

## Online Food Delivery Services: An Analysis of Consumer Intentions in Chitwan

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### ABSTRACT

The rapid expansion of the online food delivery (OFD) industry, powered by technological innovation and shifting consumer lifestyles, has significantly influenced consumption patterns worldwide. However, in developing countries like Nepal—particularly in semi-urban areas such as Chitwan—research on consumer behavior regarding OFD services remains limited. Specifically, it explores the roles of Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions in shaping consumer decisions. A descriptive and causal-comparative research design was adopted, and primary data were collected from 250 OFD users in Chitwan through structured questionnaires administered via interviews and mail surveys. Findings reveal that Social Influences have the strongest positive impact on Behavioral Intention ( $r = 0.591$ ,  $p < 0.01$ ), underscoring the significance of peer recommendations, online reviews, and social media in driving OFD adoption. Performance Expectancy also shows a moderate positive relationship ( $r = 0.343$ ,  $p < 0.01$ ), indicating that perceived convenience and time efficiency are valued by consumers. Conversely, Effort Expectancy ( $r = -0.150$ ,  $p < 0.05$ ) and Facilitating Conditions ( $r = -0.239$ ,  $p < 0.01$ ) exhibit negative correlations with Behavioral Intention. This suggests that perceived complexity and inadequate support infrastructure may hinder usage. The regression model confirms the statistical significance of all variables ( $R^2 = 0.427$ ), with Social Influences ( $B = 0.605$ ) emerging as the most influential predictor, followed by Facilitating Conditions ( $B = 0.421$ ), Performance Expectancy ( $B = 0.195$ ), and Effort Expectancy ( $B = -0.160$ ). These results align with international studies on OFD behavior but also highlight localized challenges, such as infrastructural limitations and digital literacy barriers, which influence adoption in Chitwan. In conclusion, the study successfully identifies and evaluates the key determinants of behavioral intention among OFD users in Chitwan. It emphasizes the critical role of social dynamics, technological accessibility, and ease of use in fostering positive consumer attitudes. The findings provide actionable insights for OFD service providers to enhance user engagement, improve platform usability, strengthen customer support, and leverage social influence to boost adoption and long-term customer retention in similar semi-urban markets.

**Keywords:** Performance Expectancy, Effort Expectancy, Social Influences, Facilitating Conditions, Behavioral Intentions.

### Introduction

The growth of the shared economy has also reshaped delivery services, emphasizing convenience, accessibility, and cost-effectiveness. As consumer habits change, influenced by technology, culture, and economic conditions, OFD platforms have become increasingly popular for offering time-saving and flexible solutions.

Food delivery platforms help businesses expand and improve efficiency but don't handle food preparation directly. Consumers appreciate the convenience and speed of OFDs, often favoring them after long workdays. The transition from face-to-face retail to mobile and web-based systems has become dominant.

The online food delivery (OFD) industry is expanding rapidly, driven by technological advancements, increasing smartphone penetration, and evolving consumer lifestyles. Despite this growth, limited research exists on consumer behavior related to OFD services in developing countries such as Nepal—particularly in regions like Chitwan. While OFD platforms offer convenience and accessibility, consumer acceptance and satisfaction are significantly influenced by factors such as service quality, demographic characteristics, and trust in digital transactions. Challenges such as cultural food preferences, inconsistent delivery experiences, and logistical inefficiencies further hinder widespread adoption.

In Chitwan, urbanization and a growing middle class are reshaping consumer habits, underscoring the need to better understand the key drivers of behavioral intention toward OFD services. Although global studies have

identified perceived usefulness, ease of use, and trust as major influences on consumer behavior, these findings may not fully reflect Chitwan's unique socio-cultural and infrastructural context. Additionally, marketing strategies like discounts and advertisements often fail to ensure long-term customer retention. The research question of the study are as follows:

- How are Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions associated with consumers' Behavioral Intentions toward using online food delivery services?
- What is the extent of the impact of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on consumers' Behavioral Intentions in the context of online food delivery in Chitwan?

