

DOES THE ADVERTISEMENT AND SALES PROMOTION HAVE IMPACT ON BEHAVIORAL INTENTIONS OF ONLINE FOOD DELIVERY APPLICATION USERS?

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Keywords- Advertisement, Behavioral intention, Reinforcement, Perceived benefits, perceived usefulness, sales promotions, coupons, online food delivery application- OFDA.

Abstract:

Purpose- Researcher's significant focus is on measuring the impact of advertisement and sales promotion on behavioral intention to purchase from OFDA with respect to major cities of Gujarat along with the study of various mediating factors and their direct and indirect impact on behavioral intention of OFDA users.

Design/methodology/approach- An instrument has been designed under the guidance of three eminent researchers. Appropriate seven point scale has been applied on 448 valid responses from data collection.

Regression, Path analysis and Cross-sectional data analysis have been done by smart PLS-3.

Findings- In the process of developing model, convergent and discriminant validity has been established. Here researcher has found significant direct impact of factors such as advertisement and perceived usefulness on behavioral intention of OFDA. Sales promotions, reinforcement, coupons and perceived benefits are having significant mediating effect in increasing behavioral intention of OFDA.

Theoretical and Practical implications- This is a unique attempt of researchers for developing model that is useful for all food delivery giants and strategy formulators to frame the strategies to

enhance the effectiveness of promotions, secondly it can aid in strategizing media planning and selection of media tools effectively.

Originality/value- This study investigates a distinctive perspective by considering various direct and mediating factors together and the evaluation criterion include existing literature review and primary data collection method.

Paper Type- Research paper

1. Introduction:

The unprecedented development of the internet has influenced online retailing and E-commerce growth in general (Bressolles et al., 2014; Burt and Sparks, 2003; Towers and Xu, 2016). The online business segment in India has become one of the fastest emerging markets due to the growth of telecom sector and emergence of telecom operators offering inexpensive data at a faster growing speed, even middle and poor classes have access to this growing segment (Statista, 2019). The further advancement in E-commerce has been directed to the M-commerce which is also known as Mobile commerce, which referred to the commerce that is carried out by using wireless devices. Online retailing allows virtually unlimited choice of products such that the consumers benefit from product customisation, real time interactive communication and fast delivery.

The Food industry is saturated market, though; retailers have begun to provide additional online services to remain in the competitive scenario. Past researches have been focused on consumer attitude towards online services and a few researchers also have addressed consumer experience with online food delivery (OFD) services.¹ Due to internet and allied technologies, customers can easily avail all the information that are required to select, evaluate and purchase the product (Raval and Bhatt, 2020)

Online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website. Delivered items include drinks, food, and desserts etc. Payment mode may be online and cash on delivery. Some features for making successful online food delivery market are generating a code referral system, easy and user-friendly dashboard, social media integration, customer integration with push notification and cross-platform compatibility etc. The market for online food delivery is mainly driven by rising disposable income. The online food aggregators face variations in orders due to discounts (Hawaldar et al., 2019), increased weekend orders, exclusive tie-ups, and experience seasonal variations in food ordering resulting in losses through aggressive spending. Changing demographics, increasing penetration of internet and smart-phones, favorable lifestyle changes, young population, consumption levels, a greater share of women in the workforce, aggressive marketing strategies adopted by food startups and the convenience of ordering is increasing significantly which led to the growth of the market. Apart from the advantages some of the challenges include unpredictable demand patterns, inability to influence external circumstances (traffic, weather and changing demand on a daily basis), high delivery cost, highly concentrated peaks in ordering during meal-times, limited delivery times and kitchen operations etc.

Online shopping market has been extended to food products as well with the growth of 12% per year (Chang et al., 2014). This development is an opportunity as well as challenge for restaurants, as it creates a fierce competition. In this challenging environment, having loyal customers is imperative for online business firms (Pee, Jiang and Klien, 2018). Among the loyalty drivers, literature depicts that quality of product; perceived value and customer satisfaction are building blocks of repeat purchase (Wirtz and Lovelock, 2016, Bhatt and Nagar, 2020).

[<https://www.globenewswire.com/news-release/2019/05/30/1859604/0/en/India-Online-Food-Delivery-Market-2019-2023.html>]

2. Review of Literature and Hypotheses development:

Since the thriving technological advancement in the smart phone application market, a considerable number of online food delivery start-ups have emerged and the resident consumers have established a surging appetite for these start-up applications (Kapoor and Vij, 2018; Raval and Bhatt, 2020). Consumers purchase intentions are highly depended on convenience ease of use/ ordering and time saving benefit as a prominent determinants that make the online food delivery app popular around the world (Kimes, 2011, Raval and Bhatt, 2020). Consumers have ample of scope to browse for retrieving information on products at ease in respect of time and place and get pleasure of unlimited choice of restaurants and compare prices when they use application for food delivery (Grunert and Ramus, 2005). Preceding research has predominantly studied consumer attitudes toward online services in general and limited researchers have focused on consumer experiences with online food delivery services (Chai and Yat, 2019), (Prabowo and Nugroho, 2019) were confined to a specific age group of smaller sample size. (Prabowo and Nugroho, 2019) suggested further investigation of online food delivery services by involving aggregators from a different region.

