



Research in Management and Humanities

DWIJMH VOL. 5 NO. 3 (2026) ISSN: 2980-4817

Available online at www.dwijmh.org

Journal homepage: <http://www.dwijmh.org>

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Understanding young urban professionals' food mobile delivery application choices: Role of convenience, performance, price, value, trust, and security

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ARTICLE INFO

Article history:

Received: June 05, 2026

Received in rev. form. July 20, 2026

Accepted: August 15, 2026

Published: September 10, 2026

Keywords: Food delivery applications, young urban professionals, GrabFood, FoodPanda.

ABSTRACT

This study examines the preferences and behaviors of Young Urban Professionals (yuppies, for brevity) in Baguio City. It is based on Product's Perceived Performance Theory and Expectation Confirmation Theory (ECT). The study focused on four main factors that may affect preference. These are convenience and usefulness, performance and reliability, price and value, and trust and security. To gather data, a descriptive quantitative approach was used. A total of 100 participants completed a validated questionnaire designed for this study. Data were then analyzed using statistical tools such as weighted means, rankings, moderated multiple regression, and Cronbach's alpha to ensure the reliability and consistency of the survey items.

Results showed that Convenience and usefulness had the most decisive influence, with a weighted mean of 3.58, followed by Performance and reliability, with a weighted mean of 3.26. Price and value came next with a weighted mean of 3.01. Additionally, trust and security had a weighted mean of 3.00.

Based on the study's results, Food Delivery Applications need to continue developing their services by making their apps more user-friendly, ensuring precise and timely delivery, offering competitive pricing, and improving system security. These improvements can help maintain consumer trust, increase satisfaction, and support long-term competitiveness in the digital food service industry. Also, these improvements can help build trust, increase customer satisfaction, and reach more users. In the long run, addressing these challenges can support the sustainability and competitiveness of food delivery platforms in the evolving digital food service industry.

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JEL Classification: M11

Introduction

Distribution is a crucial component of marketing because it determines how goods and services reach consumers effectively and competitively—traditionally, purchasing prepared food required visiting a restaurant, making accessibility and location important factors in consumer preference. However, Food Delivery Applications (FDAs) have transformed food distribution by allowing consumers to order meals

on their mobile phones at any time and from virtually anywhere. Li et al. (2020) emphasized the important role of food delivery applications in the modern distribution of food services. Compared with traditional methods such as phone orders, takeout, and dine-in services, digital platforms have streamlined the distribution process by optimizing delivery routes, improving real-time logistics, and extending businesses' market reach beyond geographical boundaries. This development has been facilitated by the widespread use of smartphones, improved internet connectivity, and changing lifestyles.

The COVID-19 pandemic further accelerated the shift toward digital food distribution. The OECD (2020) reported that the pandemic hastened the global transition to digital commerce and encouraged many businesses to adopt platform-based solutions. Similarly, Deloitte (2021) found that restaurants that used third-party delivery applications generally performed better and recovered more quickly than those that relied solely on in-store customers. These findings suggest that food delivery applications have become an essential part of contemporary marketing and distribution strategies rather than merely an optional service.

In a digital environment, convenience, efficiency, and overall user experience significantly influence consumer behavior. Customers evaluate not only the quality of the product or service but also the entire digital process, including platform usability, transaction security, and responsiveness (Sheth, 2020; Verhoef et al., 2021). Trust, familiarity with technology, and perceived risks also shape behavioral intentions toward digital platforms, particularly among young professionals who depend on mobile applications for their daily needs and activities (Dwivedi et al., 2021).

Digital platforms function as interconnected networks in which consumers, businesses, and technology interact within a single environment. By integrating delivery systems, payment methods, and data processing, these platforms improve transaction efficiency, reduce costs, strengthen coordination, and enable faster service delivery (Kenney & Zysman, 2020; Nambisan et al., 2022). However, their long-term success depends on reliability, effective management, and user trust. These elements are essential for sustaining consumer interest and encouraging continued use of the service (Tiwana, 2021; McIntyre & Srinivasan, 2021).

The transition from traditional food distribution to application-based delivery became particularly evident during the pandemic. Mobility restrictions, health protocols, and safety concerns disrupted the conventional dine-in experience and compelled consumers and food establishments to rely on contactless alternatives. Consequently, food delivery applications became an essential service, particularly in urban areas. Consumers increasingly prioritized accessibility, speed, efficiency, and secure transactions when evaluating food services. These expectations remained even after pandemic restrictions were lifted, making food delivery applications part of everyday life rather than merely a temporary solution (OECD, 2020).

A substantial body of international research identifies convenience and perceived usefulness as strong predictors of the acceptance and continued use of food delivery applications. Zhao and Bacao (2020) found that perceived usefulness, ease of use, and trust strongly influence consumers' intention to use

online food delivery services. Expanding on these findings, Hong et al. (2023) integrated the Theory of Planned Behavior with perceived risk and found that perceived benefits, such as time savings, order accuracy, and variety of choices, strengthen users' intentions. In contrast, perceived risks may discourage adoption and continued use.

Baguio City, one of the major urban centers in Northern Luzon, provides a relevant setting for examining young urban professionals' preferences for food delivery applications. The city has a thriving food and tourism industry, a large student population, and a growing business process outsourcing sector. Young urban professionals often have demanding work schedules and fast-paced lifestyles, which may lead them to favor application-based delivery over traditional dine-in options. Their preferences may be shaped by convenience, reliability, value for money, and transaction security.

Previous studies have identified convenience, usefulness, service quality, price, and trust as important factors influencing consumer behavior toward food delivery applications (Zhao & Bacao, 2020; Alalwan, 2023; Jadhav et al., 2023). These studies generally show that consumers prefer food delivery applications because they save time, are easy to use, and provide reliable services. They also indicate that pricing and security influence consumer satisfaction and continued use. Many of these investigations are anchored in established theories, including the Technology Acceptance Model, the Theory of Planned Behavior, and the Expectation-Confirmation Theory, which explain how consumers adopt and continue to use digital platforms.

