

Factors Impacting Consumers' Continuance Intention for Online Food Delivery Services in Turkey

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Received: 29 September 2024

Accepted: 14 January 2025

DOI: <https://doi.org/10.32479/irmm.17928>

ABSTRACT

The aim of this study is to explore the factors that affect the consumers' continuance intentions for online food delivery (OFD) services in Turkey. In order to do this, the research uses the perceived benefit and perceived risk factors along with bandwagon effects which are online reviews, ratings, and tracking, employing structural equation modeling (SEM) through the AMOS 25 software. Data were collected via an online survey of 568 respondents who have utilized OFD services. The structural model analysis revealed that convenience, trust, design, and price among the perceived benefits of OFD services significantly affect continuance intention, while product variety does not have a significant impact. Regarding perceived risk factors, product risk and time risk negatively influence the intention to continue using these services, whereas financial risk shows no significant effect. Finally, within the elements contributing to the bandwagon effect, online reviews and tracking systems positively and significantly impact consumers' intention to continue using OFD, while online ratings do not demonstrate any significant effect. The results of this study can serve as a reference for OFD service providers to enhance their offerings and contribute to the existing literature on consumer behavior in relation to OFD services, while also laying the groundwork for future research.

Keywords: Online Food Delivery Services, Perceived Benefit, Perceived Risk, Bandwagon Effects, Continuance Intention

JEL Classifications: M30, M31

1. INTRODUCTION

The COVID-19 lockdown, implemented to reduce physical contact, has led consumers to change their preferences, increasingly opting for digital services for their needs, including food shopping (Tan et al., 2024). Consequently, restaurants were keen to partner with online delivery platforms to remain operational. According to the 2024 report from Statista on food delivery in Turkey, there have been significant shifts in eating preferences among Turkish consumers due to the COVID-19 pandemic. After the pandemic, preferences changed significantly, with 29.7 million consumers opting for online food delivery (OFD) services (Statista.com, 2024). Moreover, the country's young population is tech-savvy and adept at using smartphones and mobile apps. According to 2023 data from the Mobile Communication Tools and Information

Technologies Businessmen's Association, the smartphone usage rate in Turkey is 95.4% (Mobisad.org, 2024). This familiarity has facilitated the entry of OFD services into the market and helped them gain popularity.

While Migros Yemek, Trendyol Yemek, and Yemeksepeti and other OFD services in Turkey serve as intermediaries between customers and restaurants, offering benefits related to food delivery, applications like UberEats and Zomato focus on providing informational benefits. These applications do not handle food preparation based on customer orders. Restaurants typically pay a percentage of the order amount or a fixed fee based on the number of orders to these intermediary platforms. Nowadays, intermediary OFD services have been gaining popularity, with new market entrants and increased competition resulting in

lower delivery charges and shorter delivery times. This trend has further encouraged consumers to order online (Gani et al., 2023). That's why, this study focuses on popular OFD services in Turkey that serve as intermediaries between customers and restaurants to identify the factors influencing customer attitude that may encourage people to continue using OFD services in the post-Covid era.

OFD services have begun to attract attention due to its membership advantages, contactless ordering, and promotions. The use of ready-to-eat meals has increased because of changes in people's longer peak hours, and a greater reliance on technology too (Alalwan, 2020). Companies also continue their operations through mobile applications, benefiting from improved service delivery, such as faster ordering and lower customer density in physical restaurants. To gain a competitive advantage and develop successful marketing strategies for food service businesses, it is essential to understand the customer experience provided by their mobile applications (Chakraborty et al., 2024). By adopting what customers like or dislike about OFD services and understanding the factors that contribute to continuance intentions, companies can stay one step ahead of the competition.

Researchers have long argued that continued use is the most reliable source of revenue for service providers (Nguyen et al., 2023). As a result, the business value of a product or service is determined by how long it is used, rather than how quickly it is adopted. Because only then can they effectively create strategies for consumer retention and ensure business sustainability (Agarwal and Sahu, 2022). Despite this, there has not been as much research on this topic, such as the adoption of food delivery services or the intention to use them. A key feature of OFD services is the availability of reviews, ratings, and tracking from other users which are called bandwagon effect (Sundar et al. 2008). Consequently, users often consult these reviews before making a purchase and compare their own experiences with those shared online (Kuo et al., 2013; Anh and Minh, 2024). Since online reviews and ratings have a psychological impact on users and encourage them to follow the recommendations, recent studies have identified bandwagoning as another influential factor in shaping continued intentions (Alalwan, 2020). Given the growing significance of bandwagoning in consumers' decision-making processes, it is important to investigate the bandwagoning effect on customers' continuance intentions of OFD services.

Another key feature of OFD services is the perceived benefits they offer to consumers. The consumer perspective on OFD services focuses on perceived benefits, which relate to how consumers' performance can improve through the use of specific applications. Gani et al. (2023), Chiu et al. (2024), and Gupta and Duggal (2021) investigated the impact of convenience in OFD services, while Cho et al. (2019), Agarwal and Sahu (2022), and Alalwan (2020) explored the influence of design in OFD services as a component of quality. In addition to rational effects concerning the functionality of OFD, studies such as those by Chiu et al. (2024), Wulandari et al. (2023), and Anh and Minh (2024) explored the trust factor to assess the psychological effects believed to influence consumers'

continued use of OFD services. As observed, there are very few studies in the literature that attempt to measure the impact of each element of both rational and psychologically perceived benefits on continuance intention of consumers.

Consumers' choices and purchase preferences for OFD systems involve evaluating perceived benefits alongside perceived risks. While a common category of perceived risk elements (Psychological, financial, product, time etc.) is not clearly defined in the literature, there are studies examining consumers' intentions to use or adapt to online delivery systems due to various types of risks (Pillai et al., 2022; Timur et al., 2023; Poon and Tung, 2024). However, very few of these focus specifically on OFD services.

