Role of Online Food Ordering Apps in determining the Purchase Intentions: An Empirical Analysis among the selected Online Food ordering customers

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Abstract

The present research paper is emphasised to understand the moderating role of information quality to determine the purchase intentions over the various factors such as, ease of use, perceived value, accessibility and convenience. The present study analysed the importance of the concerned variables over the purchase intentions. The required data for this study is collected from the users of both Swiggy and Zomato users in Guntur and Krishna districts of Andhra Pradesh. The results of the study provided the empirical support to understand well the customer perceptions towards the online food delivering apps.

Key words : Online food delivery, ease of use, perceived value, accessibility, convenience, information quality, purchase intentions

I. Introduction

In India the popularity of online food ordering and delivering services is steadily growing; expectations of the users are also increasing. The current research paper is aimed to investigate consumer’s perceptions about the services they may attain from various portals [VI]. The research findings of this study will help the service providers to understand the consumer’s perception towards the food ordering apps and further it reveals about the mediating role of information quality over the purchase intentions [VII]. Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep [VIII]. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency,
convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals [XI].

Serhat et al., (2012) in their studies revealed that, e-commerce is rapidly growing world-wide; the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences[XII]. According to H.S. Sethu & Bhavya Saini (2016), their aim is to investigate the student’s perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services [XV].

According to Sheryl E. Kimes (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services. According to Leong Wai Hong (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant’s business grow from time to time and will help the restaurants to facilitate major business online.

According to Varsha Chavan, et al, (2015), the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery[XVI]. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times. According to Hong Lan, et al, (2016), online food delivery market is immature yet; there are some obvious problems that can be seen from consumers’ negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms [XVII] [XVIII]. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.
II. Research Gap and Research Problem

Based on the available literature over the customer’s perceptions towards the online food industry, it is assumed that there is no a comprehensive study to understand the customer perceptions[XIV]. Hence, the researcher aimed to understand the role of various factors such as ease of use, perceived value, accessibility and convenience better over the purchase intentions[XX]. Further, the study is also aimed to estimate the moderating role of information quality over the proposed perceptions towards the usage of food ordering apps.

III. Objectives of the study

The present research study is aimed to attain the following objectives:

To examine the mediating role of Information Quality over Ease of Use on Purchase Intention.

To examine the mediating role of Information Quality over Perceived Value on Purchase Intention.

To examine the mediating role of Information Quality over Accessibility on Purchase Intention.

To examine the mediating role of Information Quality over Convenience on Purchase Intention.

To address said objectives, we constructed hypothesised conceptual model (shown in Fig.1) based on the available literature over the factors effecting the usage of online food ordering apps, the information quality and the purchase intentions of the customers.

![Fig.1. Hypothesized conceptual model](image)

III.i Research methodology

The required data for this research study is collected from two major online food ordering apps such as Swiggy and Zomato of 250 customers in Guntur and Vijayawada cities of Andhra Pradesh. Researcher used a structured questionnaire.

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IV. Data Analysis and Results

To analyse the data, the researcher applied Hayes (2016) moderation analysis. The association between the proposed independent variables, moderating variable and the dependent variable is examined iteratively.

IV.i. Assessing the Moderating impact of Information quality on Ease of use over Purchase intentions:

Regression results of Independent variable and the dependent variable (Ease of use – Purchase intentions): The mean scores of the independent variable i.e ease of use is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.611, the standard error of the model is 0.098 and the t-value of the model is 6.185. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.417 and the upper control limit is found to be 0.805. As the results didn't hold the value zero between the concerned limits, we conclude that the model is significant.

IV.ii. Regression results of intermittent variable and the dependent variable (Information quality– Purchase intentions):

The mean scores of the independent variable i.e Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.760, the standard error of the model is 0.090 and the t-value of the model is 8.368. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.581 and the upper control limit is found to be 0.938. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

IV.iii. Regression results of interaction variable and the dependent variable (Ease of use and Information quality– Purchase intentions):

The mean scores of the interaction variable i.e Ease of use and Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.001. The regression coefficient value is -0.054, the standard error of the model is 0.016 and the t-value of the model is -3.271. The significance value of the model is reinforced with the boot strapping results of the model. The lower control
limit of the model is found to be -0.0871 and the upper control limit is found to be -0.021. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

IV.iv. R-square increase due to Interaction:

The interaction effect in the model observed that there is a change of 0.0044 in $R^2$ value of the model. The f-value of the model is found to be 10.70 and the p-value is found to be 0.001.