Despite the growing body of literature, most existing studies have been conducted in broad or international settings, with limited attention given to consumers in specific Philippine contexts such as Baguio City. Research has also often examined influencing factors separately or focused primarily on usage intention without fully explaining how convenience, reliability, price, value, trust, and security work together to shape overall consumer preference. Young urban professionals remain an understudied group despite their frequent reliance on digital services, owing to their demanding schedules and fast-paced lifestyles. Moreover, although Expectation-Confirmation Theory is commonly used to explain satisfaction and continued use, expectation confirmation has not been widely examined as a moderating variable in the relationship between service-related factors and consumer preference.

To address these gaps, the present study examines how convenience and usefulness, performance and reliability, price and value, and trust and security collectively influence young urban professionals' preferences for food delivery applications in Baguio City. It also investigates whether expectation confirmation moderates the relationships between these factors and consumer preference. Through this approach, the study provides a more localized and integrated understanding of consumer behavior toward food delivery services.

Understanding these preferences is important for restaurant owners, platform developers, and marketers as food delivery applications continue to reshape marketing distribution in the post-pandemic era. The findings may help improve digital service strategies, strengthen customer satisfaction, and promote consumer loyalty in developing urban markets. Given the limited local research on these factors among

young Filipino urban professionals, this study may provide valuable evidence to improve food delivery services in Baguio City.

Literature review

The purpose of this literature review is to examine existing studies and theories related to the use of Food Delivery Applications and factors influencing consumer preference.

The growth of Food Delivery applications in the digital era

The rapid growth of food delivery applications has significantly transformed the service industry by combining convenience with digital technology. This shift became more noticeable during the COVID-19 pandemic, when people began seeking safer, contactless ways to buy food. As a result, on-demand services quickly became more common. According to a study by Statista (2024), the global online food delivery market reached over USD 400 billion in 2023 and is expected to continue growing as more people incorporate these apps into their daily routines. A study by Alalwan (2023) also explained that this growth is largely driven by the need for efficiency, safety, and convenience, which have changed consumer behavior worldwide. In developing countries like the Philippines, this trend is also very clear. Food mobile delivery applications such as GrabFood and Foodpanda have become part of everyday life, especially for young professionals. Kantar Philippines (2023) reported that more than 60 percent of urban Filipinos use these apps at least once a week, mainly because they save time and are easy to access.

Factors influencing consumer preference

A. Convenience and Usefulness - People continue to utilize meal mobile delivery applications mostly for convenience and usefulness. These applications simplify things by providing numerous alternatives, saving time, and enabling real-time order tracking. Overall satisfaction tends to be higher as a result. A study by Zhang and Chen (2022) found that consumers are more likely to remain engaged with an app and form favorable opinions of online ordering when they perceive it as beneficial. Similarly, Cruz et al. (2021) observed that convenience fosters loyalty, particularly among working professionals who value time and accessibility. Alalwan (2020) found that user satisfaction and the likelihood of using food delivery applications again are significantly influenced by usability and accessibility. This demonstrates that users favor platforms that require less effort and simplify decision-making. According to Hong et al. (2023), features such as simple navigation, real-time access, and time efficiency enhance the overall user experience and promote continued use. As such, convenience is more than just speed; it also entails simplifying the entire user ordering process.

B. Performance and Reliability - Users' continued trust and use of meal mobile delivery applications are largely dependent on their performance and reliability. Users are typically happier with the service when orders are processed efficiently, delivered on schedule, and the app functions flawlessly. However, when these things do not occur, frustration might set in. Wang and Lee (2023) discovered that among the primary causes of customer dissatisfaction are erroneous orders and delayed deliveries. Reliability, therefore, encompasses not only the platform's functionality but also the user experience. This theory is supported by other research; according to Jadhav et al. (2023), reliable delivery systems, accurate order fulfillment, and consistent service are crucial to motivating customers to continue using meal delivery

applications. This demonstrates how users' perceptions of and trust in these platforms are significantly influenced by performance and dependability.

C. Price and Value - Price perception is crucial when it comes to whether or not individuals decide to use meal delivery applications. Customers are more likely to think the service is worthwhile when shipping costs are fair, and rewards or discounts are being offered. In the Philippines, customers use applications to place orders due to incentives such as free delivery and bundled discounts (Del Mundo & Reyes, 2022). When users feel they are getting a good deal, they are more encouraged to use the app more often. At the same time, users do not look at price alone. Sharma and Choudhury (2021) explained that perceived value affects the influence of price on satisfaction. In other words, people are willing to spend if they feel they are getting something worth their money. Promotions and discounts contribute to the service's perceived affordability without sacrificing quality service. The same pattern is observed in other studies, and according to Buettner et al. (2023), users are willing to pay for meal delivery when the benefits, such as convenience and time savings, outweigh the cost.

D. Trust and Security - Yeo et al. (2020) assert that trust plays a significant role in digital transactions, especially in food mobile delivery applications. Users expect these platforms to handle their orders appropriately and safeguard their personal data. People will likely stick with an application if they believe that it is safe and dependable. According to Han and Kim (2023), safe payment methods, strong privacy connections, and unambiguous policies all contribute to fostering user confidence and promoting sustained use. In other words, users have greater faith in the platform when they feel educated and safe.