This manuscript addresses a gap in the literature, as it is one of the few studies examining the perceived benefits and risks of OFD services among consumers in Turkey. Unlike most other studies, it analyzes the impact of each perceived benefit and risk separately on continuance intentions. Additionally, it is believed to contribute to the literature by addressing the lack of studies that evaluate the effects of online reviews, online ratings, and online tracking—collectively referred to as the bandwagon effect in the OFD services literature—on consumers' continuance intentions. Finally, investigating the behavior of Turkish users is essential, as continuance intention is vital for the sustainability of business-to-consumer relationships and for providers of OFD services.

2. LITERATURE REVIEW

2.1. Online Food Delivery (OFD) Services

OFD services are either internet sites or mobile technology applications that facilitate the process of ordering food online for pickup at physical locations, using delivery drivers (Nguyen et al., 2023). They mainly operate through mobile applications and can be divided into two categories: (1) Restaurants or catering businesses that have developed their own apps for managing online orders and offline delivery, and (2) third-party platforms that serve as intermediaries between consumers and restaurants (Kumar and Shah, 2021). Alongside this, the OFD operates through the collaboration of four main participants: (1) Third-party intermediary platforms that create a mobile app, (2) caterers, (3) food delivery personnel who bring meals to offline locations, and (4) consumers who utilize food delivery apps (Bannor and Amponsah, 2023).

Prior to COVID-19, large restaurant chains allowed customers to order food through their own websites and apps. However, the pandemic forced many restaurants to collaborate with this third-party food delivery apps to sustain their operations (Nguyen et al., 2023). The transition to third-party food delivery mobile platforms has facilitated real-time order tracking, digital payments, and improved user experiences (Tayal et al., 2023). This change has also broadened delivery services to include a diverse array of dining options, from local eateries to upscale (Bannor and Amponsah, 2023). Organizations' initiatives and services have offered numerous advantages to customers by effectively promoting social distancing and enhancing delivery

too. For catering businesses, these efforts have been crucial for surviving the pandemic and minimizing delays in the ordering and consumption process (Kumar and Shah, 2021).

Consumer dining habits have evolved due to the growth of the stay-at-home economy and various new demands, such as personalized food products and efficient service options in the post-pandemic period (Nguyen et al., 2023). Therefore, customers are likely to express a desire to continue using meal delivery mobile applications after experiencing their different advantages (Tan et al., 2023). So, understanding this transformation is crucial for appreciating the context in which these apps function. This study aims to enhance understanding of OFD users' behavior in the post-pandemic phase. It tries to explore the factors that drive OFD services users' intention to continue using services after the pandemic. Additionally, it proposes customer-centric approaches for OFD services providers to offer more efficient services to consumers.

2.2. Perceived Benefit and Continuance Intention

Perceived benefits refer to a user's assessment of the value or advantages that a specific product or service provides. A positive perception among consumers towards a particular product or service is shaped by these perceived benefits (Pillai et al., 2022). In the context of OFD services, consumers' attitudes are largely shaped by their perceived benefits, including convenience, variety of products, trust, price and their views on the ease of using the service (Tan et al., 2024). Cho et al. (2019) also noted that attributes of food delivery apps such as convenience, design, trustworthiness, price, and a variety of food choices provide consumers with both emotional and functional benefits. When consumers hold positive beliefs about these aspects, it leads to the development of favorable attitudes, which significantly boosts the likelihood of them intending to participate in OFD services (Agarwal and Sahu, 2022).

Convenience refers to the relative benefits of time saved and reduced effort when shopping online compared to traditional retail shopping (Gani et al., 2023). In the context of OFD services, convenience means having the ability to access and use these services at any time and from any location that is suitable for the customer (Chiu et al., 2024). Gupta and Duggal (2021) found that the perception of convenience was identified as a significant factor influencing consumers' purchase behavior related to OFD services. Jalis et al. (2023) also claimed that convenience has the strongest positive effect on customer satisfaction and when the level of convenience meets customer expectations, Malaysian consumers are more likely to continue using OFD services.

The variety of food available in different restaurants on the OFD influences consumers' choices to use the service. It contains menu variations, food description etc. (Perangin-Angin et al., 2024). A study conducted by Google and the Boston Consulting Group in 2022 found that one of the top reasons for using online food ordering apps is the variety of cuisines and products, accounting for 35% (Chakraborty et al., 2024). Nay and Yuthnea (2024) specified that consumers' desire for diverse features is fulfilled by product variety enhancing their satisfaction. So, the availability

of originality and diversity in products positively impacts user satisfaction and their intention to use OFD services.

Trust refers to the extent of reliability and confidence one has in a product or service. In the context of technology usage, it pertains to individuals' beliefs in the system and their expectations that it will function in their favor (Chiu et al., 2024). It is acknowledged as a crucial factor influencing customer satisfaction and desired behavioral outcomes in the consumer behavior area (Wulandari, et al. 2023) and also a key factor for the long-term success of online platforms, motivating consumers to engage in specific actions that, in turn, influence their behavioral intentions (Anh and Minh, 2024). A customer's trust can significantly impact their purchase intentions; thus, greater trust typically leads to a higher likelihood of buying a product. When customers have trust in the products they use, they are more inclined to have continuance intention on OFD services (Gani et al., 2023; Chiu et al., 2024; Anh and Minh, 2024).

User-friendly design is one of the primary reasons individuals use mobile apps for browsing and purchasing products and functionality and efficiency are essential design features that mobile apps have to contain (Cho et al., 2019). They ought to be designed to facilitate easy ordering and should be accessible anytime and anywhere. Because first-time users require adequate and high-quality information to be satisfied with online services or mobile apps, which subsequently increases their likelihood of using or purchasing those services (Agarwal and Sahu, 2022). It is also important for consumers' continuance intentions that customers are more likely to positively evaluate such apps and feel satisfied with their prior experiences using mobile catering apps if they perceive an adequate level of design quality in terms of usability and functionality (Alalwan, 2020).

