*Source: Prepared by students using SPSS software.*

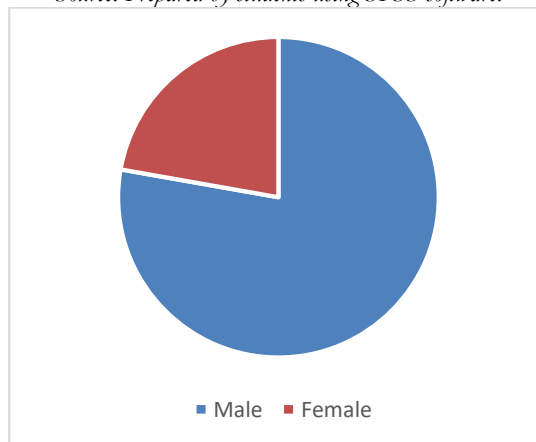


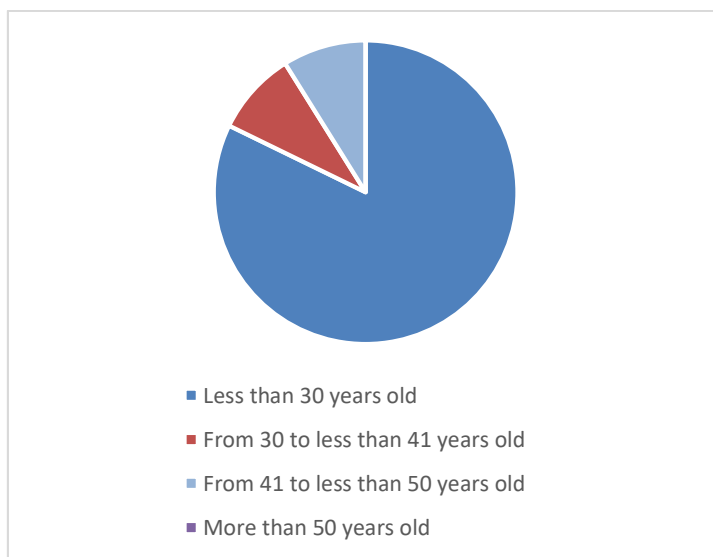
Fig 01: Distribution of Sample study by Gender

The above Table (03) indicates that most sample members are male (77.8%), while females represent (22.2%) of total respondents.

**Table (04): Distribution of Sample study by Age**

Age	Number	Percentage
Less than 30 years old	37	82.2
From 30 to less than 41 years old	4	8.9
From 41 to less than 50 years old	4	8.9
More than 50 years old	0	0
<b>Total</b>	<b>45</b>	<b>100</b>

*Source: Prepared by students using SPSS software.*

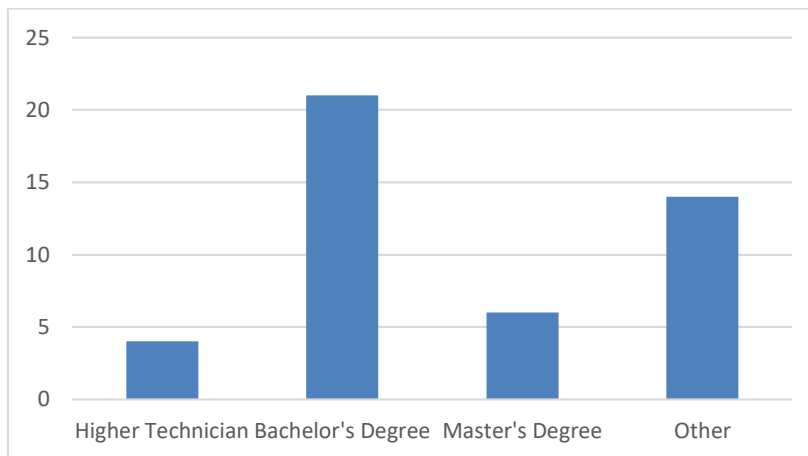
**Figure (02): Distribution of Sample study by Age**

The previous table & figure show that most respondents are younger than thirty years old (82.2%), followed equally by those aged between thirty and forty-one years and those aged from forty-one to fifty years at (8.9%).

**Table (05): Distribution of Sample study by Educational Level**

Educational Level	Number	Percentage
Higher Technician	4	8.9%
Bachelor's Degree	21	46.7%
Master's Degree	6	13.3%
Other	14	31.7%
<b>Total</b>	<b>45</b>	<b>100%</b>

*Source: Prepared by students using SPSS software.*



**Fig (03): Distribution of Sample study by Educational Level**

The previous data indicates that most respondents hold a bachelor's degree (46.7%), followed by those holding other qualifications at (31.7%). Those with master's degrees represent only (13.3%), while higher technician diploma holders constitute (8.9%). Thus, most users/customers dealing with delivery companies are educated individuals.

#### 4. Testing study hypotheses:

This section will be dedicated to testing the hypotheses of the study.

##### 4.1 First hypothesis:

"Individuals' consumption has increased following the emergence of delivery companies."