Theoretical underpinnings: Expectation confirmation and perceived performance

This study is grounded in the Expectation Confirmation Theory (ECT) and the Product's Perceived Performance Theory. According to Bhattacharjee (2001), ECT posits that consumers form expectations before using a product or service, and then, after use, they compare their actual experiences with these expectations. If the experience meets or exceeds expectations, satisfaction and continued use follow. Meanwhile, the Product's Perceived Performance Theory explains how consumers' evaluations of a product's quality and efficiency directly affect their satisfaction and preferences (Oliver, 2015). These theories provide a framework for understanding how yuppies evaluate and prefer food delivery applications based on their experience and performance.

Conceptual framework

This study is grounded in the Expectation Confirmation Theory (ECT) and the Product's Perceived Performance Theory, which together explain how users' expectations, perceptions, and experiences influence their overall preference for a product or service — in this case, food delivery applications. In this framework, the independent variables represent the primary factors that may influence yuppies' preference for using food mobile delivery applications. These include Convenience and Usefulness, Performance and Reliability, Price and Value, and Trust and Security.

Expectation Confirmation is another mediating variable in the study. This is the degree to which users' real experiences with the service align with their initial expectations. It clarifies how satisfaction forms

and influences customer preference. Users are more likely to create a favorable opinion of the app and stick with it if they believe it performs as promised or even better. Expectation confirmation has been shown to influence user behavior in several studies. According to Bhattacharjee (2001), there is a higher correlation between perceived performance and ongoing usage when expectations are met.

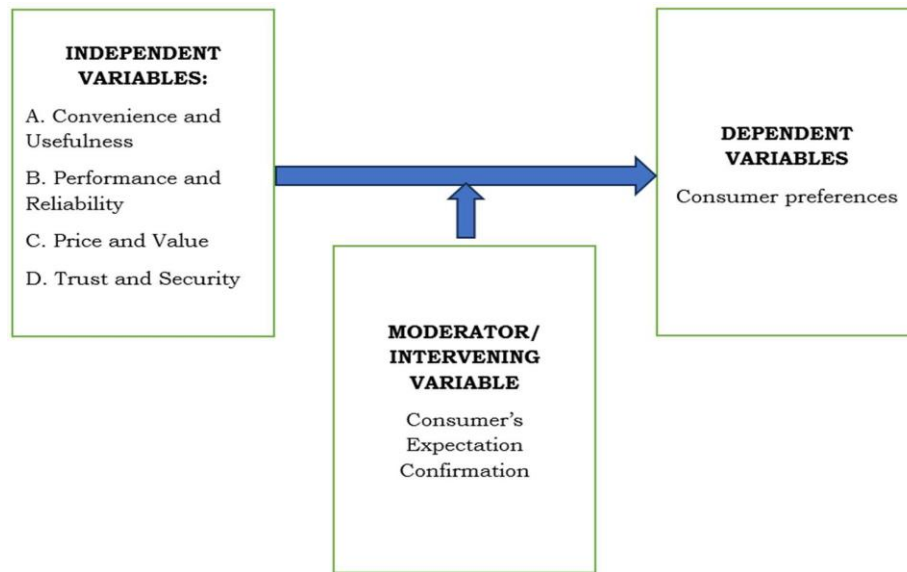


Figure 1. Conceptual Framework

Conceptually, the model posits that the independent variables directly influence Expectation Confirmation, which in turn affects the dependent variable, consumer preference. Positive confirmation of expectations is expected to enhance users' preference for food mobile delivery applications.

Statement of the problem

This study identified the factors influencing Young Urban Professionals' (yuppies') choices regarding the use of meal mobile delivery applications. Specifically, it answered the following questions:

1. What is the level of perceived influence on Young Urban Professionals' preference in the use of food mobile delivery applications in terms of?
 - 1.1. convenience and usefulness;
 - 1.2. performance and reliability;
 - 1.3. price and value, and
 - 1.4. trust and security
2. What is the perceived effectiveness of food mobile delivery applications among Young Urban Professionals in terms of the following key factors affecting preference?
 - a. Convenience and Usefulness
 - b. Performance and Reliability
 - c. Price and Value
 - d. Trust and Security

3. Is there a significant influence of convenience and usefulness, performance and reliability, price and value, and trust and security on the consumer preference of Young Urban Professionals toward food delivery applications?

Hypothesis

Based on the problems stated in relation to the study, the following hypotheses are formulated:

H₀₁: The factors identified, such as Convenience and usefulness, performance and reliability, price and value, and trust and security, have no significant influence on the consumer preference of Young Urban Professionals (Yuppies) toward food delivery applications.

H₀₂: Convenience and usefulness, performance and reliability, price and value, and trust and security are not perceived by consumers as effective in shaping user satisfaction and behavioral choice.

H₀₃: Expectation Confirmation does not significantly moderate the relationship between the factors (convenience and usefulness, performance and reliability, price and value, trust and security, and consumer preference) toward food delivery applications.

Scope and limitations

This study examines the preferences of yuppies in Baguio City regarding food delivery applications such as GrabFood and Foodpanda. It focuses on how the identified factors (convenience and usefulness, performance and reliability, price and value, trust and security) influence their choices and how effective they find the apps to be. For this study, yuppies are defined as those individuals aged 25 to 45 who are employed or self-employed in professional, technical, or administrative roles and who live or work in Baguio City. They are considered part of the active urban workforce and are regular users of digital platforms, particularly food mobile delivery applications. This classification is based more on their work and lifestyle rather than income alone. The respondents were selected using purposive sampling to ensure they had relevant experience aligned with the study's purpose. The study is limited to yuppies in Baguio City only. Data were collected using a structured questionnaire and analyzed through quantitative methods. It focuses specifically on food mobile delivery applications and excludes other service apps. Since the study is limited to one location, the findings may not fully apply to other areas.

Research methodology

This chapter explains the research design, the study setting, the respondents, data collection methods, and tools used to gather and analyze the results, and the ethical steps taken.