The effective use of OFD services can help decrease monetary costs for consumers, as individuals may not need to effort to order food for delivery as they would when visiting a restaurant (Alalwan, 2020). Consumers also have the opportunity to compare prices when using mobile technology for online food ordering. Additionally, special offers, rewards, cashbacks, and better discounts provided by OFD services also attract a larger customer base and enhance the perceived value of the offerings (Gupta and Duggal, 2021). Hooi et al. (2021) examined how price influences consumers' intentions to use OFD services in Malaysia. Gani et al. (2023) found that price related value influenced on behavioral intention use of OFD services. Similarly, Weiler and Gilitwala (2024) claimed that price-saving benefits had a significant effect on Bangkokians customers' intentions to use OFD services.

H₁: The convenience of OFD services positively influences customers' continuance intention to use them.

H₂: The trust in OFD services positively influences customers' continuance intention to use them.

H₃: The design of OFD services positively influences customers' continuance intention to use them.

H₄: The price quality of OFD services positively influences customers' continuance intention to use them.

H₅: The product variety of OFD services positively influences customers' continuance intention to use them.

2.3. Perceived Risk and Continuance Intention

People generally tend to be more cautious and steer clear of risks. When they perceive a threat, they create a defense mechanism because of the significance of risk, often accompanied by feelings of anxiety (Timur et al., 2023). The term perceived risk was introduced by Bauer (1960), who described it as the level of risk consumers sense when making purchasing decisions. This concept encompasses the hesitation and anxiety consumers feel before deciding to buy (Pillai et al., 2022).

In virtual environments, perceived risk can be defined as the internet user's anticipation of potential losses associated with a specific electronic transaction (Currás-Pérez et al., 2013). While past online purchases can help mitigate risks as consumers gain experience, each transaction remains distinct. This is due to the fact that the risks associated with online shopping are generally higher than those encountered in traditional stores (Marceda Bach et al., 2020). Consumers tend to feel significantly more anxious when using new technology-based services, such as OFD applications, particularly when it comes to sharing personal information like their full name, identification number, and credit card details (Poon and Tung, 2024). Most scholars concur that consumers' perceived risk is a multidimensional construct that can differ based on the product, service, industry, or context. Perceived risk is encompassing common dimensions such as financial risk, product risk, and time risk for online shopping (Forsythe et al., 2006; Pillai et al., 2022).

Nowadays, consumers seek to eliminate the inconvenience of shopping and conserve time and money for other important activities, including dining or purchasing food (Agarwal and Sahu, 2022). When the time consumers take to complete a purchase and the time required to address defects or make repairs is deemed excessive, it is referred to as time risk (Marceda Bach et al., 2020). Especially in online shopping, the risk of not being able to easily select the right product from among the alternatives, as well as the risk that the ordered product will not reach consumers in the shortest time frame, are significant deterrents for transactions where time is even more valuable, such as food ordering. To enhance customer interest in using OFD services, a key factor to consider is increasing customer satisfaction. This can be achieved through offering the convenience time with their chosen delivery service (Albirra et al., 2023). So, time risk taken by the consumer can significantly influence their OFD service preferences. Marceda Bach et al (2020) found that time risk had significant and negative influence on Brazilian consumers' decision-making. Gupta and Duggal (2021) found that Indian OFD consumers cited time savings and the ease of use of the system as the main reasons for using the service. Therefore, it can be predicted that time risk may also negatively affect their preferences if the time orientation is one of the valid perceived benefits for them. Poon and Tung (2024) also mentioned that consumers may face adverse effects, including anxiety or discomfort, while using OFD services due to wasted time. Additionally, Han and Kim (2017) claimed that time risk influences Chinese consumers negatively while they are shopping online.

Product performance risks associated with OFD services include the potential for foodborne illnesses due to improper handling

or inadequate time/temperature control of delivered food, risks related to tampered food packaging, and issues involving delivery drivers (Pillai, et al. 2022). Poon and Tung, (2024) also claimed that consumers' perceived risk is a multi-dimensional concept that can vary based on the specific product and service risk due to failure such as quality and usability in meeting customer expectations. Forsythe et al. (2006) suggested that buying a product online, where you could not physically touch, feel, or see it, might have heightened the perceived risk of product performance. Huy Tuu and Ottar Olsen (2009) found that perceived risks including product-performance had indirect effect on repurchase loyalty through satisfaction. Poon and Tung (2024) also examined the effect of product-performance risk on OFD services for Malaysian consumers.

Financial risk pertains to the potential loss of money that consumers may experience from making unsuitable purchases of products and services (Poon and Tung, 2024). Additionally, it encompasses the chance of not receiving the product even after payment has been made and the risk of credit card information being misused (Pillai et al., 2022). Products with high added value pose a greater financial risk or potential for loss for majority of the individuals who prefer online shopping environment too (Marceda Bach et al., 2020). Additionally, if consumers perceive low value in online apps, they are more likely to view OFD services as a financial risk (Albirra et al., 2023). This would be one of the primary reasons individuals may avoid using online websites or mobile applications for shopping or rescheduling purchases because of their financial concerns. Gupta and Duggal (2021) found that financial risk influences behavioral intention of using OFD applications negatively. Marceda Bach et al. (2020) specified that financial risk may influence individuals' online purchase decisions. Poon and Tung (2022) evaluated that financial risk had a negative impact on the intention to use OFD services. So, drawing on previous literature, the following hypotheses were formulated.

H₆: Financial risk negatively influences customers' continuance intention to use OFD services.

H₇: Product risk negatively influences customers' continuance intention to use OFD services.

H₈: Time risk negatively influences customers' continuance intention to use OFD services.