The effectiveness of advertising on online platforms is vital for companies to generate favorable responses from consumers; thus advertising features plays an important role (Armstrong, 2001; Adam, 2003; Batlas, 2003; Yoo et al, 2004; Quester et al, 2007; Kumar, 2008; Online publisher association, 2008; Taylor et al, 2008; Tsang and Tse, 2005; Wise et al, 2008). Consumers form feelings which are happy, annoyed and amused and judgment that are informative and factual, when they are exposed to an advertisement. (Hilman et al., 2017) depicted that sales promotion advertisement done on social media represent a strong appeal for customers and can affect the customers behavioral intentions to a great extend. Scholars (Ray A. et al., 2019) suggested that advertisement is useful in enhancing the intention to use food delivery applications through advertising sales promotion effectively. As such, the following hypothesis is proposed:

H1. Advertisement effectiveness has positive impact on sales promotion of Online Food delivery application

Perception Formed from feelings and judgments will influence consumers' attitude toward online advertisement. Consumer attitude toward the advertisement is favorable when they read, click and play it or unfavourable when they ignore it (Escalas and Rutgers, 2003). According to (Kazmi, S.H.H. and Batra, S.K., 2009) the major objective of advertising inherent in the presentation and promotion of the product is to achieve predetermined objectives through persuasive communication, precipitating the change or reinforcement of desired attitude and behavior. (Hollis, 2005) suggested that consistent and effective advertisement results in to strengthening the brand image by increasing reinforcement of existing perception and by highlighting benefits from the services. As such, the following hypothesis is proposed:

H2. Advertisement effectiveness has positive impact in increasing reinforcement of Online Food delivery application usage

Capturing and holding a customer's attention with marketing communication is critical for the success of the business (Davenport and Beck, 2001), especially in the era in which information has been overloaded online environment where consumers want useful and relevant information easily and quickly (Morgan et al., 2000). (Kazmi, S.H.H. and Batra, S.K., 2009) depicted that Advertisement are designed to reassure customers to that they made right decision by buying a particular product by highlighting and reinforcing perceived benefits which ultimately leads to strengthen behavioral intentions. Scholars have identified that promotions not only strengthen users behavioral intentions but it can also contribute to the loyalty of customers through

reinforcing the perceived benefits (Suhartanto et al., 2018). As such, the following hypothesis is proposed:

H3. Reinforcement has positive impact on perceived benefits of Online Food delivery application

According to the past researches of (Kwok and Uncles, 2005; Palazon-Vidal and Delgado Ballsetter, 2005), sales promotion can be effective and valuable for customers and positively influence their behavioral decisions, because they endow them with experiential benefits that may not be engendered in the offer and product itself. Sale promotion may possibly improve customers' experiences such as fun, delight and distraction, thus influence their attitude towards brand and effect purchase intention by highlighting the benefits of product (Palazon-Vidal and Delgado Ballsetter, 2005). As such, the following hypothesis is proposed:

H4. Perceived benefits have positive impact on behavioral intentions of purchasing from Online Food delivery application

Many researchers have depicted that various types of sales promotions trigger different promotional responses (Laroche et al., 2005). According to (Bleckwell, Miniard and Engel, 2001), price discounts played significant roles in influencing consumer product trial behaviors which leads to attracting new customers. Promotional offers such as "Buy one Get one free" is one of the types of bonus packs in which consumers are offered the additional product at a single purchase price but are in an enhanced package. Consumer would promptly persuade to buy such products as there is no extra cost needed and more valuable perceived by consumers (Sinha and Smith, 2000). In addition, this promotional technique would help marketers in speed up the stock clearance compared to price promotion (Li, Sun and Wang, 2007). (Laroche et al., 2003) explained sales promotion in the context of cognitive- affecting-behavioral model and suggested that relative to other tools in the marketing mix, sales promotion has the strongest effect on the last stage of purchasing the product. (Babakus et al, 1988) suggested that there is an optimistic relationship linking usage of coupons and awareness through the sales promotions. As such, the following hypothesis is proposed:

H5. Sales promotion has positive impact on increasing usage of coupons of Online Food delivery application

For many years Coupons have played a substantial role in promotions and product purchase decision making by attracting new customers or by creating short term excitement (Aliwadi and Gupta, 2014). (Reimers and Xie, 2019) have depicted that offering a coupon increases demand during the promotion and increase profits on average. The various correlations of coupon proneness and value consciousness with loyalty has been examined in traditional marketplace (Lichtenstein et al., 1990). Coupon proneness generally refers to an "increased propensity to respond to a purchase offer because the coupon form of the purchase offer positively affects purchase evaluation" (Lichtenstein et al., 1990). Coupon prone individuals are more likely to purchase something just because it is a good deal. Moreover, the value perceptions of coupon prone customers are affected by hedonic utility or the pleasure from the deal or promotion (Kumar et al., 1998). Scholars have also identified that positive experience and intention to different context such as coupon usage motivates consumer in order to purchase or repurchase the product from online food delivery applications (Chan et al., 2014; Chiu et al., 2009) and this further impact loyalty and behavioral intention (Kim and Choi, 2013). As such, the following hypothesis is proposed:

H6. Coupons have positive impact on behavioral intentions of purchasing from Online Food delivery application

To develop an in-depth understanding of the behavioral intention of the consumers in relation with their usage of delivery application, it is vital to create a framework of risk and benefit perceptions (Gupta and Sajnani, 2019). There are more chances of revisiting and repurchasing the same website or application for food ordering when consumer has good prior experience (Kedah et al., 2015). Online food ordering can offer assured benefits to customers such as ease and convenience of shopping, swift and comprehensive product search ability, price comparison, real-time monitoring, payment flexibility, loyalty benefits, instant delivery, and active customer support (Gupta, 2019).

The special offers, rewards and cash backs and better discounts offered by the applications also help in attracting a greater number of customers (Das, 2018) and add the perceived value to the offer (Thaler, 2008). Better quality of information about the products available online leads to pleasure and positive behavioral intention towards making purchase decision (Ahn et al., 2007; Corbitt et al., 2003). According to (Lee, Eun-yong; Lee, soo-Bum; jeon, Yu Jung, 2017) perceived usefulness has positive effect on attitude towards the use of mobile applications, and this results are supported by previous research (Ahn et al., 2007; Ha and Stoel, 2009; Rese et al., 2014). As such, the following hypothesis is proposed:

H7. Perceived usefulness has positive impact on behavioral intentions of purchasing from Online Food delivery application

2.3 Research Gap:

Considerable research from the literature review has focused on individual factors' impact on behavioral intention from online food delivery application, however, a few has concentrated on combining all the factors such as advertising, sales promotion, reinforcement, coupons, perceived benefits and perceived usefulness together and evaluating their impact on behavioral intention of online food delivery application. This study emphasis on the combination of all such variables and evaluate the direct and indirect relations among them.