Research design

This study employed a descriptive correlational research design to determine the perceived influence and effectiveness of food delivery applications among yuppies in Baguio City. The study's focus on describing and measuring respondents' perceptions of the main factors influencing their preference for food delivery applications' convenience and usefulness, performance and reliability, price and value, and trust and security made the descriptive quantitative approach appropriate.

Locale of the study

The study focused on yuppies working in Baguio City, as they represent a significant consumer group that actively uses food delivery applications. Baguio City's active food industry, along with its unique terrain and traffic conditions, makes it a relevant setting for examining factors influencing consumer preferences for food delivery services. According to Creswell (2014) and Sekaran and Bougie (2019), a sample size of 30 to 100 respondents is acceptable for descriptive and behavioral studies, as it can yield reliable results and valid statistical relationships when the population is relatively homogeneous. Since yuppies in Baguio share comparable work backgrounds and digital use patterns, a sample of 100 respondents was sufficient to represent the target population while keeping data collection and analysis manageable.

Population and sampling

The study involved 100 young urban professionals or “yuppies” working in Baguio City. In this study, yuppies refer to employed or self-employed professionals who live or work in urban areas and actively use technology-based services. Specifically, the respondents were individuals aged 25 to 45 years old. Although yuppies are commonly associated with professionals in their 20s and 30s (Kotler & Keller, 2016), the age range was extended to include mid-career professionals who continue to engage with digital platforms. Previous studies identified individuals within this age group as among the most frequent users of food mobile delivery applications (Statista, 2022; Lim et al., 2021), aligning with the study's focus on usage-driven consumer behavior rather than age alone (Creswell, 2014).

A purposive sampling technique was employed to select respondents based on their accessibility and willingness to participate in the study. This method is appropriate when researchers intentionally select participants who meet specific criteria and can provide relevant insights within a particular context (Etikan, Musa, & Alkassim, 2016). The sample size of 100 was considered adequate for quantitative and regression-based studies to ensure reliable analysis and meaningful interpretation of results (Hair et al., 2020). Likewise, Taherdoost (2017) noted that a sample size ranging from 50 to 200 respondents is appropriate for social science and behavioral research, particularly when the population is relatively homogeneous. Since the respondents shared similar characteristics regarding employment, urban lifestyle, and technology use, the sample was considered sufficient to yield reliable findings.

Data gathering procedure

A structured survey questionnaire, developed by the researcher based on the study's conceptual framework and relevant literature, was used to gather data for this study. The instrument's reliability was then evaluated using Cronbach's Alpha in a pilot test with 10 respondents. The researcher began collecting data after obtaining consent from the university and the research adviser. The validated questionnaire was sent to eligible yuppies via Google Forms, in both print and online formats, using purposive sampling. Client taxpayers of the Revenue District Office in Baguio City (RDO 08) and surrounding offices received hard copies of the questionnaires. The goal of the study was briefly explained in each questionnaire, and respondents were reassured that their responses would be kept private and that participation was entirely optional. The completed questionnaires were then collected,

organized, and encoded for analysis. Statistical tools such as SPSS and Microsoft Excel were used to process the data and generate descriptive results.

Data gathering instrument

The main tool used to collect data in this study was a structured questionnaire adapted from the survey developed by Roy (n.d.), titled "Survey on Consumers' Perception Towards Online Food Delivery System". This served as the basis for structuring and wording the questions. The questionnaire was designed based on the study's framework and related literature to collect quantitative data on the factors influencing yuppies' preferences for food-mobile delivery applications. It contained the respondents' profiles as well as a series of statements measuring key factors, including consumer preferences, pricing and value, performance and dependability, convenience and usefulness, and trust and security. A four-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (4), was used to rate each item.

Before actual data collection, the questionnaire underwent validation to ensure the items were clear, relevant, and appropriate. Experts reviewed the instrument and assessed whether the questions aligned with the study's objectives. Based on their feedback, some revisions were made to improve the questionnaire. With that, ten respondents who shared traits with the target respondents participated in a pilot study. This was carried out to verify the questionnaire's consistency and reliability. The statistical measure of internal consistency, Cronbach's Alpha, produced an outstanding reliability coefficient of 0.94. A Cronbach's Alpha value greater than 0.90 indicates a high degree of internal consistency, according to Taber (2018).

Tools for data analysis

The data collected from the survey questionnaires were organized, encoded, and analyzed using the Statistical Package for the Social Sciences (SPSS). The dataset was also cross-checked in Microsoft Excel for data cleaning and to generate summary statistics. To address the research objectives and test the hypotheses, both descriptive statistics and regression analysis were used. Descriptive statistics were first applied to summarize the respondents' food purchasing behavior. The weighted mean was used to assess agreement across factors such as convenience, usefulness, performance, and reliability. In addition, inferential statistical analysis was used to strengthen the study further. Multiple regression analysis was conducted to determine the predictive influence of convenience and usefulness, performance and reliability, price and value, and trust and security on consumer preference. This method helps explain how changes in the independent variables affect the dependent variable.

To determine if Expectation Confirmation (ECT) moderates the link between the independent variables and customer preference, a moderated multiple regression analysis was also employed. Using this approach, interaction terms between the moderating variable and the independent variables are created. When the interaction term significantly affects the dependent variable, moderation takes place, according to Hayes (2018). To ascertain if Expectation Confirmation enhances or diminishes the relationship between the components and customer desire, this study examined the relevance of these interaction terms. Statistical tests were interpreted at the 0.05 level of significance to ensure the accuracy and reliability of the results. The following tables present the interpretation scales used to analyze and

classify respondents' levels of perceived influence and perceived effectiveness, based on the computed weighted mean scores.