2.4. The Bandwagon Effect and Continuance Intention

The swift rise in the use of social networks exemplifies the bandwagon effect in web services. As a social network gains popularity and more people start using it, others become interested as well, prompting them to join (Choi et al., 2015). So, many online shopping sites and mobile applications specifically leverage this effect for marketing purposes too. Online platforms often display various social cues alongside items to help users make decisions and reinforce the bandwagon effect, such as the total number of ratings and the average score given by previous users (Knyazev and Oosterhuis, 2022). Eventually, when customers have access to reliable, thorough, current, and relevant reviews, they generally respond more favorably to these online platforms and shaping their purchasing decisions through the bandwagon effect (Anh and Minh, 2024).

The bandwagon effect, also known as herding, refers to the tendency of individuals to show increased preference for something when they think others appreciate it as well (Leibenstein, 1950). The choices made by those who act first can influence later decisions through information cascades, creating a snowball effect (Knyazev and Oosterhuis, 2022). It is also suggested that people tend to rely on the heuristic that if a large number of individuals believe an opinion is valid, it is likely to be true (Liu et al., 2018). The bandwagon effect may impact consumers, especially when they prioritize social values like social approval and the need to belong (Uzgoren and Guney, 2012). The concept has also been associated with factors such as self-identity (Howard, 2019), materialism (Mainolfi et al., 2020), and the need for uniqueness (Cho et al., 2022). Dholakia and Soltysinski (2001) explained how this effect could be powerful for individuals but also disadvantageous in certain situations. They used eBay as an example, where users often bid on items that have already received many bids, while overlooking similar or better listings with fewer bids.

Online reviews, online ratings and online tracking systems are the bandwagon cues affecting consumers to act in either positive or negative sides due to other consumers' reflections (Sundar et al. 2008; Kuo et al., 2013; Alalwan, 2020). Sundar et al. (2008) referred to these bandwagoning cues, which initially capture users' attention to the evaluations of other consumers, subsequently shaping their own perceptions. Online reviews and testimonials can psychologically impact users and encourage them to adopt the recommendations, styles, or trends of others and can be counted as atmospheric cues (Agarwal and Sahu, 2022). They are textual descriptions that qualitatively express a consumer's experience with the product or service. These textual comments are open-ended, allowing customers to fully elaborate on their descriptions and evaluations of various aspects of a product or service (Xu et al., 2024). They are also viewed as extensions of the corresponding rating, offering insights into why the consumer felt satisfied, neutral, or dissatisfied with the service (Khan et al., 2023). Because online reviews include feedback directly from consumers, they are often regarded as highly credible and trustworthy. As a result, customers tend to rely on these sources when seeking more information about products or services they are interested in (Alalwan, 2020). They also provide to save time and help them effort in the purchasing process (Kurniawan et al., 2024). In the literature (Alalwan, 2020; Cho et al., 2022; Khan et al., 2023; and Kurniawan et al., 2024), findings on the effect of online reviews on purchase intention and repurchase intention across various online platforms, including social media channels, websites, and mobile applications, are also presented.

A key aspect of online reviews is the ratings given by customers. Fileri (2015) defines this concept as another type of crowd opinion that reflects reviewers' average assessment of various features of a product or service. Attribute ratings may limit customers' ability to express their perceptions, as they are confined to a fixed scale for each attribute (Xu et al., 2024). Still, the availability of online consumer ratings presents researchers with various important factors, such as restaurant ratings and related services rated from one to five stars based on consumer experiences. As restaurants

reopen, ratings are likely to play an increasingly significant role in shaping consumer expectations for food services, including deliveries (Khan et al., 2023). Online ratings also help customers assess products and service providers based on various factors, including quality, accuracy, delivery time, driver ratings, restaurant ratings, and more (Kurniawan et al., 2024). Alalwan (2020) found that an online rating feature can significantly enhance Jordanian customers' perceptions of the productivity and performance of mobile food service applications. Similarly, Khan et al. (2023) specified that rating helpfulness reflects the subjective assessment of a specific review by other consumers, and it contributes to attracting customers as well as enhancing the value of the either company's website or mobile application. Agarwal and Sahu (2022) also evaluated that ratings can affect both the satisfaction and continuance intention of consumers.

The online tracking system is another aspect of the bandwagon effect. It is a location-based service made possible by smartphone technology, facilitating direct connections between customers and sellers to view or monitor a location in real time (Kurniawan et al., 2024). It can serve multiple purposes, such as providing route directions, location-based directory services, tracking maps, navigation bars, tracking status, and payment updates (Nay and Yuthnea, 2024). These advanced features incorporated into mobile apps could greatly encourage customers to use these applications more often in the future. Because, the ability for customers to instantly track their orders through GPS technology plays a crucial role in reassuring those who are hesitant about using online food ordering sites or mobile applications (Khan et al., 2023). Saad (2021) found that the availability of a delivery tracking service was an important factor in selecting an OFD company for customers who live in Bangladesh. Alalwan (2020) stated that online trackings had a positive effect on Jordanian customers' intention to continue using OFD services. Likewise, Kurniawan et al. (2024) specified in the research that online tracking positively and significantly influenced users' intentions to continue using OFD services in Indonesia. So, this study tests the following hypotheses:

- H₉: Online reviews positively influence customers' continuance intention to use OFD services.
- H₁₀: Online ratings positively influence customers' continuance intention to use OFD services.
- H₁₁: Online tracking systems positively influence customers' continuance intention to use OFD services.

3. METHODOLOGY

3.1. Aime and Importance of the Study

The rapid advancement of information communication technology and the widespread use of smartphones have had a profound impact on modern life and have become integral to daily living, transforming not only personal habits but also broader societal dynamics. One specific category of life change that has gained remarkable popularity in Turkey is OFD services. The rise of OFD services highlights the intersection of technological innovation and changing consumer behavior, reflecting the broader trends of digitalization and convenience-driven consumption patterns.