The second research gap is that specific study has been conducted in the major cities of Gujarat region. The model used in this study is specifically designed by identifying characteristics and habits of Gujarati population. Previous research fails to inculcate the specific region in their study. Furthermore, past studies have less likely discussed Coupon proneness in online shopping context, this research aid in identifying its impact on intention to purchase the product.

Another research gap concentrates on factors' mediating effect such as coupons, perceived benefits and reinforcement together. A few literatures have identified the significance of such factors and the chain effect they develop in order to influence behavioral intentions of OFDA users.

2.4 Research Objective:

- To study the factors, those are affecting behavioral intentions of online food delivery application users.
- To measure the direct and mediating impact of factors of advertising and sales promotions that effect behavioral intentions of online food delivery application.

3. Research Process:

To achieve the above objectives an empirical study was conducted to test the relationship among the construct. Here researcher develop structured questionnaire based on the contributions of

previous related studies. A group of three experts reviewed the methodology and measurement scales to ensure content, face validity and appropriateness of structure of questionnaire. Researcher apply seven point likert scale moving from strongly disagree to strongly agree.

The researcher had seven constructs with 33 statements namely advertisement (4), sales promotion (4), coupons (5), reinforcement (4), perceived benefits (5), perceived usefulness (6) and behavioral intention (5), However, one statement of construct advertisement was not significantly contributing so that it has been removed from final data analysis. Moreover, the questionnaires content with some demographic factors like gender, age, income, education and qualification and basic questions related to frequency of purchase, source of awareness and popular payment methods. The pilot testing was carried out with 40 users with individual interactions to check the articulation, suitability of questionnaire. The structured questionnaire was distributed and following non probability purposive sampling design, to encourage the regional online users, the questionnaire was translated in to regional language. The structured questionnaires distributed in the major cities of Gujarat such as Ahmedabad, Vadodara, Surat, Rajkot, Anand, Jamnagar, Mehsana, Gandhidham, and Valsad. The entire data was collected through survey with non-probability purposive sampling method. Researcher collected 527 questionnaires during December 2019 to February 2020, out of this 448 complete questionnaires was considered for the study. The sample is considered sufficient to evaluate research model ($32 \times 10 = 320$) hair, since the ratio of the sample size to number of parameters to be estimated exceed the minimum threshold for normal distribution (Bentler and Chou, 1987). In this research model, there are 6 independent variables including mediators, each independent variable require ($50 + 8k = 58$) sample, here the total number of sample considered in this study ($58 \times 6 = 348$) exceeded the numbers (Krejcie and Morgan, 1991).

Table II² : Demographic statistics of Respondents

		Frequency	Percent
Age	Less than 30	214	47.8
	31-50	124	27.7
	Above 50	110	24.6
	Total	448	100.0
Gender	Male	190	42.4
	Female	258	57.6
	Total	448	100
Marital Status	Married	294	65.6
	Unmarried	154	34.4
	Total	448	100
Occupation	Service	221	49.3
	Business	138	30.8
	Other	89	19.9
	Total	448	100.0
Monthly Income	Rs.20000 Rs.35000	42	9.4
	Rs.35000 Rs.50000	216	48.2
	Rs.50000 Rs. 100000	155	34.6
	Above 100000	35	7.8
	Total	448	100.0

[²<https://www.calculator.net/sample-size-calculator.html?type=1andcl=95andci=5andpp=50andps=andx=88andy=27>]

From which Food Delivery Application you have ordered Food Online?	Zomato	188	41.9
	Swiggy	145	32.3
	Foodpanda	30	6.7
	Ubereats	68	15.2
	Other	17	3.8
	Total	448	100

Source: Authors' own

3.4 Tools and Techniques for data analysis procedure:

The data collected through the questionnaire was coded in to SPSS 25 and MS excel program for descriptive statistical analysis in which the value of mean, standard deviation, percentage, frequency have been calculated before running available on PLS- SEM analysis. The hypothesis have been derived with the use of SMART PLS- 3.0. The path analysis is applied in structural model and significance of direct and mediating relationships evaluated through the bootstrap (5000 size) techniques.

3.5 Measurement Model: reliability and validity:

3.5.1 Reliability:

Researchers have tested the model using a two-stage approach consisting of building and evaluating the outer model and the inner model (Hair etl al., 2011; Hair, Sarstedt, Hopkins, and Kuppelwieser, 2014). Through the PLS-SEM bootstrapping algorithm (5000 resample), the outer model was assessed in order to evaluate the reliability and validity of the measures. The reliability and validity of the measurement model was ensured by assessing the convergent validity, reliability and discriminant validity for each construct.

Table III: Reliability Statistics:

Source: Authors' own

	Loadings Max- Min	Composite Reliability	Average Variance Extracted (AVE)
Advertisement Effectiveness	0.778-0.896	0.892	0.735
Behavioral Intention	0.768-0.935	0.914	0.771
Coupon	0.683-0.873	0.898	0.640
Perceive-Benefit	0.724-0.891	0.920	0.698
Perceived-Usefulness	0.747-0.898	0.919	0.655
Reinforcement	0.898-0.931	0.925	0.840
Sales-Promotion	0.869-0.923	0.919	0.823

Reliability of the scales was checked with cronbach's alpha, a measure of reliability which found to be satisfactory. All the variables' coefficient of alpha was above 0.7 specifying a satisfactory internal consistency.

Here, measurement model and factor loading has been checked. The major motive of evaluating factor loading is to check convergent validity. More than 0.7 is considered as excellent loading, table III represent each factor has more than the standard range. Majority of the factors have more than 0.7 factors loading which depicts that all the indicators are convergent to the said latent variables.

Convergent validity is also evident as the Average Variance Extracted (AVE) value exceeded 0.50 (Fornell and Larcker, 1981) for the all constructs. The measurement model’s discriminant was tested; in which it was found that all the square roots of AVE are greater than the inter-construct correlation (IC), they provide evidence of the measurement model’s appropriate discriminant validity. Table III indicates that all the latent variable has higher than 0.5 value which also confirm that model possesses excellent convergent validity.