### Literature Review

Empirical studies show that PE and EE significantly influence BI, with users favoring systems that are efficient and user-friendly. Social influence is particularly impactful in cultures where peer validation is valued, and facilitating conditions like user support and reliable payment systems boost confidence and drive usage. Studies from other contexts—such as Brazil, Pakistan, and Finland—support these findings. For instance, Pigatto et al. (2017) highlighted the importance of service quality and innovation in Brazil's OFDS market. Yeo et al. (2017) confirmed that convenience and reliability drive satisfaction and intention in OFDS.

Flores and Castaño (2020) focused on what influences food delivery app purchases. Surveying 350 users, they identified service quality, convenience, UI design, and pricing strategies as key drivers. Demographics also played a role: younger users prioritized affordability, while older ones valued reliability. The study recommended maintaining service standards and targeting varied segments with tailored pricing.

Ghosh (2020) studied satisfaction in fast food OFD services by surveying 300 users. Delivery speed and service quality were the top drivers of satisfaction, while food freshness and packaging also mattered. Price played a moderate role. Ghosh emphasized that reliable, high-quality service is essential for customer loyalty and repeat business.

Devkota et al. (2021) explored how Kathmandu Valley consumers perceive online ads, focusing on informativeness, entertainment, credibility, and irritation. The goal was to help businesses improve ad effectiveness by tailoring content to enhance user engagement and

The study in Kathmandu Valley used a structured survey with 385 respondents to explore how factors like credibility, entertainment, informativeness, and irritation affect consumer attitudes toward online ads. Results showed that informative, entertaining, and credible ads build positive attitudes, while intrusive or repetitive ads cause irritation and negative feelings. Balancing engaging content without being intrusive is key.

Rajbhandari (2022) highlighted the rapid growth of Nepal's food delivery sector, driven by changing lifestyles and demand for convenience. However, challenges like traffic congestion, digital payment reliability, low tech literacy, and competition between small and big businesses remain. The COVID-19 pandemic boosted demand but maintaining quality and efficiency is essential for ongoing growth.

Several recent studies have explored factors influencing consumer intentions to use online food delivery services (OFDS) across different regions. Key determinants consistently identified include trust, perceived usefulness, ease of use, service quality, and convenience. Trust—especially regarding secure payments and reliable service—emerges as the most critical factor shaping positive customer attitudes and behavioral intentions. Social influence also plays an important role, particularly in attracting new or younger users.

Attitude consistently mediates the relationship between these factors and behavioral intention, reinforcing the importance of fostering positive customer perceptions. Moreover, demographic factors such as age and tech-savviness influence adoption rates, with younger and more educated users showing higher acceptance.

Studies show that consumer perceptions of Online Food Delivery Services (OFDS) are strongly influenced by perceived convenience, service quality, and security, with trust and secure transactions being especially crucial. Convenience emphasizes time-saving and ease of use, while service quality ensures reliability and customer satisfaction. Providers are advised to focus on delivering high-quality, convenient, and secure services to improve attitudes, foster behavioral intentions, and build long-term loyalty.

Kautsar, Siallagan, and Palumian (2023) found that during the COVID-19 pandemic, customer decisions to use OFDS were driven by convenience, service quality, safety measures (like contactless delivery), and price fairness, reflecting health concerns and economic sensitivity. They recommend that post-pandemic providers prioritize safety, fair pricing, convenience, and quality to maintain trust and loyalty.

Cuong (2024), applying the Technology Acceptance Model and Theory of Planned Behavior, highlighted perceived usefulness and trust as key drivers of behavioral intentions with food delivery apps. Social influences and ease of use also positively impact usage. Trust and perceived value bridge intentions and actual behavior,

suggesting providers should enhance app functionality, ensure transparency, and maintain competitive pricing to increase user adoption and retention.