Table 1: Interpretation scale – level of perceived influence

Weighted Mean Range	Verbal Interpretation	Level of Perceived Influence scale	Level of Perceived Effectiveness scale
3.25 – 4.00	Strongly Agree	Very High Influence	Very High Effectiveness
2.50 – 3.24	Agree	High Influence	High Effectiveness
1.75 – 2.49	Disagree	Low Influence	Low Effectiveness
1.00 – 1.74	Strongly Disagree	Very Low Influence	Very Low Effectiveness

Ethical considerations

This study adhered to standard ethical guidelines for research involving human participants. Approval was obtained from the research adviser before the data collection started. Participation was voluntary, and each respondent was given an informed consent form that clearly explained the study's purpose and procedures. Respondents were also informed that they could choose not to participate or withdraw at any time without any negative consequences. Throughout the study, anonymity and confidentiality were strictly observed. No personal identifying information was collected, and all responses were used only for academic purposes. All collected data were securely stored in password-protected files and were accessible only to the researcher for analysis and reporting. These data will also be properly disposed of after the completion of the study. By following these ethical standards, the study ensured transparency, integrity, and respect for the rights, privacy, and overall welfare of all respondents.

Data presentation and analysis

This chapter presents, analyzes, and interprets the data gathered from yuppies in Baguio City regarding their preferences for Food Delivery Applications (FDAs). The findings are organized according to the study's Statement of the Problem (SOP) and focus on the four key factors: Convenience and Usefulness, Performance and Reliability, Price and Value, and Trust and Security. The results are presented in tabular form, followed by the interpretations.

Table 2 Demographic Profile of the Respondents (N = 100)

Variable	Category	Frequency	Percentage
<i>Age</i>	<i>25–29</i>	17	17
	<i>30–34</i>	41	41
	<i>35–40</i>	34	34
	<i>41–45</i>	8	8
	<i>Total</i>	100	100
<i>Employment Sector</i>	<i>Business Process Outsourcing</i>	7	7
	<i>Education</i>	15	15
	<i>Healthcare</i>	6	6

	<i>Government</i>	46	46
	<i>Private Office/Corporate</i>	13	13
	<i>Self-employed Professionals</i>	13	13
	<i>Total</i>	100	100
<i>Length of Employment</i>	<i>Less than 1 year</i>	7	7
	<i>1–3 years</i>	22	22
	<i>4–6 years</i>	30	30
	<i>More than 6 years</i>	41	41
	<i>Total</i>	100	100
<i>Preferred Food Delivery Application</i>	<i>GrabFood</i>	24	24
	<i>Foodpanda</i>	13	13
	<i>Both</i>	60	60
	<i>Others</i>	3	3

Source: Survey data collected from respondents (2025)

Table 2 presents the demographic profile of the one hundred respondents in the study, categorized by age, employment sector, length of employment, and preferred food delivery application. These variables provide important background information that helps explain their preferences toward food delivery applications. The majority of responders, or 41% of the sample, are between the ages of 30 and 34. This indicates that most responders are in their peak working years.

The employment sector showed that nearly half of respondents (46 percent) work in government. This is followed by those in education with 15 percent, while both private office or corporate employees and self-employed individuals are at 13 percent each. The business process outsourcing (BPO) and healthcare sectors have smaller portions. In terms of employment length, most respondents have been working for more than 6 years, accounting for 41% of the sample. This indicates that the majority are already established in their careers and are more likely to value efficiency, reliability, and convenience when making purchasing decisions (Bhattacharjee, 2001). Based on the results, GrabFood and Foodpanda are being used by respondents (with 60%) as their preferred food delivery applications. Meanwhile, 24% prefer GrabFood while 13% favor Foodpanda exclusively.

Table 3.1 Level of perceived influence of convenience and usefulness on consumer preference for food mobile delivery applications

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Convenience and Usefulness	<i>The food delivery app is easy to navigate and user-friendly.</i>	3.66	Very High Influence
	<i>I can quickly find the food items or restaurants I want.</i>	3.58	Very High Influence
	<i>Using the app helps me save time and effort when ordering food.</i>	3.59	Very High Influence
	<i>The app responds quickly when I browse or place</i>	3.52	Very High Influence

The app provides helpful features (search, filters, favorites) that make ordering easier.

3.57

Very High Influence

3.58

Very High Influence

Source: Survey data collected from respondents (2025)

The results show that Convenience and Usefulness obtained an overall weighted mean of 3.58, interpreted as Very High Influence. This means that respondents really value how food mobile delivery applications make ordering food easier, faster, and more accessible in their daily lives. The highest-rated item was "The food delivery app is easy to navigate and user-friendly" (WM = 3.66), indicating that ease of use is a major factor in shaping consumer preferences. In simple terms, users prefer apps that are easy to understand and require little effort to place an order.

Table 3.2 Level of perceived influence of performance and reliability on consumer preference for food mobile delivery applications

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Performance and Reliability	<i>The app consistently displays accurate restaurant and menu information.</i>	3.34	High Influence
	<i>My orders are usually delivered correctly and completely.</i>	3.2	High Influence
	<i>The delivery time usually matches what the app indicates.</i>	3.21	High Influence
	<i>The order tracking feature is accurate and reliable.</i>	3.28	High Influence
	<i>The app rarely crashes or experiences technical issues while in use.</i>	3.29	High Influence
		3.26	High Influence

Source: Survey data collected from respondents (2025)

The results show that Performance and Reliability had an overall weighted mean of 3.26, interpreted as High Influence. This means that respondents consider consistent service performance and accuracy as important factors when choosing which food delivery app to use. The highest-rated item was "The app consistently displays accurate restaurant and menu information," with a weighted mean of 3.34, indicating that users rely on accurate information when making their food choices. It becomes easier for them to decide what to order if the details are accurate and clear. This finding shows that consumer preference is influenced by how well the app performs in its main functions.