Cronbach’s alpha coefficient of reliability was used to find out the reliability of the scale. Here, all cronbach’s alpha values are more than 0.7 which indicated excellent internal consistency, and good construct reliability for constructed scale.

Further, convergent reliability (CR) was measured and the threshold value for convergent reliability is more than 0.7 that indicates reliability of the data collected.

3.5.2 Discriminant Validity:

In order to evaluate the Discriminant validity, square root of AVE must be higher than the correlations of the constructs with all other constructs in the structural model. Following table depicts the square root values of AVE, which have been calculated and placed diagonally. Discriminant validity indicates how one variable is discriminated from the other variable. Fornell-Larcker criterion shows inter latent variable correlation and acceptable cut of point of the highest correlation between variables shown in the table IV. Diagonal values must be greater than the corresponding row and column correlation value (Fronell and Larcker, 1981). Table IV indicates that all the correlation values are less than respective diagonal values. Hence Fornell- Larcker criterion concludes for excellent level of the discriminant validity for the model.

Table- IV: Discriminant Validity:

	Advertisement Effectiveness	Behavioral Intention	Coupons	Perceived-Benefit	Perceived-Usefulness	Reinforcement	Sales-Promotion
Advertisement Effectiveness	0.857						
Behavioral Intention	0.739	0.878					
Coupons	0.629	0.784	0.800				
Perceived-Benefit	0.638	0.709	0.754	0.835			
Perceived-Usefulness	0.591	0.544	0.529	0.437	0.809		
Reinforcement	0.513	0.374	0.547	0.587	0.433	0.917	
Sales-Promotion	0.576	0.377	0.473	0.492	0.573	0.822	0.907

Source: Authors’ own

4. Data Analysis:

4.1 Structural Model/ Path Analysis (On screen results)

Researchers have used PLS- SEM to analyse the hypotheses framework. Measurement model and structural model has been carried out and multiple regression and path analysis has been

established. Earlier researches suggest that PLS- SEM has an edge over other analysis techniques because it does not require multivariate normal distribution of data, large sample size and interval scales (shin, et al., 2013).

PLS only requires a sample size of 10 times the most complex relationship within the research model that is the larger value between,

- 1) The construct with the largest number of formative informative indicators if there are formative constructs in the research model (LME) and
- 2) The dependent latent variable (LV) with the largest number of independent LVs influencing it (LSE)

4.2 Hypothesis:

4.2.1 Simple Hypothesis and Testing Research Hypothesis:

Table – V: Testing Research Hypothesis

	Mean, S.T. Dev, t-Value, P-Values					Confidence Interval	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	2.5 %	97.5 %
Advertisement effectiveness -> Sales promotion	0.576	0.578	0.025	23.416	0.000	0.527	0.622
Advertisement effectiveness -> Reinforcement	0.513	0.516	0.031	16.465	0.000	0.456	0.573
Reinforcement -> Perceived-Benefit	0.587	0.589	0.025	23.717	0.000	0.541	0.634
Perceived-Benefit ->behavioral Intention	0.258	0.258	0.035	7.350	0.000	0.187	0.327
Sales-promotion -> Coupons	0.473	0.475	0.031	15.340	0.000	0.408	0.534
Coupons ->behavioral Intention	0.502	0.502	0.028	17.663	0.000	0.447	0.554
Perceived usefulness ->behavioral Intention	0.165	0.166	0.021	7.871	0.000	0.127	0.208

Source: Authors' own

Here the advertisement effectiveness is positively impacting sales promotion of online food delivery application and with that H1 is accepted. While evaluating the relationship it shows positive impact of 0.576. Researcher stimulates the bootstrapping process with sample of 448, which indicates average of impact 0.578, which is marginally higher than the original impact between the two variable and average variations 0.025 with t- statistics 23.416 and having

significant value 0.000. Data suggests that 1% changes in advertisement would lead to 0.576% changes in sales promotions that is considerably higher impact. From the analysis it is evident that H2 is accepted. Thus, advertisement effectiveness is positively impacting in increasing reinforcement of online food delivery application.

While evaluating the relationship it shows positive impact of 0.513. The boot strapping process with the sample indicates average of impact 0.516, which is marginally higher than the original impact between the two variable and average variations 0.031 with t- statistics 16.465 and having significant value 0.000. Data suggests that 1% changes in advertisement would lead to 0.513% changes in reinforcement, which is quite a considerable effect.

Reinforcement is positively impacting perceived benefit of online food delivery application as H3 is accepted. While evaluating the relationship it shows positive impact of 0.587. The boot strapping process with the sample indicates average of impact 0.589, which is marginally higher than the original impact between the two variable and average variations 0.025 with t- statistics 23.717 and having significant value 0.000. Data suggests that 1% changes in reinforcement would lead to 0.587% changes in perceived benefits that is quite a considerable effect.

Here, H4 is accepted which depicts that Perceived benefits are positively impacting on behavioral intention of purchasing from online food delivery application. the relationship shows positive impact of 0.258. The boot strapping process with the sample indicates average of impact 0.258, which is marginally higher than the original impact between the two variable and average variations 0.035 with t- statistics 7.350 and having significant value 0.000. Data suggests that 1% changes in perceived benefits would lead to 0.258% changes in behavioral intention.

Sales promotion is positively impacting on increasing usage of coupons of online food delivery application. While evaluating the relationship it shows positive impact of 0.473. Researcher stimulates the boot strapping process with the sample, indicates average of impact 0.475, which is marginally higher than the original impact between the two variable and average variations 0.031 with t- statistics 15.340 and having significant value 0.000. Data suggests that 1% changes in sales promotion would lead to 0.473% changes in coupon that is considerably higher impact. Hence, H5 is accepted.