- Null hypothesis H0: There is no statistically significant effect that Individuals' consumption has increased following the emergence of delivery companies at significance level 0.05;
- Alternative hypothesis H1: There is statistically significant effect that Individuals' consumption has increased following the emergence of delivery companies at significance level 0.05;

In order to test this hypothesis a One sample T test has been used, the following table summarizes the obtained results:

**Table 06: Test of the first main hypothesis**

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchasing variable	8,899	44	,000	,63175	,4887	,7748

Source: based on the results of the questionnaire using SPSS software.

From the table above, it can be observed that the significance level for the purchasing variable reached 0.000, which is less than 0.05 (the significance level adopted in the study). Therefore, the null hypothesis H0 is rejected and the alternative hypothesis H1 is accepted, which states that there is statistically significant effect that Individuals' consumption has increased following the emergence of delivery companies at significance level 0.05;

##### 4.2 Second hypothesis:

- Comfort, reliability and affordable costs variables are the main factors that drive consumers to use delivery services.

In order to test this hypothesis, it will be divided into three sub-hypotheses:

**A.** There is an effect of individuals' comfort on their online behavior purchase.

In order to statistically test this hypothesis, it must be written in a statistical form as follows:

- Null hypothesis H0: There is no statistically significant effect that there is an effect of individuals' comfort on their online behavior purchase at significance level 0.05;
- Alternative hypothesis H1: There is statistically significant effect that there is an effect of individuals' comfort on their online behavior purchase at significance level 0.05;

In order to test this hypothesis a regression linear model has been used, the following table summarizes the obtained results:

**Table 07: Test of the first sub-hypothesis of the second hypothesis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,312	1	3,312	5,275	,027 <sup>b</sup>
	Residual	26,999	43	,628		
	Total	30,311	44			
a. Dependent Variable: Comfort						
b. Predictors: (Constant), Purchasing_variable						

Source: based on the results of the questionnaire using SPSS software.

From the table above, it can be observed that the significance level for the comfort variable reached 0.027, which is less than 0.05 (the significance level adopted in the study). Therefore, the null hypothesis H0 is rejected and the alternative hypothesis H1 is accepted, which states that There is statistically significant effect that there is an effect of individuals' comfort on their online behavior purchase at significance level 0.05;

**B.** There is an effect of reliability variable on the online behavior purchase of individuals.

In order to statistically test this hypothesis, it must be written in a statistical form as follows:

- Null hypothesis H0: There is no statistically significant effect that There is an effect of reliability variable on the online behavior purchase of individuals at significance level 0.05;
- Alternative hypothesis H1: There is statistically significant effect that There is an effect of reliability variable on the online behavior purchase of individuals at significance level 0.05;
- 

In order to test this hypothesis a regression linear model has been used, the following table summarizes the obtained results:

**Table 08: Test of the second sub-hypothesis of the second hypothesis.**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,984	1	2,984	4,803	,034 <sup>b</sup>
	Residual	26,716	43	,621		
	Total	29,700	44			
a. Dependent Variable: Reliability						
b. Predictors: (Constant), Purchasing_variable						

Source: based on the results of the questionnaire using SPSS software.

From the table above, it can be observed that the significance level for the reliability variable reached 0.034, which is less than 0.05 (the significance level adopted in the study). Therefore, the null hypothesis H0 is rejected and the alternative hypothesis H1 is accepted, which states that There is



statistically significant effect that there is an effect of reliability variable on the online behavior purchase of individuals at significance level 0.05;

**C.** There is an effect of costs variable on the online behavior purchase of individuals.

In order to statistically test this hypothesis, it must be written in a statistical form as follows:

- Null hypothesis H0: There is no statistically significant effect that There is an effect of costs variable on the online behavior purchase of individuals at significance level 0.05;
- Alternative hypothesis H1: There is statistically significant effect that There is an effect of costs variable on the online behavior purchase of individuals at significance level 0.05;
- 

In order to test this hypothesis a regression linear model has been used, the following table summarizes the obtained results:

**Table 09: Test of the third sub-hypothesis of the second hypothesis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,221	1	,221	,477	,494 <sup>b</sup>
	Residual	19,954	43	,464		
	Total	20,175	44			
a. Dependent Variable: Cost						
b. Predictors: (Constant), Purchasing_variable						

Source: based on the results of the questionnaire using SPSS software.

From the table above, it can be observed that the significance level for the costs variable reached 0.494, which is great than 0.05 (the significance level adopted in the study). Therefore, the alternative hypothesis H1 is rejected and the null hypothesis H1 is accepted, which states that There is no statistically significant effect that there is an effect of costs variable on the online behavior purchase of individuals at significance level 0.05;

## 5. Discussion of Results

The case study chapter presents the findings from the field study conducted in Ouargla, Algeria, focusing on the impact of delivery companies on consumer behavior. Here, the key results obtained from the study will be discussed.