Table 3.3: Level of perceived influence of price and value on consumer preference for food mobile delivery applications

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Price and	<i>The food prices shown in the app are reasonable.</i>	2.97	High Influence

Value	<i>Delivery fees feel fair based on the convenience provided.</i>	3.05	High Influence
	<i>The available promos or discounts add good value to my orders.</i>	3.02	High Influence
	<i>The total cost (food + fees) feels worth what I receive.</i>	2.99	High Influence
	<i>The app's pricing is competitive compared to other food delivery platforms.</i>	3	High Influence
		3.01	High Influence

Source: Survey data collected from respondents (2025)

The results show that Price and Value had an overall weighted mean of 3.01, indicating a strong influence on consumer preference for food delivery applications among yuppies in Baguio City. This means that respondents still pay attention to the cost of using these apps, especially when they compare it to the benefits they receive. They are willing to pay extra fees as long as they feel the service is worth it. "Delivery fees feel fair based on the convenience provided" received the highest rating, with a weighted mean of 3.05, suggesting that while delivery fees save time, require less work, and are convenient, users do not view them as an additional cost. This indicates that although most consumers find the service valuable, they are also aware of increased costs and other fees.

Table 3.4 Level of perceived influence of trust and security on consumer preference for food mobile delivery applications

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Trust and Security	<i>I feel safe entering my personal information in the food delivery app.</i>	2.98	High Influence
	<i>The app provides secure payment options.</i>	3.03	High Influence
	<i>I trust the app to protect my account and personal data.</i>	3.01	High Influence
	<i>The app's receipts and transaction details are accurate and reliable.</i>	2.99	High Influence
	<i>The app handles refunds, complaints, or order issues properly and fairly.</i>	2.99	High Influence
		3.00	High Influence

Source: Survey data collected from respondents (2025)

The findings reveal that Trust and Security had an overall weighted mean of 3.00, indicating a strong influence on yuppies' preference for food delivery applications in Baguio City. This result shows that while trust and security may not be the strongest factors compared with convenience and system performance, they remain critical determinants of consumers' willingness to use and rely on digital food delivery platforms. The indicator "The app provides secure payment options" had the highest weighted

mean of 3.03, indicating that users place high importance on the reliability and availability of a secure payment system.

Table 4.1 Perceived effectiveness of convenience and usefulness in shaping user satisfaction and behavioral choice

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Convenience and Usefulness	<i>The food delivery app effectively reduces the time I spend acquiring food.</i>	3.49	Very High Effectiveness
	<i>The app makes the entire ordering process more convenient for my routine.</i>	3.5	Very High Effectiveness
	<i>The app effectively helps me place orders even when I am busy.</i>	3.5	Very High Effectiveness
	<i>The app is useful in giving me access to multiple restaurants on one platform.</i>	3.46	Very High Effectiveness
	<i>The app effectively provides the essential features I need when ordering food.</i>	3.43	Very High Effectiveness
		3.48	Very High Effectiveness

Source: Survey data collected from respondents (2025)

The results show that Convenience and Usefulness had an overall weighted mean of 3.48, indicating Very High Effectiveness. This means that respondents view food mobile delivery applications as very helpful in making their food-purchasing experience easier and more efficient. The indicator "The app makes the entire ordering process more convenient for my routine" received the highest rating of 3.50, indicating that customers' use of the app is significantly influenced by convenience.

Table 4.2 Perceived Effectiveness of Performance and Reliability in Shaping User Satisfaction and Behavioral Choice

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Performance and Reliability	<i>The food delivery app consistently performs well when in use.</i>	3.31	Very High Effectiveness
	<i>The app effectively processes orders without errors or delays.</i>	3.07	High Effectiveness
	<i>The app reliably updates me about the status of my orders.</i>	3.22	High Effectiveness
	<i>The app effectively minimizes incorrect or missing orders.</i>	3.12	High Effectiveness
	<i>The app remains stable and functional even during peak hours.</i>	3.09	High Effectiveness
		3.16	High Effectiveness

Source: Survey data collected from respondents (2025)

The table above shows that Performance and Reliability had an overall weighted mean of 3.16, with a verbal interpretation of “High Effectiveness,” indicating that respondents view the application's performance as effective in their food delivery experience. The results show that the indicator "The food delivery app consistently performs well when in use" received the highest weighted mean of 3.31, indicating that users are happy with the app's general features and its smooth, dependable system that enhances the user experience.

Table 4.3 Perceived Effectiveness of Price and Value in Shaping User Satisfaction and Behavioral Choice

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Price and Value	<i>The food delivery app effectively offers good value for my money.</i>	2.99	High Effectiveness
	<i>The promos and discounts significantly enhance the value of my orders.</i>	3	High Effectiveness
	<i>Delivery fees are reasonable for the quality of service I receive.</i>	3.02	High Effectiveness
	<i>The app effectively provides clear and transparent pricing.</i>	3.06	High Effectiveness
	<i>The total cost of using the app is justified by its benefits and convenience.</i>	3.05	High Effectiveness
		3.02	High Effectiveness

Source: Survey data collected from respondents (2025)

The results show that Price and Value obtained an overall weighted mean of 3.02, interpreted as High Effectiveness. This means that respondents generally see the pricing of food mobile delivery applications as reasonable and still worth it. The highest-rated indicator was "The app effectively provides clear and transparent pricing," with a weighted mean of 3.06, indicating that users appreciate clear, easy-to-understand pricing and the absence of hidden charges, as direct, to-the-point pricing helps build trust in using the application.

Table 4.4 Perceived effectiveness of trust and security in shaping user satisfaction and behavioral choice

Independent Variable	Statement	Weighted Mean	Verbal Interpretation
Trust and Security	<i>The app effectively protects my personal and payment information.</i>	3.04	High Effectiveness
	<i>The app's security features make transactions feel safe.</i>	3.02	High Effectiveness
	<i>The app reliably handles refunds, issues, or</i>	2.95	High Effectiveness

disputes.