IV.v. Conditional Effect of Ease of use on Purchase intentions at values of the moderating variable (Information quality):

The conditional effect is found to be 0.3522; standard error is found to be 0.0319; t-value is found to be 11.026 and the p-value is found to be 0.000 which indicates that at the high moderating role of information quality the impact on ease of use over purchase intentions is significant. Further, at the low information quality the effect is found to be 0.240; standard error is 0.033; t-value is 7.157 and the p-value is found to be 0.000 which indicates that the model is significant.

V. Conclusion (Part – 1)

Based on the statistic results of the total model, it is observed that the beta coefficient of the model ($R^2$) is found to be 0.625; standard error of the model is 0.281; F-value of the model is 532.99 and the p-value of the model is found to be 0.000. Furthermore, with the derived results from the three steps of moderation analysis we concluded that the moderating variable information quality and the purchase intentions are congruent to each other.

V.i. PROCESS OUTPUT for the Moderation Analysis:

Model = 1
Y = MPurInt
X = MEoU
M = MQInf
Sample size
854

******************************************************************
Outcome: MPurInt
Model Summary

| R    | R-sq | MSE   | F   | df1  | df2  | p    |
|------|------|-------|-----|------|------|------|
| .8080| .6529| .2815 | 532.99 | 3.0000 | 850.0000 | .000 |

Model

coeff  se  t  p  LLCI  ULCI

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Product terms key:

```
| int_1  | MEOu  | X    | MQInf |
```

R-square increase due to interaction(s):

```
| R2-chng | F    | df1 | df2 | p     |
|---------|------|-----|-----|-------|
| int_1   | .0044| 10.7039 | 1.0000 | 850.0000 | .0011 |
```

Conditional effect of X on Y at values of the moderator(s):

```
| MQInf | Effect | se  | t    | p     | LLCI | ULCI |
|-------|--------|-----|------|-------|------|------|
| 4.7620| .3522  | .0319 | 11.0260 | .0000 | .2895 | .4149 |
| 5.7920| .2962  | .0279 | 10.6098 | .0000 | .2414 | .3509 |
| 6.8220| .2401  | .0335 | 7.1578  | .0000 | .1743 | .3059 |
```

DATA LIST FREE/MEoU MQInf MPurInt.
BEGIN DATA.

```
4.7632 4.7620 3.3208
5.7119 4.7620 3.6549
6.6606 4.7620 3.9891
4.7632 5.7920 3.8365
5.7119 5.7920 4.1175
6.6606 5.7920 4.3985
4.7632 6.8220 4.3523
5.7119 6.8220 4.5801
6.6606 6.8220 4.8079
```

V.ii. Assessing the Moderating impact of Information quality on Perceived value over Purchase intentions:

Regression results of Independent variable and the dependent variable (Perceived value – Purchase intentions):

The mean scores of the independent variable i.e Perceived value is regressed over the dependent variable i.e purchase intentions. The statistic results

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revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.569, the standard error of the model is 0.1301 and the t-value of the model is 4.379. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.314 and the upper control limit is found to be 0.824. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

V.iii. Regression results of intermittent variable and the dependent variable (Information quality– Purchase intentions):

The mean scores of the independent variable i.e Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.8111, the standard error of the model is 0.0902 and the t-value of the model is 8.990. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.634 and the upper control limit is found to be 0.824. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

V.iv. Regression results of interaction variable and the dependent variable (Perceived value and Information quality– Purchase intentions):

The mean scores of the interaction variable i.e Perceived value and Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.001. The regression coefficient value is -0.064, the standard error of the model is 0.0227 and the t-value of the model is -2.8183. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be -0.1086 and the upper control limit is found to be -0.0194. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

V.v. R-square increase due to Interaction:

The interaction effect in the model observed that there is a change of 0.0036 in \( R^2 \) value of the model. The f-value of the model is found to be 7.943 and the p-value is found to be 0.001.