Lin et al. (2024) studied pandemic-driven consumer behavior and found perceived safety to be the strongest factor influencing food delivery platform adoption, alongside convenience, service quality, and reliability. The pandemic heightened safety concerns, favoring delivery services over dining out, especially among younger and working consumers. Maintaining safety standards, dependable service, and smooth user experiences is essential for ongoing customer trust post-pandemic.

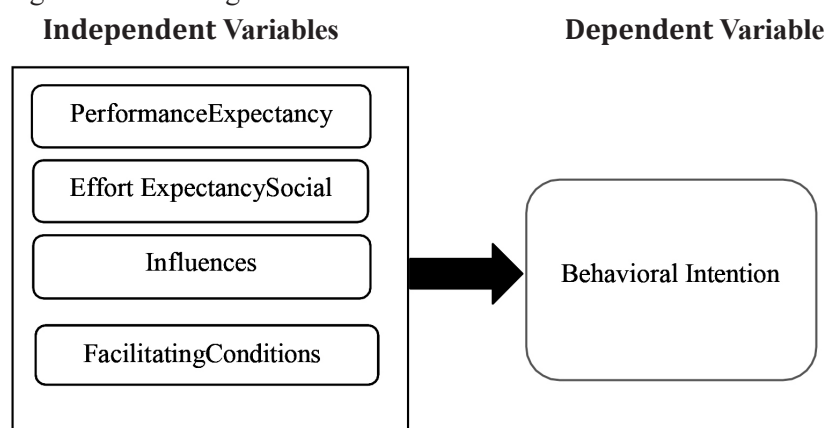
Poon and Tung (2024) explored the pandemic's impact on OFDS adoption, emphasizing perceived safety, convenience, and trust as key behavioral drivers. While risk perceptions—such as food contamination and transaction security—moderated intentions, especially for first-time users, OFDS were viewed as essential during lockdowns. To reduce perceived risks and sustain trust post-pandemic, providers should prioritize safety protocols, transparency, and seamless experiences. This study addresses gaps in online food delivery (OFD) research by focusing on consumer behavior in Chitwan, a semi-urban area in Nepal, offering localized insights. Unlike prior studies that examined factors individually, it analyzes Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions together. Notably, effort expectancy and facilitating conditions negatively impact behavioral intention, reflecting unique local factors. Social influences, such as online reviews and social media, are the strongest predictors of consumer decisions.

### Research Methods

This study used descriptive and casual comparative research design. A descriptive research design was used to assess factor affecting behavioral intention of online food delivery service consumers in Chitwan. The population for this research included all consumers who have used online food delivery (OFD) services in Chitwan. Among them 250 consumers were select as sample of the study by using purposive sampling method. This study was based on primary sources of data. By including direct interviews and mail surveys, to gather structured questionnaires. Microsoft Excel is used to create tabulations and graphs of the raw data for the study. SPSS is capable of performing correlation analysis, regression analysis, and Likert scale analysis. By analyzing the data, tabulating it under various headings, and comparing the results, computerized software is able to accomplish the objective of the study. A support for the study is provided by the tabulated and presented data.

### Research Framework

A research framework is a methodical plan that directs an investigation by defining the connections among significant variables and offering a theoretical basis for the study. It illustrates the interactions between independent, dependent, and, if relevant, mediating or moderating variables either conceptually or visually. The goals of the study, current theories, and literature all inform a solid research framework, which guarantees focus and clarity throughout the investigation.



### Definition of Variables

#### Performance Expectancy

Performance expectancy refers to the belief that online food delivery services enhance convenience and efficiency in obtaining meals. It captures how consumers perceive the usefulness of these services in saving time, minimizing effort, and providing reliable delivery. In Chitwan, this expectation strongly influences consumer behavior, with features such as fast delivery, easy access to a variety of cuisines, and smooth ordering processes being particularly valued. The use of intuitive mobile apps, secure payment methods, and real-time order tracking

further boosts performance expectancy, positively shaping consumer decisions. As convenience and efficiency remain top priorities for users, services that meet these expectations tend to achieve higher adoption rates. Businesses can strengthen performance expectancy by leveraging technology and delivering high-quality service, ultimately increasing customer satisfaction and loyalty (Venkatesh et al., 2003).