This study sheds light on the impact of both perceived benefits and risks, along with the bandwagon effect, on the continuance intention of OFD (online food delivery) system usage. It provides valuable insights into what motivates consumers to engage in certain behaviors. In the context of modern business, it's no longer enough for companies to simply track cumulative purchase numbers. To foster ongoing growth, OFD services must carefully observe the risk elements consumers face and the benefits they expect. This is because satisfied customers are more likely to exhibit proactive and beneficial behaviors, such as posting positive online reviews and ratings. Furthermore, with the help of an online tracking system, OFD services can not only attract new customers but also encourage greater continuance intention among existing users.

The results of the study will help platforms offering OFD services understand which perceived benefits, risks, and bandwagon effects are most effective for consumers, while also highlighting key factors to consider in pricing and promotional activities and the quality features of OFD services.

3.2. Research Model

The study explores the potential effects of perceived benefits (convenience, product variety, trust, and price quality), perceived risks (time, product, and financial risks), and bandwagon elements (online reviews, ratings, and tracking systems) on continuance intention of OFD services usage. Figure 1 illustrates the relationships among these key dimensions.

3.3. Research Method

To measure individuals' intentions to continuously use OFD services, a purposive sampling method was employed to reach those who had previously experienced this service. To determine eligibility for participation in the study, individuals were asked to list the names of the last OFD service they used. A face-to-face pilot study was carried out with 20 participants, who provided specific comments on the questions. Finally, the questionnaires, designed as 5-point Likert scale items, were distributed through a survey link shared on social media platforms between August and September 2024. A total of 586 people responded to the questionnaires, and 18 survey forms deemed incorrect or incomplete were excluded from the analyzed data set. G*Power software was employed to evaluate

whether the sample size obtained from participants was adequate for analysis using the structural equation model. According to the SEM sample size calculator suggested by Yadav et al. (2018), a sample of 119 is sufficient to produce reliable results, given an expected effect size of 0.15, a target statistical power of 90%, and a significance level of 0.05. Therefore, sample size is valid and suitable for further analysis.

3.4. Measurement

The questionnaire used in the research is divided into two main sections. The first section consists of four subsections designed to assess key constructs of the research model: perceived benefit, perceived risk, bandwagon effect, and continuance intention. The perceived benefit of using OFD services is measured with a 15-item scale that includes the sub-dimensions of convenience, trust, design, price, and product variety, developed by Cho et al. (2019). The perceived risk, encompassing time, financial, and product risks, was adapted from Forsythe et al. (2006), while the scale for continuance intention was provided by Tan et al. (2024). Finally, the bandwagon effect is assessed using a thirteen-item scale from Kurniawan et al. (2024), which includes online reviews, tracking systems, and ratings. All items are rated on a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree.

The second section contains six questions focused on the socio-demographic characteristics of participants, including gender, age, income, education level, most frequently used OFD services and frequency of using OFD services.

3.5. Findings of Research

A confirmatory analysis was performed to evaluate the measurement validity in the study. The research examined the possible influences of perceived benefit elements, perceived risk elements, and bandwagon effect elements on continuance intention of OFD services usage, utilizing Structural Equation Modeling (SEM).

3.5.1. Demographic findings

The majority of respondents were male, comprising 57.7% of the sample, while 42.3% were female. In terms of age distribution, 43.1% were between 18 and 25 years old, 30.6% were between 26 and 35, and 11.3% were over 45 years old. Regarding the participants' monthly income, 40.7% earn \$500 or less, while 12.8% have a monthly income ranging from \$1001 to \$1500. Most participants held a bachelor's degree (53.7%), with only 4.8% holding a master's degree. Regarding use frequency of OFD services, 46.2% uses OFD services once in a week, 29.4% uses twice in a week, 18.6% stayed three times in a week, and 5.8% uses more than three times in a week. Lastly, in terms of preferred OFD services, commonly used OFD services chosen by participants are yemeksepeti, trendyol yemek, getir yemek, migros yemek, and tikla gelsin. Table 1 provides a detailed breakdown of the participants' demographic characteristics.

3.5.2. Measurement assessment

Both reliability and validity were confirmed in the assessment of the measurement model. Reliability was evaluated using Cronbach's alpha values (financial risk = 0.896, product

Figure 1: Research model

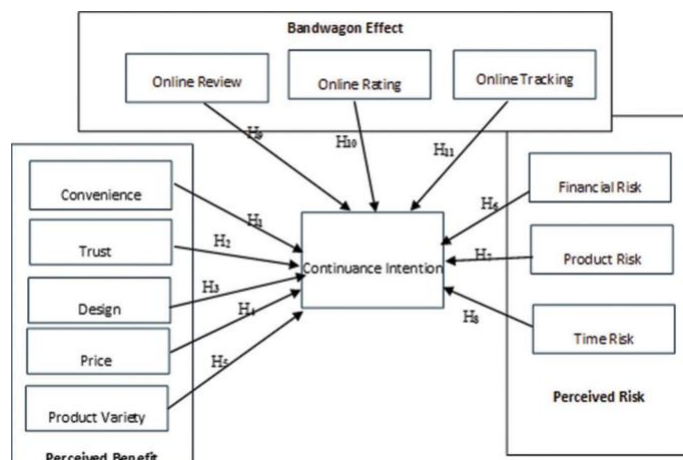


Table 1: Demographic profile

Item	n	Percent
Gender		
Male	328	57.7
Female	240	42.3
Age		
18–25	245	43.1
26–35	174	30.6
36–45	85	15.0
46 and above	64	11.3
Education		
Secondary school	26	4.6
High school	224	39.4
Bachelor's degree	280	49.3
Master's degree	38	6.4
Monthly income		
0–\$500	231	40.7
\$501–\$1000	134	23.6
\$1001–\$1500	130	22.9
\$1500 and above	73	12.8
Frequency of OFD services usage per a week		
1	284	46.2
2	209	29.4
3	77	18.6
>3	42	5.8
The most frequently OFD services		
Yemeksepeti	219	38.6
Trendyol Yemek	116	20.4
Getir Yemek	105	18.5
Migros Yemek	85	15.0
Tikla Gelsin	43	7.5