Conditional Effect of Perceived value on Purchase intentions at values of the moderating variable (Information quality):

The conditional effect is found to be 0.2648; standard error is found to be 0.0417; t-value is found to be 6.344 and the p-value is found to be 0.000 which indicates that at the high moderating role of information quality the impact on Perceived value over purchase intentions is significant. Further, at the low
information quality the effect is found to be 0.1329; standard error is 0.049; t-value is 2.697 and the p-value is found to be 0.000 which indicates that the model is significant.

VI. Conclusion (Part – 2)
Based on the statistic results of the total model and the interaction plot, it is observed that the beta coefficient of the model \( R^2 \) is found to be 0.619; standard error of the model is 0.309; F-value of the model is 460.3115 and the p-value of the model is found to be 0.000. Furthermore, with the derived results from the three steps of moderation analysis we concluded that the moderating variable, perceived value and purchase intentions are congruent to each other.

VI.i. PROCESS OUTPUT for the Moderation Analysis

Model = 1
Y = MPurInt
X = MPV
M = MQInf

Sample size
854

******************************************************************
Outcome: MPurInt
Model Summary
R R-sq MSE F df1 df2 p
.7868 .6190 .3090 460.3115 3.0000 850.0000 .0000

Model
coeff se t p LLCI ULCI
constant -1.3890 .4728 -2.9377 .0034 -2.3171 -.4610
MQInf .8111 .0902 8.9908 .0000 .6340 .9882
MPV .5696 .1301 4.3799 .0000 .3144 .8249
int_1 -.0640 .0227 -2.8183 .0049 -.1086 -.0194

Product terms key:
int_1 MPV X MQInf

R-square increase due to interaction(s):
R2-chng F df1 df2 p
int_1 .0036 7.9431 1.0000 850.0000 .0049

******************************************************************
Conditional effect of X on Y at values of the moderator(s):

| MQInf | Effect  | se    | t      | p       | LLCI  | ULCI  |
|-------|---------|-------|--------|---------|-------|-------|
| 4.7620| .2648   | .0417 | 6.3445 | .0000   | .1829 | .3467 |
| 5.7920| .1989   | .0392 | 5.0710 | .0000   | .1219 | .2758 |
| 6.8220| .1329   | .0493 | 2.6974 | .0071   | .0362 | .2296 |

DATA LIST FREE/MPV MQInf MPurInt.
BEGIN DATA.
3.3308 4.7620 3.3555 4.0400 4.7620 3.5433 4.7492 4.7620 3.7311 3.3308 5.7920 3.9714 4.0400 5.7920 4.1124 4.7492 5.7920 4.2534 3.3308 6.8220 4.5872 4.0400 6.8220 4.6815 4.7492 6.8220 4.7758

VI.ii. Assessing the Moderating impact of Information quality on Accessibility over Purchase intentions:

The moderation impact of information quality on Accessibility over purchase intentions is analyzed through the Hayes (2016) PROCESS model. According to this model, it is required to regress the variables in the specified three steps process. The three steps are described elaborately in the following paragraphs.

VI.iii. Regression results of Independent variable and the dependent variable (Accessibility – Purchase intentions):

The mean scores of the independent variable i.e Accessibility is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.4932, the standard error of the model is 0.086 and the t-value of the model is 5.724. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.324 and the upper control limit is found to be 0.662. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

VI.iv. Regression results of intermittent variable and the dependent variable (Information quality– Purchase intentions):

The mean scores of the independent variable i.e Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results
revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.8422, the standard error of the model is 0.0687 and the t-value of the model is 12.253. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.7073 and the upper control limit is found to be 0.9771. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

VI.v. Regression results of interaction variable and the dependent variable (Accessibility and Information quality– Purchase intentions):

The mean scores of the interaction variable i.e Accessibility and Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.001. The regression coefficient value is -0.0607, the standard error of the model is 0.0141 and the t-value of the model is -4.3113. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be -0.0884 and the upper control limit is found to be -0.0331. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

VI.vi. R-square increase due to Interaction:

The interaction effect in the model observed that there is a change of 0.0082 in $R^2$ value of the model. The f-value of the model is found to be 18.5869 and the p-value is found to be 0.000.