### **Effort Expectancy**

Effort expectancy describes how simple and user-friendly an online food delivery service is, impacting consumers' intention to use it. In Chitwan's market, this factor is especially important for first-time users and those less comfortable with technology. Clear instructions, prompt customer support, and mobile-optimized applications make the service easier to navigate and lower the barriers to adoption. Companies that focus on reducing complexity within their digital platforms can greatly improve customer satisfaction and trust. Given the competitive landscape, ease of use plays a critical role in shaping consumer choices. Streamlined processes and enhanced usability not only build a positive brand image but also foster customer loyalty (Venkatesh et al., 2003).

### **Social Influences**

Social influences encompass the impact of opinions and recommendations from family, friends, peers, and social media figures on consumers' decisions to use online food delivery services. In the community-oriented society of Chitwan, these social pressures play a significant role in shaping behavioral intentions. When consumers observe their social circles embracing and endorsing such platforms, they are more likely to view them as trustworthy and advantageous. Positive reviews, word-of-mouth referrals, and social media visibility further amplify this effect. The desire to be perceived as part of a modern, tech-savvy group also encourages adoption. Utilizing social proof—through testimonials, user-generated content, and influencer marketing—can enhance a platform's social appeal and increase user adoption (Venkatesh et al., 2003).

### **Facilitating Conditions**

Facilitating conditions refer to the external resources and support mechanisms that enable users to effectively utilize online food delivery services. These include technological infrastructure, access to devices, stable internet connections, secure payment options, and responsive customer service. In Chitwan, such conditions play a vital role in consumer behavior by creating an environment that supports service adoption. When consumers feel equipped with the necessary tools, resources, and assistance to use the service easily, their likelihood of adopting and continuing to use it rises. Investing in improvements such as tutorials, better app interfaces, and strong customer support can attract and retain more users (Venkatesh et al., 2003).

### **Behavioral Intention**

Behavioral intention reflects the willingness or likelihood of consumers to continue using online food delivery services in the future. It is influenced by factors such as perceived performance benefits, ease of use, social influences, and available facilitating conditions. In Chitwan's online food delivery market, consumers with strong behavioral intentions are more inclined to use these platforms regularly, driven by convenience, reliability, and overall satisfaction. Positive experiences—such as smooth transactions, attentive customer service, and social endorsements—reinforce this intention, while negative experiences like delays or difficult navigation may diminish it. Understanding behavioral intention helps businesses craft strategies to attract, retain, and build customer loyalty, supporting sustainable market growth (Venkatesh et al., 2003).

### **Data Presentation And Analysis**

Correlation analysis is a statistical technique that measures the strength and direction of the relationship between two or more variables. The correlation coefficient ( $r$ ) ranges from -1 to +1, indicating negative, no, or positive associations. It helps identify patterns and inform decisions but does not imply causation. Different types of correlation methods, like Pearson's, Spearman's, and Kendall's, are used based on the data characteristics.

**Table 1: Correlation Analysis**

		Behavioral Intention	Performance Expectancy	Effort Expectancy	Social Influences	Facilitating Conditions
Behavioral Intention	Pearson Correlation	1	.343**	-.150*	.591**	-.239**
	Sig. (2-tailed)		0.000	0.017	0.000	0.000
Performance Expectancy	Pearson Correlation		1	0.020	.274**	-0.043
	Sig. (2-tailed)			0.748	0.000	0.497
Effort Expectancy	Pearson Correlation			1	0.095	.751**
	Sig. (2-tailed)				0.135	0.000
Social Influences	Pearson Correlation				1	-.137*
	Sig. (2-tailed)					0.031
Facilitating Conditions	Pearson Correlation					1
	Sig. (2-tailed)					