The app effectively prevents unauthorized access to my account.

3.01

High Effectiveness

The app consistently provides secure and trustworthy payment options.

3.03

High Effectiveness

3.01

High Effectiveness

Source: Survey data collected from respondents (2025)

The results show that Trust and Security obtained an overall weighted mean of 3.01, interpreted as High Effectiveness. This indicates that respondents perceive food delivery applications as generally secure and reliable. The table above shows that the indicator, "The app effectively protects my personal and payment information," received the highest weighted mean of 3.04, suggesting that users are aware of how the platform processes and stores the data they have provided. This result is consistent with previous research highlighting trust as a prerequisite for long-term use of digital service platforms (Oliver, 1980; Londoño-Giraldo et al., 2024).

Table 5 – Food Purchasing Behavior, Challenges, and Delivery Experiences among Young Urban Professionals

Behavioral Dimension	Indicator / Category	Frequency
Frequency of Use	<i>Never</i>	0
	<i>1–2 times</i>	57
	<i>3–4 times</i>	25
	<i>5 or more times</i>	18
Challenges Encountered: Delivery Failures	<i>Delayed delivery</i>	55
	<i>Incorrect/incomplete orders</i>	25
	<i>App/payment issues</i>	20
	<i>Poor customer service</i>	15
	<i>No challenges</i>	3
Times Encountered	<i>More than 5 times</i>	12
Delivery Failures	<i>3-4 times</i>	31
	<i>1-2 times</i>	54
	<i>I have never experienced any delivery service failure</i>	3

Source: Survey data collected from respondents (2025)

The results in Table 5 show the difficulties respondents encountered when using these apps. This shows that delivery delays, incomplete or erroneous orders, and app failures are common challenges. Previous research by Wang and Lee (2023) and Han and Kim (2023) has also identified these issues as factors that may influence the continued use of food delivery platforms. The findings in Table 5 can also be explained using Product's Perceived Performance Theory. Yuppies continue to use food mobile delivery applications because they see them as effective for saving time and making ordering food easier. However, even though food delivery applications are perceived as convenient and useful, the results in Table 5 show that service gaps remain. These include delivery delays, limited customer support, problem

resolution issues, incorrect orders, and technical issues. These problems and challenges can affect customer satisfaction and loyalty, even though they may not deter users from ordering or using the application. The findings in Table 5 highlight factors and areas that could still be improved.

Hypothesis Testing

H₀₁: The factors identified, such as Convenience and usefulness, performance and reliability, price and value, and trust and security, have no significant influence on the consumer preference of Young Urban Professionals (Yuppies) toward food delivery applications.

Table 6.1 - Multiple Regression Analysis Showing the Influence of Determinants on Consumer Preference Toward Food Delivery Applications

Variables	Weighted Mean	Verbal Interpretation	B	Sig.
Convenience and Usefulness	3.58	Very High Influence	0.25	<0.001
Performance and Reliability	3.26	High Influence	0.25	<0.001
Price and Value	3.01	High Influence	0.25	<0.001
Trust and Security	3	High Influence	0.25	<0.001

Source: Survey data analyzed using moderated multiple regression analysis (SPSS)

The results show that convenience and usefulness, performance and reliability, price and value, and trust and security have statistically significant effects on consumer preference ($p < 0.05$). These results support earlier findings, in which convenience and usefulness had the strongest perceived influence, followed by performance and reliability, price and value, and trust and security. Therefore, the null hypothesis is rejected, indicating that the determinants significantly influence consumer preference. These findings are consistent with previous studies, which emphasize that convenience and perceived usefulness are strong predictors of user preference and continued usage of food delivery applications (Zhao & Bacao, 2020; Alalwan, 2023). Similarly, performance and reliability have been identified as critical factors influencing user satisfaction and trust in digital platforms (Jadhav et al., 2023; Wang & Lee, 2023). Price and value also play a significant role, as consumers evaluate the benefits they receive relative to the cost of the service (Buettner et al., 2023; Sharma & Choudhury, 2021). In addition, trust and security remain essential determinants of users' willingness to engage in online transactions and to continue using digital services (Yeo et al., 2020; Han & Kim, 2023).

H₀₂: The factors influencing consumer preference are not perceived as effective.

This hypothesis was tested using weighted mean analysis based on respondents' Likert-scale responses.

Table 6.2 - Summary of Perceived Effectiveness of Food Delivery Applications

Factor	Weighted Mean	Interpretation
Convenience and Usefulness	3.48	Very High Effectiveness
Performance and Reliability	3.16	High Effectiveness

Price and Value	3.02	High Effectiveness
Trust and Security	3.01	High Effectiveness

Source: Survey data collected from respondents (2025)

The results show that all factors were rated as highly effective, with convenience and usefulness receiving the highest mean (3.48), followed by performance and reliability (3.16), price and value (3.02), and trust and security (3.01). These findings indicate that food delivery applications are generally perceived as effective by yuppies. Thus, the null hypothesis is rejected.

Table 7 - Moderated Multiple Regression Analysis Examining the Moderating Role of Expectation Confirmation (ECT)

Variables	B	Sig.	Result
Convenience and Usefulness	0.25	<0.001	Significant positive influence
Performance and Reliability	0.25	<0.001	Significant positive influence
Price and Value	0.25	<0.001	Significant positive influence
Trust and Security	0.25	<0.001	Significant positive influence
Expectation Confirmation (ECT)	0.031	0.214	Contributes to the evaluation process
Convenience × ECT	0.018	0.372	Interaction effect observed
Performance × ECT	0.012	0.428	Interaction effect observed
Price × ECT	0.009	0.501	Interaction effect observed
Trust × ECT	0.011	0.467	Interaction effect observed

Source: Survey data analyzed using moderated multiple regression analysis.