Coupons are positively impacting behavioral intentions of purchasing from online food delivery application. it shows positive impact of 0.502. The boot strapping process with the sample indicates average of impact 0.502, which is marginally higher than the original impact between the two variable and average variations 0.028 with t- statistics 17.663 and having significant value 0.000. Data suggests that 1% changes in coupons would lead to 0.502% changes in behavioral intention that is quite a considerable effect. Hence, H7 is accepted.

Here, H7 is accepted. Thus, Perceived usefulness is positively impacting behavioral intentions of purchasing from sales promotion of online food delivery application. While evaluating the relationship it shows positive impact of 0.165. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.166, which is marginally higher than the original impact between the two variable and average variations 0.021 with t- statistics 7.871 and having significant value 0.000.

Here in all the above mentioned cases, researcher has considered 5% level of significance, all t statistics are greater than 1.96 and significance value is less than 0.05, which indicates significant mediating effect. Data suggests that 1% changes in sales promotion would lead to 0.473% changes in coupon that is considerably higher impact.

4.3 R square and Adjusted R square:

R square is coefficient of determination that indicates variance explained by independent variable on dependent variable. Researcher has come across the data as mentioned in table- VI which is explained below.

Table- VI: R square and Adjusted R square of all variables

	R Square	R Square Adjusted
Behavioral Intention	0.666	0.664
Coupons	0.223	0.222
Perceived Benefit	0.344	0.343
Reinforcement	0.263	0.262
Sales promotion	0.331	0.330

Source: Authors' own

Behavioral intention shows 66.6% increase due to Advertisements and all other factors, whereas Sales promotion has a vital impact on coupons which is 22.3%. Other than these two factors, reinforcement has contributed 34.4% cause of increase in perceived benefits of online application users for ordering food. Similarly advertisement has an impact of 26.3% on reinforcement and it has an impact of 33.1% on sales promotion which further affect behavioral intention of online food delivery application. Hence, all the variables are having significant positive effect on dependent variable. Moreover, adjusted R square of all the constructs are marginally less than R square, which shows that all the independent variables are contributing significantly. Table-VII depicts the mediating impacts of the variables on the dependent variable. From the above table it is clearly identifiable that coupons have significant mediating effect between sales promotion and behavioral intention.

Here, researcher has considered 5000 size bootstrapping and the original sample value (o) for the same path is 0.237, the sample mean is 0.238, which is quite close to the original value. These values depict that collected data is appropriate.

4.4 Specific Indirect effect:

Table- VII: Specific Indirect effect of mediating factors

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Sales-promotion>Coupons-> Behavioral Intention	0.237	0.238	0.019	12.645	0.000
Advertisement Effectiveness>Sales-Promotion->Coupons->Behavioral Intention	0.137	0.138	0.015	9.226	0.000
Reinforcement->Perceived Benefit->Behavioral Intention	0.152	0.152	0.021	7.388	0.000
Advertisement Effectiveness>Reinforcement->Perceived Benefit->Behavioral Intention	0.078	0.078	0.013	6.213	0.000
Advertisement effectiveness-> Sales-	0.272	0.275	0.028	9.666	0.000

Promotion ->Coupons					
Advertisement effectiveness-> Reinforcement->Perceive-Benefit	0.301	0.304	0.026	11.439	0.000

Source: Authors' own

Here, sales promotion and coupons have significant mediating effect of 0.137 between advertisement effectiveness and behavioral intention. Perceived benefits have significant mediating effect of 0.152 between reinforcement and behavioral intention. Reinforcement and perceived benefits have significant mediating effect of 0.078 between advertisement effectiveness and behavioral intention. Further, sales promotion has significant mediating effect of 0.272 between advertisement effectiveness and coupons.

Reinforcement has significant mediating effect of 0.301 between advertisement effectiveness and perceived benefits. Moreover, all the mediating variables have t values which are more than 1.96, which suggests that collected data is appropriate and there is a considerable impact between two variables. (Sobel, M. E., 1982) test was the conventional method of identifying mediation effect, however, (Christian M. Ringle, 2014) has given a vital theory in recognising mediation effect. According to Prof. Ringle, in order to state whether the mediation effect is partial or full, researcher need to calculate their indirect effect out of total effect, that is based on VAF -(Variance Accounted For). If it is more than 0.20 than it is having a partial mediation, on the other hand if it is more than 0.80 than it is having full mediation effect. Our study signifies majority of partial mediation effect.

5. Discussion of results, theoretical and practical contribution:

5.1 Discussion of result:

The main purpose of this study was to analyse the dimension of online food delivery behavioral intentions. Previous studies mostly contribute regarding the direct effect of advertisement and sales promotions; however, the current study aims on direct relationship as well as the mediating effect of constructs such as reinforcement, coupons and perceived benefits. This study found that advertisement has direct significant relationship on sales promotions of online food delivery application users. The advertisement affects the sales promotion as well as motivates the online users to think regarding quantified benefits received from online food delivery that has been similarly quoted by (Hollis, 2005). While discussing regarding other direct significant impact reinforcement heads to perceived benefits as well as sales promotions motivate users to apply and redeem the coupons. People who are price conscious, reinforcement works for them as a motivation factor, which highlights perceived benefits of online food delivery application. The study explained that more people uses coupons , the greater number of experience they have of using the application , which ultimately leads to getting used to the convenience provided by online food applications, which confirms the similar findings by (Kim and Choi, 2013).

This is crucial as members of major players extensively use coupons through the medium of sales promotions. Sales promotion is used to take competitive advantage. Further it has been confirmed that perceived benefits and usefulness have direct positive significant influence- 0.258 and 0.165 respectively, on behavioral intentions similarly identified by (Ahn et al., 2007; Corbitt et al., 2003). The results derived from structural model clearly depict that the most influencing impact is of reinforcement and perceived benefits with the original value 0.587, which means that 1% increase in reinforcement would lead to 0.587% changes in perceived benefits that ultimately affect behavioral intentions of users of OFD applications. From this marketers need to understand the importance of reinforcing the perceived benefits of the product to the consumers.