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

(Source: SPSS)

The analysis reveals several key relationships between behavioral intention and its influencing factors in the context of online food delivery (OFD) services. Performance expectancy shows a positive correlation with behavioral intention ( $r = 0.343$ ,  $p < 0.01$ ), indicating that when users perceive OFD services as convenient and time-saving, they are more likely to intend to use them. Effort expectancy, however, has a weak negative correlation ( $r = -0.150$ ,  $p < 0.05$ ), suggesting that perceiving the platforms as requiring more effort slightly lowers the intention to use them. Social influences exhibit the strongest positive correlation with behavioral intention ( $r = 0.591$ ,  $p < 0.01$ ), highlighting the significant impact of peer encouragement, online reviews, and recommendations on users' willingness to adopt OFD services. Meanwhile, facilitating conditions show a negative and significant correlation ( $r = -0.239$ ,  $p < 0.01$ ), meaning that perceived shortcomings in resources or customer support can reduce users' intention to engage with these platforms. Overall, social influences and performance expectancy positively drive behavioral intention, while higher perceived effort and inadequate facilitating conditions negatively affect it.

### Regression Analysis

Regression analysis is a statistical method used to explore the relationship between a dependent variable and one or more independent variables. It helps determine how changes in the independent variables affect the dependent variable, aiding in prediction and decision-making. Linear regression, the most common type, shows a linear relationship and provides coefficients that indicate the strength and direction of each variable's impact. Statistical measures like R-squared and p-values evaluate the significance of these variables. Variants such as multiple and logistic regression handle multiple predictors and categorical outcomes. This technique is widely used across fields like economics, healthcare, and social sciences to understand relationships, test hypotheses, and make forecasts.

**Table 2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 <sup>a</sup>	0.427	0.418	0.295

a. Predictors: (Constant), Facilitating Conditions, Performance Expectancy, Social Influences, Effort Expectancy

(Source: SPSS)



The model summary shows an R value of 0.653, indicating a strong positive correlation between Behavioral Intention (the dependent variable) and the predictors: Facilitating Conditions, Performance Expectancy, Social Influences, and Effort Expectancy. The R Square value of 0.427 means that these predictors explain 42.7% of the variation in Behavioral Intention. The Adjusted R Square of 0.418, which adjusts for model complexity, confirms a good fit. Additionally, the standard error of the estimate is 0.295, reflecting the average difference between the observed and predicted values.

**Table 3: ANOVA Results**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.889	4	3.972	45.627	.000 <sup>b</sup>
	Residual	21.330	245	0.087		
	Total	37.219	249			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Facilitating Conditions, Performance Expectancy, Social Influences, Effort Expectancy

(Source: SPSS)

The ANOVA table confirms the overall significance of the regression model. The predictors explain a substantial portion of the variance in behavioral intention, as shown by the Regression Sum of Squares (15.889) compared to the Residual Sum of Squares (21.330). With a Total Sum of Squares of 37.219, the model effectively accounts for much of the variation. The F-statistic of 45.627 (with 4 and 245 degrees of freedom) and a p-value of 0.000 indicate that Facilitating Conditions, Performance Expectancy, Social Influences, and Effort Expectancy have a statistically significant impact on Behavioral Intention.