A moderated multiple regression analysis was used to examine the role of Expectation Confirmation (ECT) in the relationship between the identified factors and consumer preference for food delivery applications. The results show that convenience and usefulness, performance and reliability, price and value, and trust and security all have a significant influence on consumer preference ($B = 0.250$, $p < 0.001$). This means that these factors directly affect how users choose and evaluate food mobile delivery applications. Expectation Confirmation had a coefficient of $B = 0.031$ ($p = 0.214$), suggesting it still plays a role in users' evaluations of the service, but its effect is not statistically significant. In addition, the interaction terms between Expectation Confirmation and the independent variables were not significant ($p > 0.05$). This indicates that Expectation Confirmation does not change or strengthen the relationship between the factors and consumer preference.

Results and discussion

The results show that convenience and usefulness are the most influential factors in yuppies' food purchasing behavior, followed by performance and reliability, price and value, and trust and security. This finding is consistent with previous studies that highlight the importance of convenience in the adoption of mobile food delivery services, especially among working professionals with limited time (Alalwan, 2023; Cruz et al., 2021; Zhao & Bacao, 2020). The strong influence of convenience and usefulness can be explained by the lifestyles of yuppies, who often manage busy work schedules and therefore prefer quick, efficient solutions.

Convenience also improves the overall user experience by simplifying the entire process, from browsing to ordering to payment. This reduces both mental and physical effort, which is important for decision-making in digital environments. The strong emphasis on convenience and usefulness suggests that users prefer platforms that streamline tasks and make them more efficient. In simple terms, people are more likely to use apps that save them time and effort. This means service providers should continue improving features such as app navigation, accessibility, and overall ease of use. This finding is consistent with previous studies, which highlight convenience and ease of use as key drivers of user satisfaction and continued usage in food delivery applications (Zhang & Chen, 2022; Cruz et al., 2021; Hong et al., 2023). It also supports Product's Perceived Performance Theory, which explains that users tend to prefer services that perform efficiently and meet their functional expectations (Oliver, 2015; Kotler & Keller, 2016).

Performance and reliability are also important. Users expect their orders to be correct, delivered on time, and processed through a stable system. This supports the findings of Wang and Lee (2023), who pointed out that reliable service helps build customer confidence. When users consistently have a smooth experience, they are more likely to stay satisfied and continue using the app.

Price and value, while still important, ranked lower compared to these functional factors. This suggests that users are willing to pay extra if they feel the service is worth it. In other words, if the app is convenient and reliable, people are more willing to accept higher costs.

Trust and security, although ranked lowest, are still essential. Users need to feel that their payments are safe and their personal information is protected. As noted by Han and Kim (2023), security plays a key role in building confidence and encouraging continued use. Even if it is not the top factor, it remains a basic requirement for any digital platform.

The findings further indicate that food delivery applications are generally perceived as effective, particularly for convenience and performance. This supports Expectation Confirmation Theory, which explains that users become satisfied when a service meets their expectations (Bhattacharjee, 2001; Oliver, 1980). However, issues such as delayed deliveries and incorrect orders indicate that there are still areas that need improvement. Previous studies have also identified these service failures as factors that can negatively affect user satisfaction and continued usage (Wang & Lee, 2023; Jadhav et al., 2023). The results confirm that consumer preference is mainly influenced by convenience, performance, value, and trust. These findings support both Product's Perceived Performance Theory and Expectation Confirmation Theory, showing how user experience and expectations interact to shape preferences (Oliver, 2015; Zhao & Bacao, 2020).

This study contributes to existing literature by providing an integrated view of the key factors influencing consumer preference in food delivery applications. While prior studies often examined convenience, performance, price, and trust separately, this study confirms their combined influence within a single framework. It also extends Expectation Confirmation Theory (ECT) and Product's Perceived Performance Theory by showing that while expectation confirmation plays a role in user evaluation, core

service attributes such as convenience and performance remain the primary drivers of preference (Bhattacharjee, 2001; Oliver, 2015; Zhao & Bacao, 2020).

From a practical perspective, the study highlights the importance of improving app usability, delivery reliability, and service efficiency, as these are the most influential factors for users. While price and promotions remain relevant, they are secondary to service quality, suggesting that users prioritize convenience and performance. However, the results should be interpreted with caution due to limitations such as the use of a small, purposively selected sample limited to yuppies in Baguio City, reliance on self-reported data, and the exclusion of other potential factors like social influence or brand loyalty (Creswell, 2014; Hair et al., 2020).

Conclusions

Food purchasing behavior among Young Urban Professionals is primarily influenced by convenience and usefulness, followed by performance and reliability. These factors suggest that respondents value efficiency, accessibility, and dependable service when making food purchasing decisions. The results demonstrate that digital food delivery platforms effectively address lifestyle demands, such as time constraints and ease of access, reinforcing their role as a practical option for food acquisition. The results further reveal that convenience and usefulness, performance and reliability, price and value, and trust and security significantly influence consumer preferences for food delivery applications.

Hence, food mobile delivery applications are perceived as generally effective by yuppies, particularly in terms of convenience, accessibility, and service performance. The positive perception of effectiveness supports continued, frequent use of food delivery applications in respondents' daily routines. Nonetheless, service challenges and delivery failures, such as delays and incorrect orders, indicate that operational limitations limit the effectiveness of these platforms.

Author's contribution: The author solely contributed to all parts of the study.

Ethical review statement: Ethical review and approval were not needed for this study because it does not involve vulnerable groups or sensitive subjects.

Funding statement: This study was supported by private funding.

Conflict of interest statement: The author declares no conflict of interest

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