In the recent times, it is observed that, coupons that provide extensive monetary benefits and preferred destination food with special offers are more preferable. Food delivery giants must incorporate special and tangible discount offers to their loyal frequent users. Various previous studies in the context in different countries found that advertisement and sales promotion have direct streams relationship on behavioral intentions (Hilman et al., 2017) reported similar findings.

With respect to mediating effects, the current study evaluates the mediating influence of reinforcement, coupons and perceived benefits. Regarding online food delivery behavioral outcomes, reinforcement influences users to understand the benefits while ordering food online through the application. Sales promotions enhance the intensity to apply the coupon and redeem them to experience the real benefits from the coupons which is similarly quoted by (Chan et al., 2014; Chiu et al., 2009). In similar manner benefits play crucial role deciding factors of placing the orders, while coupon determines the value of sales promotion, the similar findings have been reported by (Laroche et al., 2005). In addition few studies (Palazon-Vidal and Delgado Ballsetter, 2005) have revealed the significant direct positive effects of perceived benefits and sales promotions, this study confirms the same (Bhatt and Nagar, 2020). Here, researcher has observed that benefits motivate consumers, only when users are conveyed appropriate message through advertisement. Further, findings suggest that coupons and perceived benefits are highly influencing mediating variables to increase positive behavioral intention from online food delivery applications. The significance values confirmed the positive contribution of all the variables on behavioral intention of online food delivery.

5.2 Theoretical Contribution:

This is a unique attempt of researchers for developing model for advertising and sales promotion for food delivery application in Gujarat state. This study will help in understanding the concept of interrelation among advertisement and other factors which directly or indirectly leads to the increased behavioral intentions from online food delivery applications. Previous studies include factors like perceived benefits, sales promotions and advertisement; however, few have attempted to understand individual impact of coupons, perceived usefulness, reinforcement and sales promotions.

The structural model shows two separate paths, the first path that depicts – effective advertisement motivates users by reinforcing them number of benefits a user can avail by using online application for ordering food. Another path indicates that advertisement of sales promotions which highlights coupons, leads to positive behavioral intentions of ordering food from applications. Coupons have direct and heavy impact on attitude and positive behavioral intentions towards food delivery application, this finding would be helpful for further studies to elaborate to which extent this promotional methods can be used for the growth of the sales. Similar outcome can be comparable from previous studies (Ahn et al., 2007; Ha and Stoel, 2009; Rese et al., 2014). Few studies attempt to derive relationship of factors but none of the previous structural model applies reinforcement, coupons and perceived benefits all three constructs as mediating variable together in the model.

Here, the study is early contributor to separate the construct – sales promotions, coupons and perceived benefits of online food delivery application. The increased usage of online service-posts pandemic 2019, enhance the importance of studying these variables and examine the relationship among them with respect to food delivery applications.

5.3 Practical Contribution:

This model is useful for all food delivery giants such as swiggy, zomato, food panda and regional online food service providers for imparting valuable inputs for their future planning. It would also aid to the strategy formulators to frame the strategies to enhance the effectiveness of coupons and sales promotions with the advertisement (Baltas, G. 2003), while on the other hand it can aid in strategizing

media planning and selection of media tools effectively which ultimately enhance behavioral intentions among customers with regard to online food delivery applications that can be further readable from (Kazmi, S.H.H. and Batra, S.K., 2009). Furthermore, this study is useful for future researches, which aims at identifying the extent the advertisement, sales promotion, coupons, reinforcement, perceived benefits and perceived usefulness effectively influence decision making of ordering food through online food delivery applications. The food delivery application developer also should focus on developing easy to use and understandable technical aspects in applications so that a layman can also use it without any barriers.

6. Conclusion, Limitation and Future Research:

6.1 Conclusion:

The purpose of this study was to evaluate mediating the effect of the factors on behavioral intentions. In this study researcher tested various direct and mediating relationships and behavioral intentions of online food delivery application users. The structural model and path analysis help us to understand and analyze effects among various variables like advertisement, sales promotion, reinforcement, coupons, perceived benefits and behavioral intention. In addition, researcher has used bootstrapping (5000 size) to test the significance of these relationship. In this study, researcher observed the positive influence of factors- sales promotion, coupons, reinforcement, perceived benefits, perceived usefulness on behavioral intentions of online food delivery users. Results of the study have also found to be significant and supportive to the previous related contributions.

This research strongly recommends online food delivery provider companies to rethink and redesign their sales promotion techniques, benefits –offers and discounts strategies and also long term planning by reinforcing the pleasant and effective content by advertising and highlighting usefulness of applications. In Indian perspective, this study provides important insight of how to use coupons and advertise it to build increased intention of online food delivery application users.

6.2 Limitation and future scope of Research:

The major limitation of this paper is that the study is conducted with regard to behavioral intentions from online food delivery applications in major cities of Gujarat region only. Here, researcher adopted the cross sectional data collection techniques, which does not allow analysis of the evaluation of online users. Gujarat is a diverse state and each segment of the state represent distinguished characteristics like north Gujarat, south Gujarat, Saurashtra and central Gujarat. Researcher also suggests including new variables in proposed future research and structural model can be strengthened. The future recommendation of this study is to also include psychological, geographic and demographic factors as categorical moderators.

Moreover, in future studies, negative factors which are having adverse effect on behavioral intentions should be included in study in order to understand what to avoid while strategizing. Finding from such kind of study would provide insight on online user's behavioral intentions and the factors which positively or negatively affecting it, which will provide significant contribution in this area of study.

Future research can be done on the impact on brand building through advertisement and evaluating its impact on behavioral intentions. Further, more research can be conducted on reinforcing the perceived benefits to the consumers with the help of advertisement and how it can help in improving usage while ordering from online food delivery application.