risk = 0.914, time risk = 0.928, convenience = 0.806, product variety = 0.870, design = 0.840, price = 0.841, trust = 0.829, online rating = 0.882, online tracking = 0.864, online review = 0.885, and continuance intention = 0.902) and composite reliabilities (financial risk = 0.893, product risk = 0.928, time risk = 0.939, convenience = 0.800, product variety = 0.874, design = 0.849, price = 0.814, trust = 0.764, online rating = 0.884, online tracking = 0.856, online review = 0.857, and continuance intention = 0.941), as shown in Table 2. The Cronbach's α and composite reliability values for all constructs exceeded 0.7, indicating that the results from the scale's variables are reliable (Hair et al., 2011). In addition, the average variance extracted (AVE) values (financial risk = 0.586, product risk = 0.685, time risk = 0.837, convenience = 0.573, product variety = 0.699, design = 0.652, price = 0.593, trust = 0.521, online rating = 0.606, online tracking = 0.597, online review = 0.602, and continuance intention = 0.843) surpassed the recommended threshold of 0.5, indicating sufficient convergent validity (Fornell and Larcker, 1981).

Validity was established through both convergent and discriminant validity. The average variance extracted (AVE) values surpassed the recommended threshold of 0.5 as seen in Table 3, indicating sufficient convergent validity (Fornell and Larcker, 1981).

Discriminant validity was confirmed in two ways. First, as shown in Table 2, the square roots of the AVE values (diagonal elements) are larger than the correlation coefficients between any two variables. Additionally, each item within a construct loaded more

strongly on its own construct than on any other construct (Chin and Newsted, 1999) as seen in Table 3.

The Heterotrait-Monotrait (HTMT) ratio of correlation analysis (Henseler et al., 2015), serving as the second criterion for discriminant validity, was also performed, and the findings are presented in Table 4.

As the results are seen, the HTMT ratios are all below 1, meeting the criteria for discriminant validity. These results suggest that the measurement model does not have any issues with convergent or discriminant validity.

4. RESULTS

Structural equation modeling (SEM) was performed using AMOS 25 software to evaluate model fit indices, test hypotheses, and determine the statistical significance of relationships among the variables in the research model. The results from the path analysis are summarized in Table 5. The table shows that hypotheses H₁, H₂, H₃, H₄, H₇, H₈, H₉, and H₁₁ are statistically significant and supported, while hypotheses H₅, H₆, and H₁₀ are not supported due to a lack of statistical significance.

Specifically, price ($\beta = 0.349$, $t = 3.321$, $P = 0.001$) has the most positive impact on the continuance intention to use OFD services compared to other perceived benefit elements. Additionally, convenience ($\beta = 0.285$, $t = 2.548$, $P = 0.011$), trust ($\beta = 0.273$, $t = 2.261$, $P = 0.024$), and design ($\beta = 0.205$, $t = 1.999$, $P = 0.046$) also have significant positive impacts on the continuance intention to use OFD services, while product variety does not significantly affect it.

Regarding perceived risk's influence on the continuance intention of OFD services, both product risk ($\beta = -0.160$, $t = -2.161$, $P = 0.031$) and time risk ($\beta = 0.357$, $t = 2.721$, $P = 0.012$) significantly negatively affect the continuance intention. However, financial risk ($\beta = -0.073$, $t = -0.970$, $P = 0.332$) does not have a significant influence on the continuance intention to use OFD services. Lastly, among the elements of the bandwagon effect, both the online review ($\beta = 0.216$, $t = 2.249$, $P = 0.025$) and tracking system ($\beta = 0.246$, $t = 2.439$, $P = 0.015$) significantly impact the continuance intention to use OFD services, whereas online ratings ($\beta = 0.024$, $t = 0.239$, $P = 0.811$) do not show any significant effect.

5. DISCUSSION AND CONCLUSION

Among the perceived benefit factors, all sub-factors except for product variety have positive effects on Turkish consumers' intention to continuously use OFD services. In the literature, contrary to researchers such as Chakraborty et al. (2024) and Nay and Yuthnea (2024), the product variety offered by OFD service providers does not significantly affect Turkish consumers' continued use of these services. This may be because consumers in Turkey are more decisive in the ordering process, using these services primarily to order the food they have in mind, rather than to evaluate alternatives. Additionally, as noted in many studies

Table 2: Reliability and convergent validity

Construct	Items	Loading	Cronbac's alpha	CR	AVE
Financial Risk	FR2	0.748	0.896	0.893	0.586
	FR3	0.704			
	FR4	0.708			
	FR5	0.839			
	FR6	0.879			
Product Risk	FR7	0.806	0.914	0.928	0.685
	PR1	0.922			
	PR2	0.874			
	PR3	0.792			
	PR4	0.844			
Time Risk	PR5	0.745	0.928	0.939	0.837
	PR6	0.775			
	TR1	0.886			
Convenience	TR2	0.927	0.806	0.800	0.573
	TR3	0.931			
	CO1	0.721			
Product variety	CO2	0.815	0.870	0.874	0.699
	CO3	0.791			
	PV1	0.850			
Design	PV2	0.900	0.818	0.849	0.652
	PV3	0.752			
	DE1	0.840			
Price	DE2	0.783	0.841	0.814	0.593
	DE3	0.799			
	PRC1	0.778			
Trust	PRC2	0.726	0.829	0.764	0.521
	PRC3	0.806			
	TRU1	0.703			
Online Rating	TRU2	0.799	0.882	0.884	0.606
	TRU3	0.708			
	ORT1	0.716			
	ORT2	0.778			
	ORT3	0.784			
Online Tracking	ORT4	0.749	0.864	0.856	0.597
	ORT5	0.854			
	OT1	0.752			
	OT2	0.757			
Online Review	OT3	0.817	0.855	0.857	0.602
	OT4	0.764			
	OR1	0.818			
	OR2	0.809			
Continuance Intention	OR3	0.773	0.902	0.941	0.843
	OR4	0.707			
	CNT1	0.913			
	CNT2	0.906			
	CNT3	0.892			