### 5.1 Demographic Analysis of the Sample.

The study sample consisted of 45 participants, with a majority being male (77.8%) and a minority being female (22.2%). In terms of age distribution, the majority of participants were under 30 years old (82.2%), while no participants were over 50 years old. This demographic profile suggests that the study primarily reflects the perspectives of younger adults.

### 5.2 Reliability of the Questionnaire.

The reliability of the questionnaire was measured using Cronbach's Alpha, which yielded a coefficient of 64%. This value indicates acceptable reliability.

### 5.3 Impact of Delivery Companies on Increased Consumption (Hypothesis 1)

The first hypothesis proposed that "Individuals' consumption has increased following the emergence of delivery companies." The results of the one-sample t-test (Table 05) revealed a statistically significant effect, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. This finding strongly suggests that the advent of delivery services has indeed contributed to a noticeable increase in consumer spending habits among individuals in Ouargla.

This result aligns with the broader trends observed in e-commerce literature, as discussed in the theoretical framework (Section 2). The convenience and ease of access provided by delivery companies, as highlighted by Chen and Chang (2013), likely contribute to this increased frequency of purchases. The removal of traditional shopping barriers, such as limited store hours and geographical constraints (Yeo et al., 2017), further empowers consumers to make purchases more readily.

The COVID-19 pandemic has likely amplified this effect, as restrictions on movement encouraged online shopping and reliance on delivery services (Mehroli et al., 2021). The psychological impact of technology, as described by Dholakia et al. (2010), may also play a role, reducing the "pain of payment" and encouraging higher spending.

#### **5.4 Factors Driving Consumers to Use Delivery Services (Hypothesis 2)**

The second hypothesis posited that "Comfort, reliability, and affordable costs are the main factors that drive consumers to use delivery services." This hypothesis was divided into three sub-hypotheses, each focusing on one of these factors:

##### **5.4.1 Impact of Comfort on Online Purchasing Behavior**

The analysis revealed a statistically significant effect of comfort on online purchasing behavior, supporting the sub-hypothesis. This suggests that the convenience and ease of use associated with delivery services are significant motivators for consumers in Ouargla. This finding aligns with the Utility and Value Theory (Zeithaml, 1988), which suggests that consumers seek to maximize the value obtained from the purchasing process. Delivery companies enhance this value by saving consumers time and effort, making online shopping a more attractive option.

##### **5.4.2 Impact of Reliability on Online Purchasing Behavior**

Similarly, the analysis demonstrated a statistically significant effect of reliability on online purchasing behavior. This suggests that consumers in Ouargla value the trustworthiness and dependability of delivery services. This finding highlights the importance of trust in e-commerce transactions. This result suggests that reliability is a key component of building trust in the context of delivery services, influencing consumers' willingness to make online purchases.

##### **5.4.3 Impact of Cost on Online Purchasing Behavior**

In contrast to comfort and reliability, the analysis revealed no statistically significant effect of cost on online purchasing behavior. This indicates that, within the context of this study, cost is not a primary driver for consumers choosing to use delivery services in Ouargla. This finding is somewhat surprising, given the economic considerations often associated with consumer behavior.

However, several potential explanations exist:

- **Other Factors Overweigh Cost:** The convenience and reliability offered by delivery services may be so highly valued that consumers are willing to overlook cost considerations to a certain extent.
- **Perception of Cost:** Consumers may not perceive the cost of delivery services as a significant barrier, especially if they are comparing it to the costs associated with traditional shopping (e.g., transportation, time).
- **Subsidized Costs:** It's possible that delivery companies in the region are offering promotions or discounts that reduce the perceived cost for consumers.

This finding warrants further investigation to explore the complex relationship between cost, convenience, and reliability in the context of delivery service adoption.

#### **6. Conclusion.**

This study examined the impact of delivery companies on consumers' online purchasing behavior, specifically focusing on residents of Ouargla, Algeria. The findings clearly indicate that the emergence and proliferation of delivery companies have significantly increased individual consumption behaviors,

driven primarily by factors such as comfort and reliability. Convenience and reliability emerged as critical determinants influencing consumers' decisions to adopt delivery services.

Interestingly, cost did not show a statistically significant influence on consumer purchasing behavior within this study's context. This suggests that consumers prioritize convenience and reliability over cost considerations when choosing delivery services. Such results align with broader global trends observed in recent literature, which emphasize convenience and trust as critical drivers for consumer adoption of e-commerce and delivery applications.

Given these outcomes, policymakers and businesses should focus on enhancing service quality dimensions such as professionalism, reliability, and ease of use to sustain growth in online consumer markets. Delivery companies should continue to invest in improving service quality and reliability to foster consumer trust and satisfaction. Policymakers could benefit from these insights by developing regulatory frameworks that support efficient logistical infrastructures while ensuring consumer protection.

Future research is recommended to explore larger samples across diverse regions, investigate long-term behavioral impacts, and examine additional variables such as promotional strategies or technological innovations. Understanding these dynamics will provide further clarity on how delivery services continue shaping consumer behavior in evolving digital economies.

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