VI.vii. Conditional Effect of Accessibility on Purchase intentions at values of the moderating variable (Information quality):

The conditional effect is found to be 0.2041; standard error is found to be 0.0269; t-value is found to be 7.6005 and the p-value is found to be 0.000 which indicates that at the high moderating role of information quality the impact on Accessibility over purchase intentions is significant. Further, at the low information quality the effect is found to be 0.0790; standard error is 0.0247; t-value is 3.2016 and the p-value is found to be 0.000 which indicates that the model is significant.

VII. Conclusion (Part – 3)

Based on the statistic results of the total model and the interaction plot, it is observed that the beta coefficient of the model ($R^2$) is found to be 0.626; standard error of the model is 0.3030; F-value of the model is 474.957 and the p-value of the model is found to be 0.000. Furthermore, with the derived results from the three steps of moderation analysis we concluded that the moderating variable, accessibility and purchase intentions are congruent to each other.
VII.i. PROCESS OUTPUT for the Moderation Analysis:

Model = 1
Y = MPurInt
X = MAcce
M = MQInf

Sample size
854

********************************************************************************
Outcome: MPurInt

Model Summary

R       R-sq        MSE          F        df1        df2          p
.7914      .6264      .3030   474.9578     3.0000   850.0000      .0000

Model

| coeff | se      | t      | p       | LLCI | ULCI |
|-------|---------|--------|---------|------|------|
| constant | -1.4856 | .3834 | -3.8742 | .0001 | -2.2382 | -.7329 |
| MQInf | .8422 | .0687 | 12.2532 | .0000 | .7073 | .9771 |
| MAcce | .4932 | .0862 | 5.7241 | .0000 | .3241 | .6624 |
| int_1 | -.0607 | .0141 | -4.3113 | .0000 | -.0884 | -.0331 |

Product terms key:

int_1   MAcce   X   MQInf

R-square increase due to interaction(s):

R2-chng          F        df1        df2          p
.int_1      .0082    18.5869     1.0000   850.0000      .0000

********************************************************************************
Conditional effect of X on Y at values of the moderator(s):

| MQInf  | Effect | se      | t      | p       | LLCI | ULCI |
|--------|--------|---------|--------|---------|------|------|
| 4.7620 | .2041  | .0269   | 7.6005 | .0000   | .1514 | .2568 |
| 5.7920 | .1415  | .0213   | 6.6401 | .0000   | .0997 | .1834 |
| 6.8220 | .0790  | .0247   | 3.2016 | .0014   | .0306 | .1274 |

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DATA LIST FREE/MAcce MQInf MPurInt.
BEGIN DATA.
3.9961 4.7620 3.3405
5.2249 4.7620 3.5913
6.4536 4.7620 3.8420
3.9961 5.7920 3.9580
5.2249 5.7920 4.1320
6.4536 5.7920 4.3059
3.9961 6.8220 4.5756
5.2249 6.8220 4.6727
6.4536 6.8220 4.7697

VII.ii. Assessing the Moderating impact of Information quality on Convenience over Purchase intentions:

Regression results of Independent variable and the dependent variable (Convenience – Purchase intentions):

The mean scores of the independent variable i.e Convenience is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.8595, the standard error of the model is 0.1222 and the t-value of the model is 7.0341. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.6197 and the upper control limit is found to be 1.0993. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

VII.iii. Regression results of intermittent variable and the dependent variable (Information quality – Purchase intentions):

The mean scores of the independent variable i.e Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is 0.7517, the standard error of the model is 0.0957 and the t-value of the model is 7.8517. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be 0.5638 and the upper control limit is found to be 0.9396. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.
VII.iv. Regression results of interaction variable and the dependent variable (Convenience and Information quality– Purchase intentions):

The mean scores of the interaction variable i.e Convenience and Information quality is regressed over the dependent variable i.e purchase intentions. The statistic results revealed that the concerned path is found to be significant with p-value 0.000. The regression coefficient value is -0.0740, the standard error of the model is 0.0204 and the t-value of the model is -3.6305. The significance value of the model is reinforced with the boot strapping results of the model. The lower control limit of the model is found to be -0.1140 and the upper control limit is found to be -0.0340. As the results didn’t hold the value zero between the concerned limits, we conclude that the model is significant.