CMIN=1259.978, DF=919, $\chi^2/df=1.371$, TLI=0.906, CFI=0.908, IFI=0.911, RMSEA=0.056, SRMR=0.062

Table 3: Discriminant validity

Latent factors	FR	TRU	PRC	PV	PR	CNT	CO	DE	TR	ORT	OT	OR
Financial Risk (FR)	0.766											
Trust (Tru)	-0.081	0.722										
Price (PRC)	-0.014	0.540	0.770									
Product Variety (PV)	0.084	0.307	0.317	0.836								
Product Risk (PR)	0.313	-0.140	0.097	0.050	0.827							
Continuance Intention (CNT)	-0.058	0.474	0.548	0.166	-0.019	0.918						
Convenience (CO)	-0.034	0.526	0.526	0.249	-0.100	0.539	0.757					
Design (DE)	-0.141	0.394	0.614	0.336	-0.173	0.555	0.748	0.807				
Time Risk (TR)	0.577	-0.147	0.060	-0.094	0.307	0.256	-0.011	-0.008	0.915			
Online Rating (ORT)	0.159	0.331	0.223	0.286	-0.007	0.472	0.381	0.345	0.185	0.778		
Online Tracking (OT)	0.203	0.338	0.372	0.297	-0.073	0.515	0.298	0.387	0.207	0.622	0.773	
Online Review (OR)	0.123	0.357	0.274	0.273	0.009	0.306	0.386	0.344	0.112	0.341	0.430	0.776

Table 4: Heterotrait-Monotrait ratio values (HTMT)

Latent factors	FR	TRU	PRC	PV	PR	CNT	CO	DE	TR	ORT	OT	OR
Financial Risk (FR)												
Trust (Tru)	0.092											
Price (PRC)	0.021	0.551										
Product Variety (PV)	0.129	0.327	0.296									
Product Risk (PR)	0.352	0.165	0.098	0.075								
Continuance Intention (CNT)	0.061	0.471	0.556	0.190	0.126							
Convenience (CO)	0.025	0.556	0.543	0.257	0.093	0.532						
Design (DE)	0.150	0.421	0.614	0.340	0.159	0.564	0.765					
Time Risk (TR)	0.583	0.169	0.062	0.065	0.332	0.258	0.010	0.007				
Online Rating (ORT)	0.158	0.341	0.251	0.315	0.004	0.490	0.400	0.368	0.175			
Online Tracking (OT)	0.217	0.329	0.374	0.344	0.056	0.523	0.318	0.383	0.212	0.619		
Online Review (OR)	0.136	0.378	0.280	0.333	0.038	0.314	0.390	0.360	0.018	0.366	0.465	

Table 5: Results of hypothesis testing

H	Relationships	Beta	t-values	P-values	Results
H ₁	Convenience -> Continuation Intention	0.285	2.548	0.011	+
H ₂	Trust -> Continuation Intention	0.273	2.261	0.024	+
H ₃	Design -> Continuation Intention	0.205	1.999	0.046	+
H ₄	Price -> Continuation Intention	0.349	3.321	0.001	+
H ₅	Product Variety -> Continuation Intention	0.097	1.037	0.300	-
H ₆	Financial Risk -> Continuation Intention	-0.073	-0.970	0.332	-
H ₇	Product Risk -> Continuation Intention	-0.160	-2.161	0.031	+
H ₈	Time Risk -> Continuation Intention	-0.247	-4.015	0.001	+
H ₉	Online Review -> Continuation Intention	0.216	2.249	0.025	+
H ₁₀	Online Rating -> Continuation Intention	0.024	0.239	0.811	-
H ₁₁	Online Tracking -> Continuation Intention	0.246	2.439	0.015	+

CMIN=1607.908, DF=975, $\chi^2/df=1.649$, TLI=0.908, CFI=0.909, IFI=0.911, RMSEA=0.074, SRMR=0.086

(Huy Tuu and Ottar Olsen, 2009; Kuo et al., 2013; Kurniawan et al., 2024; Nay and Yuthnea, 2024), given the satisfaction and loyalty resulting from previous positive experiences, it is conceivable that some customers may simply reorder items from past orders.

Since the convenience factor represents the comfort provided by OFD services—such as 24/7 availability and effortless, unlimited transportation—it emerges as the most dominant factor, alongside the price factor, influencing consumers' decision to continue using these services in Turkey. This finding is consistent with the results of similar studies in the literature (Gupta and Duggal, 2021; Jalis et al., 2023). The price factor emerges as the most dominant influence on consumers' decision to continue using OFD services in Turkey due to consumers' perception that online services are offered at lower prices within the country's macroeconomic structure, as well as the price discounts provided by service providers and frequent shopping. Consumers may also be motivated to order food at a lower price using loyalty points and/or take advantage of marketing strategies such as gamification. The findings of this study are consistent with those of Alalwan (2020), Hooi et al. (2021) and Gani et al. (2023). The trust factor also positively affects the intention to continuously use the OFD service, which aligns with the findings of other research (Gani et al., 2023; Chiu et al., 2024; Anh and Minh, 2024). Consumers in Turkey have confirmed that, when receiving OFD services, respect for the confidentiality of their personal information, adherence to promised monetary transactions, and trust in the general service provided all impact their intention to continue using these services. The final perceived benefit factor that positively influences

consumers' intention to continuously use OFD services is design. This finding aligns with the results of studies by Cho et al. (2019), Alalwan (2020), and Agarwal and Sahu (2022). So, OFD services that offer user-friendliness, functionality, efficiency, and easy product discovery and ordering are more likely to encourage consumers to intend to use these services continuously.