**Table 4: Regression Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.407	0.285		4.931	0.000
	Performance Expectancy	0.195	0.050	0.195	3.875	0.000
	Effort Expectancy	-0.160	0.059	-0.209	-2.724	0.007
	Social Influences	0.605	0.058	0.557	10.510	0.000
	Facilitating Conditions	0.421	0.040	0.403	2.035	0.010

a. Dependent Variable: Behavioral Intention

(Source: SPSS)

The regression coefficient table reveals the effects of independent variables on Behavioral Intention. Social Influences have the strongest positive effect ( $B = 0.605$ ,  $Beta = 0.557$ ,  $p < 0.001$ ), indicating that peer encouragement and recommendations greatly boost behavioral intention. Facilitating Conditions also positively affect behavioral intention ( $B = 0.421$ ,  $Beta = 0.403$ ,  $p = 0.010$ ), suggesting that better resources and support increase users' intent to engage. Performance Expectancy shows a significant positive impact ( $B = 0.195$ ,  $Beta = 0.195$ ,  $p < 0.001$ ), reflecting the value users place on convenience and efficiency. In contrast, Effort Expectancy negatively influences behavioral intention ( $B = -0.160$ ,  $Beta = -0.209$ ,  $p = 0.007$ ), meaning that higher perceived effort reduces the likelihood of usage. All predictors are statistically significant.

### Findings

Performance expectancy plays a significant role in shaping consumer attitudes toward online food delivery (OFD), with users appreciating convenience and efficiency, though some still prefer traditional options. OFD platforms are generally user-friendly, but there are usability challenges in learning and effort required. Social influences, especially online reviews and peer encouragement, strongly drive service adoption, while personal recommendations and promotions have moderate effects. Facilitating conditions such as resources and payment methods are adequate, but customer support and platform optimization need improvement. Users show strong intentions to continue using and recommend OFD services, though interest in exploring new features is moderate.

Social influence has the strongest positive impact on behavioral intention, followed by performance expectancy, while effort expectancy and facilitating conditions negatively correlate with it. The regression model confirms a strong positive relationship between behavioral intention and its predictors, explaining 42.7% of the variance and demonstrating statistical significance and robustness.

### **Discussion**

This study aligns with Ghosh (2020), as both identify performance expectancy, delivery speed, and service quality as key factors influencing consumer satisfaction and behavioral intention. However, this study additionally highlights social influences and usability, areas that Ghosh did not explore in depth.

In contrast, this study differs from Vaidya and Yogi (2021), who emphasize empathy and assurance in service quality, whereas the current research focuses more on social influences and facilitating conditions, placing less emphasis on emotional factors. Similarly, this study diverges from Inthong et al. (2022), as the negative impact of higher effort expectancy on behavioral intention found here was not addressed in their research.

The study also contrasts with Pokhrel and Shah (2022), who stress perceived risk related to data privacy and payment security, while this study centers on usability and facilitating conditions, without examining perceived risk.

On the other hand, this study is consistent with Chowdhury (2023) in recognizing the importance of convenience and service quality in shaping behavioral intention.

Finally, it aligns with Lin et al. (2024) regarding the critical role of convenience and platform reliability in driving behavioral intention, with both studies emphasizing the value of user-friendly experiences and trust in fostering customer loyalty.

### **Conclusion**

This study successfully achieves its objectives by identifying the key factors influencing the behavioral intention of online food delivery (OFD) consumers in Chitwan. The findings reveal that Performance Expectancy, Social Influences, and Facilitating Conditions have a positive impact on Behavioral Intention, while Effort Expectancy is negatively correlated. Social Influences stand out as the most significant factor, effectively addressing the first objective of pinpointing the main drivers of consumer behavior.

The second objective, which involves analyzing the relationships between the independent variables (Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions) and Behavioral Intention, is also met. Regression analysis confirms a significant positive correlation between these factors and Behavioral Intention, explaining 42.7% of the variance. This strong statistical support highlights the importance of these variables in shaping consumer decisions.

Lastly, the study fulfills its third objective by examining the specific impact of each factor on Behavioral Intention. While Performance Expectancy and Social Influences show strong positive effects, shortcomings in Facilitating Conditions and higher perceived effort have a negative influence. These findings validate the study's hypotheses and offer practical recommendations for enhancing user experience. In summary, the study provides valuable insights into the behavioral patterns of OFD consumers in Chitwan and successfully meets all its intended goals.

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