VII.v. R-square increase due to Interaction:

The interaction effect in the model observed that there is a change of 0.0053 in $R^2$ value of the model. The f-value of the model is found to be 13.1807 and the p-value is found to be 0.000.

VII.vi. Conditional Effect of Convenience on Purchase intentions at values of the moderating variable (Information quality):

The conditional effect is found to be 0.5073; standard error is found to be 0.0439; t-value is found to be 11.5476 and the p-value is found to be 0.000 which indicates that at the high moderating role of information quality the impact on Convenience over purchase intentions is significant. Further, at the low information quality the effect is found to be 0.3549; standard error is 0.0462; t-value is 7.6735 and the p-value is found to be 0.000 which indicates that the model is significant.

VIII Conclusion (Part – 4)

Based on the statistic results of the total model and the interaction plot, it is observed that the beta coefficient of the model ($R^2$) is found to be 0.626; standard error of the model is 0.3030; F-value of the model is 474.957 and the p-value of the model is found to be 0.000. Furthermore, with the derived results from the three steps of moderation analysis we concluded that the moderating variable, convenience and purchase intentions are congruent to each other.

VIII.i. PROCESS OUTPUT for the Moderation Analysis:

Model = 1
Y = MPurInt
X = MConv
M = MQInf

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Sample size
854

****************************************************************
Outcome: MPurInt

Model Summary
R       R-sq        MSE          F        df1        df2          p
.8097      .6556      .2793   539.4584     3.0000   850.0000      .0000

Model
constant    -2.3313      .5176    -4.5042      .0000    -3.3472    -1.3154
MQInf      .7517      .0957     7.8517      .0000      .5638      .9396
MConv      .8595      .1222     7.0341      .0000      .6197     1.0993
int_1        -.0740      .0204    -3.6305      .0003     -.1140     -.0340

Product terms key:
int_1   MConv  X   MQInf

R-square increase due to interaction(s):
R2-chng          F        df1        df2          p
int_1        .0053    13.1807     1.0000   850.0000      .0003

****************************************************************
Conditional effect of X on Y at values of the moderator(s):
MQInf     Effect         se          t          p       LLCI       ULCI
4.7620      .5073      .0439    11.5476      .0000      .4210      .5935
5.7920      .4311      .0399    10.7974      .0000      .3527      .5094
6.8220      .3549      .0462     7.6735      .0000      .2641      .4457

DATA LIST FREE/MConv MQInf MPurInt.
BEGIN DATA.
4.1242     4.7620     3.3404
4.8759     4.7620     3.7217
5.6277     4.7620     4.1030
4.1242     5.7920     3.8004
4.8759     5.7920     4.1245

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| Independent Variable (X) | Moderator (M) | Dependent Variable (Y) | X->M | M->Y | X*M->Y |
|--------------------------|---------------|------------------------|------|------|--------|
| Ease of use              | Information quality | Purchase intentions | 0.611, 0.098, 0.000 | 0.611, 0.098, 0.000 | -0.54, 0.016, 0.000 |
| Perceived value          |                |                        | 0.596, 0.130, 0.000 | 0.811, 0.090, 0.000 | -0.064, 0.022, 0.000 |
| Accessibility            |                |                        | 0.493, 0.086, 0.000 | 0.842, 0.068, 0.000 | -0.060, 0.014, 0.000 |
| Convenience              |                |                        | 0.859, 0.122, 0.000 | 0.751, 0.095, 0.000 | -0.074, 0.020, 0.000 |

Table: 4.25 Statistic Results Summary of the Moderation Analysis

VII.i. Implications of the study

The findings provide valuable insights to the service providers of the online food apps. The Outcomes of this study provided the information over the various aspects which can improve the purchase intentions. The moderating role of quality information is also proved in this research paper. Further it is helpful to the online food delivery agencies to retain the existing customers and to create purchase intentions among the customers for their concerned apps. However, undoubtedly the current research adds knowledge to our understanding of customer’s attitude towards online food delivering apps and purchase intentions by providing empirical insights.
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