Analysis of the hypotheses measuring the impact of perceived risk factors (financial, product, and time risk) on the continuance intention of OFD services usage reveals that product risk and time risk negatively impact continuance intention, while financial risk does not have a statistically significant effect. Although studies by Marceda Bach et al. (2020), Gupta and Duggal (2021), and Poon and Tung (2022) suggest that financial risk negatively impacts the continued use of OFD services, it is surprising that consumers in Turkey seem to overlook this risk. Trust in these services, built on past experiences, may play a role. Consumers likely believe that OFD services will handle their credit card information with care to protect their corporate identity, brand value, and image, which could explain why financial risk is not perceived as a significant concern.

In the study, time risk is the most dominant factor negatively affecting consumers' intention to use OFD services continuously. This result aligns with the findings of Han and Kim (2017), Gupta and Duggal (2021), and Albirra et al. (2023). Therefore, while consumers in Turkey are concerned about orders being delayed or arriving outside the desired time frame for various reasons, this concern negatively affects their intention to use OFD services continuously. Product performance risk negatively affect Turkish

consumers' intention to use OFD services continuously just like time risk. The possibility that orders, which cannot be physically touched or closely examined, may not meet the desired taste or physical conditions, differ from what is advertised online, fail to meet necessary hygiene and quality standards, or may even cause health issues, significantly affects consumers' intention to use OFD services continuously. This result is consistent with the findings of Huy Tuu and Ottar Olsen (2009) and Pillai et al. (2022).

Regarding the elements of the bandwagon effect, all factors except for the online rating element were found to positively influence the intention to use OFD services continuously, including the online review and online tracking system. The online rating element has been studied by Alalwan (2020), Agarwal and Sahu (2022), and Khan et al. (2023). Contrary to these studies, it appears that the online rating element does not have a significant effect on the continuance intention of OFD service usage for Turkish consumers. The main reason for this result may be that, as stated by Xu et al. (2024), ratings limit customers' ability to express their perceptions, as they are confined to a fixed scale for each attribute of OFD services. Additionally, compared to online reviews, ratings may seem less persuasive for Turkish individuals because they are often more superficial and effortless to provide. Online reviews have the strongest bandwagon effect in reinforcing the intention to continue using OFD services among Turkish consumers. This is because, as noted by Alalwan (2020), Cho et al. (2022), and Khan et al. (2022), online reviews may be seen as highly credible and trustworthy due to the direct feedback from other consumers. Additionally, they may be considered the most dominant factor because they help consumers save time and stay informed during the purchasing process. The online tracking system was found to be another factor that positively affects the intention to use OFD services. So, the ability for Turkish customers to track their orders in real-time is crucial for building trust, especially for those who may be hesitant to use OFD services. This feature helps alleviate concerns about delays, ensuring that they feel more confident and comfortable with the service, ultimately encouraging them to place orders more frequently. Alalwan (2020), Saad (2021), and Khan et al. (2023) also found similar results in their studies.

5.1. Practical Implication

In addition to its theoretical contributions, this study provides a practical understanding of the OFD services in Turkey. The factors that influence the design and marketing strategies of OFD services can be translated into customer loyalty through ease of demand collection, profitability, and, in the long run, the conversion of continuous purchase intention into actual behavior. First of all, since price is the most strongly perceived benefit of OFD services that influences consumers' intention to use these services continuously, OFD providers can partner with banks to enhance credit card bonus accumulation for specific product groups during certain time periods (based on the finding that product variety has no effect on continuance intention of OFD services usage in the research). They can also encourage ongoing usage of OFD services through promotions, such as instant price discounts, package pricing systems, or discounts on orders above a certain price level. OFD service providers also need to focus more on promotional campaigns that emphasize to consumers how OFDs require

minimal time and effort compared to traditional food ordering methods, such as dining in restaurants or making phone calls. Since users place a high value on convenience and the benefits that OFDs offer, integrated marketing communication activities are essential for the continued expansion and popularization of OFD services. Platforms offering OFD services in Turkey should create and update their menu images with creative designs, visually appealing displays of innovative products, and interactive website elements too. In this way, customers can share their comments about orders with one another, while also providing valuable feedback to businesses offering OFD services. At the end, these updates will strengthen customers' intention to use the services continuously. As trust is a key factor for Turkish users, increasing trust in OFD services will require fulfilling promises and training personnel throughout the process to adopt a customer-oriented approach. These efforts will undoubtedly play a crucial role in maintaining customer preference for service providers.

Another key issue regarding perceived risks is that both time and product risks affect the continued use of OFD services. To mitigate these risks, service providers must ensure timely delivery to the correct address, as specified in the service, supported by coordinated operations and a reliable tracking system. Additionally, delivering food hot and fresh, using proper packaging techniques, selecting quality ingredients, and offering personalized service—such as accommodating special requests for extra sauces or spices—are crucial for maintaining quality.

5.2. Limitation and Future Studies

Firstly, this study focuses on OFD users in Turkey; the results may not be applicable to users in other countries. Secondly, considering the large number of OFD service users in Turkey, another limitation is that the sample size is limited due to time and cost constraints. Additionally, the research results highlight the omission of practical factors such as location, order quantity, timing, and traffic density, which are relevant in the context of OFD services. In future similar studies, qualitative interview methods could be employed alongside quantitative approaches to gather in-depth and valuable insights. In addition, Clearer results can be obtained by conducting survey studies on a scenario where the environmental factors specified in the restrictions for certain product groups are considered. Additionally, the study can be enhanced by exploring whether demographic characteristics influence the factors affecting the continuous intention to use OFD services as control variables.

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