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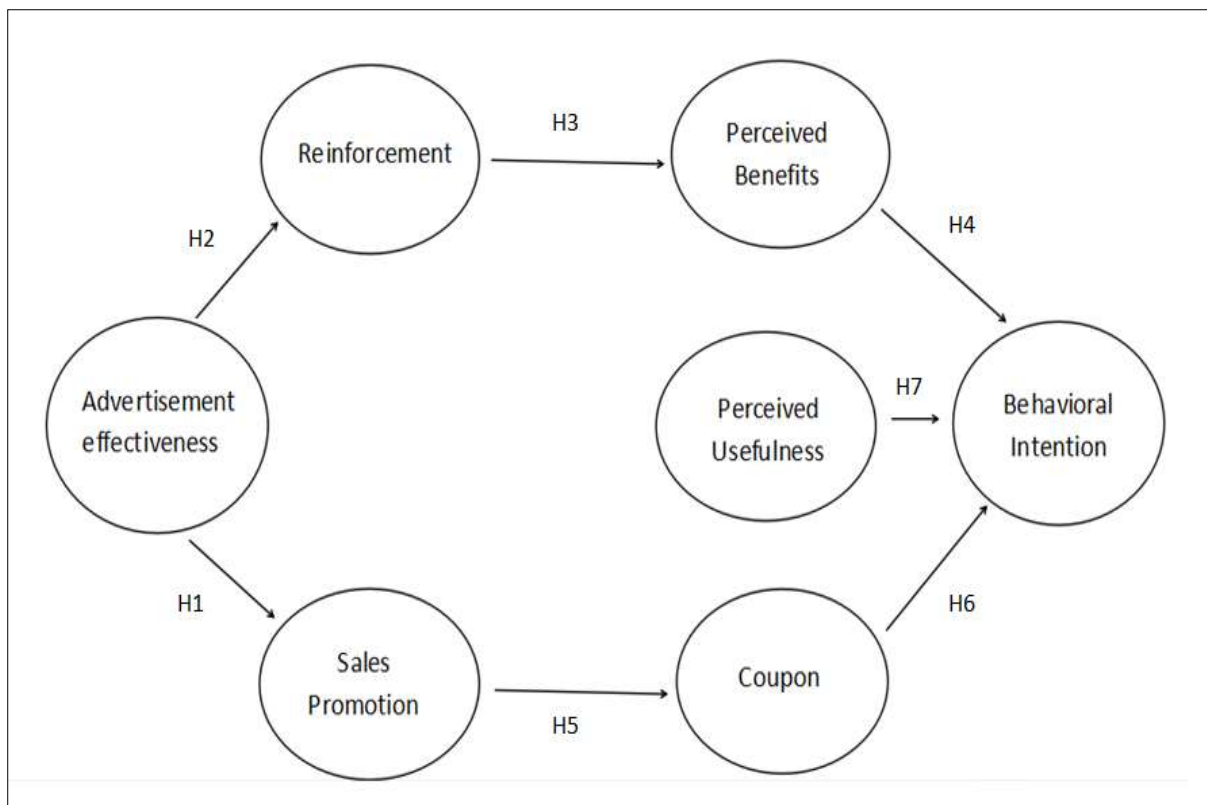
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Appendix:

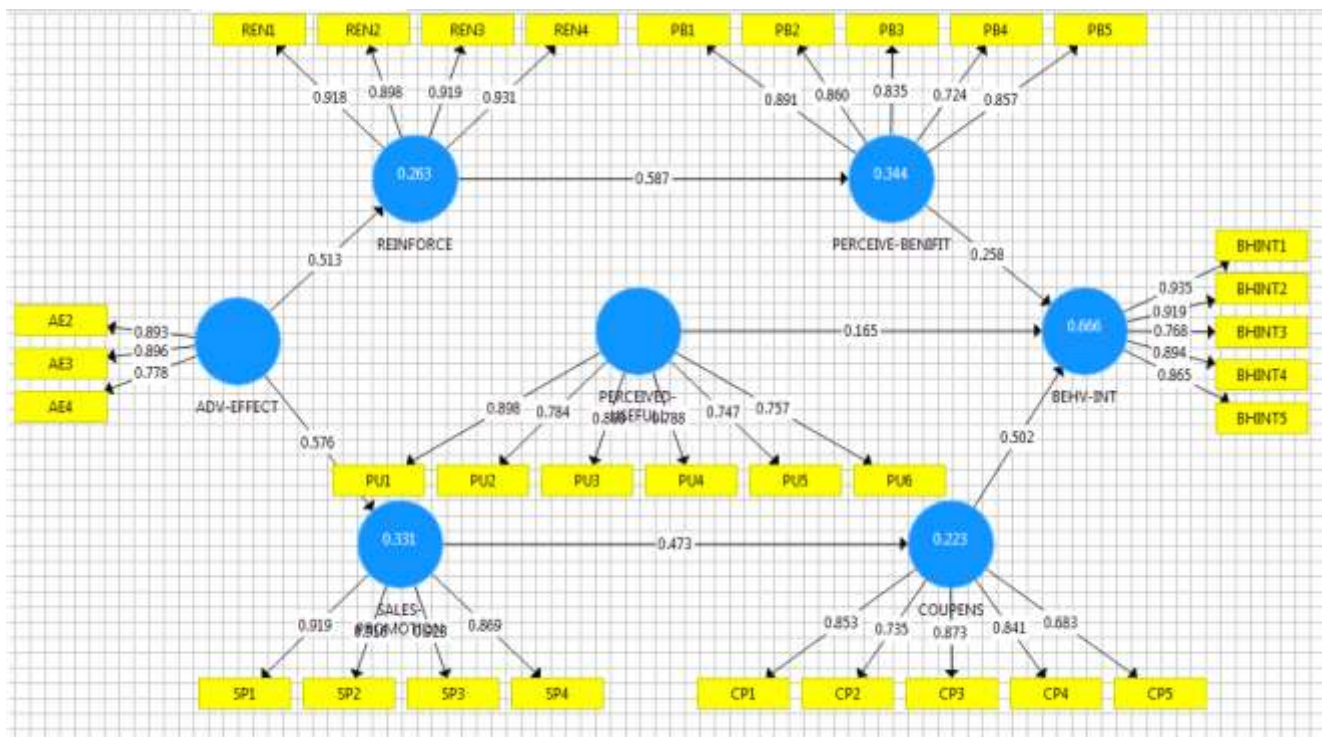
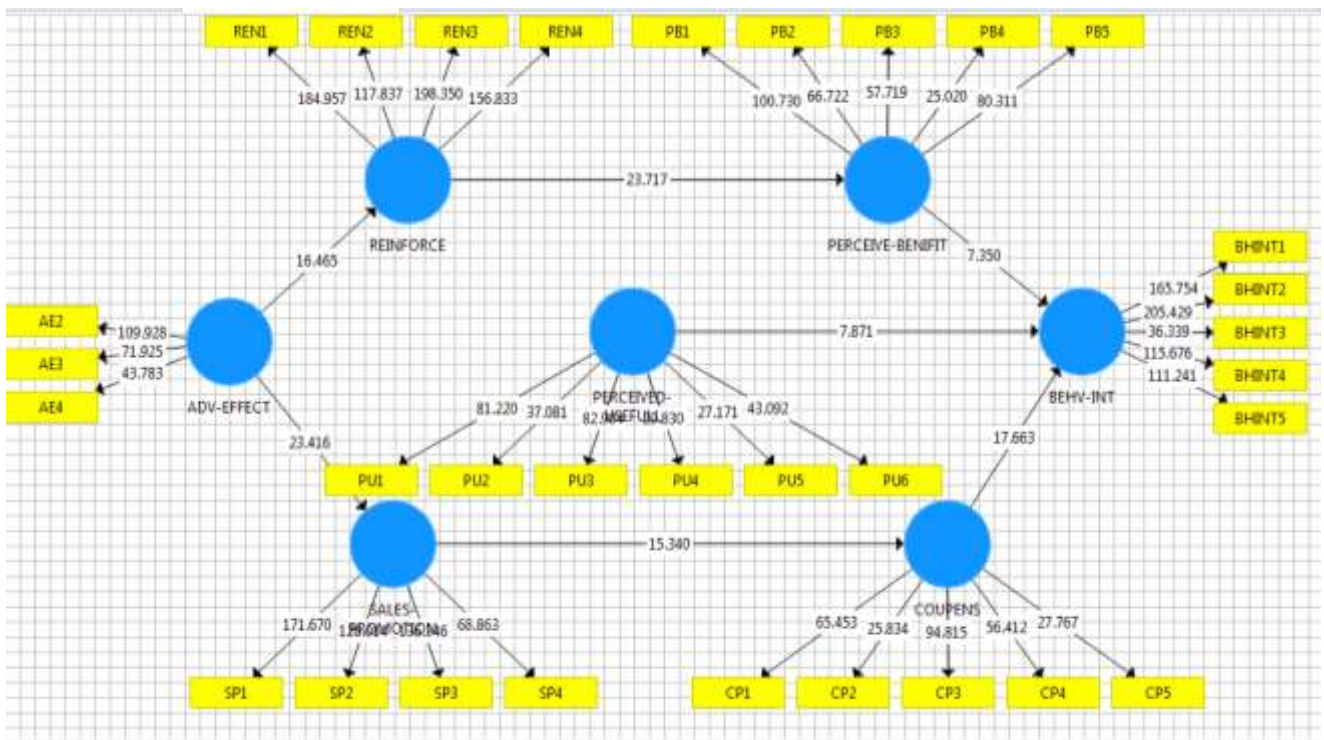
Figure 1: Proposed Model



Source: Authors’ own

Figure 2: Final Model, moderation and mediation analysis

Bootstrapping:



Path-Analysis

Table 1: Constructs , Variables and Crnbach’s alpha

Construct	Variable	Cronbach’s alpha
Advertisement Effectiveness	<ul style="list-style-type: none"> -Advertisement provide information how I can save my time by ordering food online -Advertisement drives my appetite and make me order food online -Advertisement encourage me to go with online rather than traditional market -I feel like trying new food recipes after encountering visually attractive advertisement 	0.824
Sales Promotion	<ul style="list-style-type: none"> -Buy one get one free offer attract me more -I tend to buy more from online food delivery application after -I get to know more about different Sales Promotion. -I recommend to other to go for or to buy from online food delivery applications after availing offers/ discount -Tempting Sales promotion offers drives me to order food frequently 	0.926
Reinforcement	<ul style="list-style-type: none"> -These promotions remind me that I need to order online in order to get benefited -I can remember what I wish to order or even my previous orders using OFDA -Discount Coupon reminds me to order frequently -I can recall the benefits provided by the application easily because of consistent promotions -I remember the benefits that I have availed satisfactorily from OFAD 	0.859
Perceived Benefits	<ul style="list-style-type: none"> -I can have a higher quality food at the same or even discounted price -I can redeem my Reward Points whenever I want to ordered -I can get fruitful cash backs while purchasing through these applications -It gives me better discounts and offers then traditional market 	0.891
Coupon	<ul style="list-style-type: none"> -Coupon help me to get extra benefits for next purchase - Coupon encourage me to purchase earlier and more than usual -Coupon allow me to try new variety of food -Coupon has allowed me to buy another brand which I do not regularly buy -Coupon allows me to order higher quantity of food 	0.897
Perceived Usefulness	<ul style="list-style-type: none"> -I can order as per my requirements -It help me to reach new restaurants which are far from my location -These promotions make my life easy by saving my time -It provides me timely delivery -I can avoid ordering always the same food -I often give discount coupons to others to socially influence and encourage their purchase 	0.938
Behavioral Intention	<ul style="list-style-type: none"> -I tend to buy more from online food delivery application after I realize that I can be proud of my purchase -I feel like I am a smart buyer after using these applications -I recommend to other to go for or to buy from online food delivery applications 	0.931

	<p>-I thoroughly go through the application so that I can grab maximum benefits</p> <p>-I do not bother to cook at home if I had a busy day.</p>	
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