MASTER'S DEGREE FINAL PROJECT

UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

ECONOMICS AND BUSINESS

Master in Business Administration and Management

RESEARCH ON CURRENT CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY IN SPAIN

Author:

Asriel Kok Tze Kong.

Sundharesan Krishna.

Supervisor:

Prof. María Fernández Bo.

Murcia, June 2023

MASTER'S DEGREE FINAL PROJECT

UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

ECONOMICS AND BUSINESS

Master in Business Administration and Management

RESEARCH ON CURRENT CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY IN SPAIN

Author:

Asriel Kok Tze Kong.

Sundharesan Krishna.

Supervisor:

Prof. María Fernández Bo.

Murcia, June 2023.

ACKNOWLEDGMENT

First and foremost, we want to express our sincere gratitude to ***Universidad Católica San Antonio de Murcia*** for giving us the chance to advance our studies. The university's dedication to academic achievement, varied learning environment, and cutting-edge resources have had a significant impact on how we have learned. Our perspectives have been extended and we have been able to build a well-rounded viewpoint thanks to the varied educational environment and exposure to numerous fields.

We would like to extend our sincere gratitude to Professor ***María Fernández Bo*****,** whose leadership and mentoring have been crucial to our academic development. Our desire to achieve excellence has been sparked and spurred by her knowledge, commitment, and enthusiasm for the subject. Her continuous encouragement, support, and constructive feedback made a big difference in our intellectual and personal growth.

Table of Contents

List of Tables:

1. INTRODUCTION

Food delivery services have become an increasingly important part of the food industry in recent years, and Spain is no exception. However, it wasn't until the emergence of mobile apps and online platforms that food delivery services really took off worldwide. In recent years, food delivery services in Spain have experienced significant growth due to the increasing demand from consumers for convenience and speed in their food consumption. This growth has been further accelerated by the COVID-19 pandemic, which has led to a surge in demand for food delivery services as people spend more time at home (Ahuja. K, 2021).

As for what defines a food delivery service in this thesis, it is the web platform or application platform where consumers have a wide variety of food choices from different brands and restaurants around their vicinity such as McDonalds, Burger King, and your local bar. The food is then delivered in a timely manner to the consumer by a delivery person. As highlighted, this thesis does not consider platforms where the consumer has only one available brand such as Telepizza and Dominos App as well as other web or app platforms that specialize in delivering raw food such as Deliberry and BuyFresco.

As food delivery services continue to gain popularity, it is important to understand what factors drive consumer behavior in this industry. This thesis aims to investigate what consumers value when approaching food delivery services, and how this varies across frequent users, average users, and low-frequency users. To achieve this, the thesis will draw on a range of sources, including academic articles and previous research studies.

By examining these and other sources, this thesis aims to shed light on the key factors that drive consumer behavior in the food delivery industry in Spain. The findings of this research will be of interest to food delivery companies and other stakeholders in the industry, as they seek to better understand and meet the needs of their customers.

2. LITRATURE REVIEW

2.1 ONLINE FOOD DELIVERY

There has been a huge movement in the restaurant sector and the consumer over the past several years toward embracing online food delivery as a method of placing meal orders. This shift is mostly attributable to the advantages that businesses and customers alike receive from online meal delivery services (Di Laurea, C., & Anno, S. D. L. M., 2020).

Online food delivery services have emerged as a convenient and accessible way for consumers to receive ready-to-eat meals during the COVID-19 pandemic. Central to the online food delivery process is the use of a digital platform that allows customers to order food from various restaurants via their website or mobile the app, enabling a seamless food delivery experience (Pillai, S. G., et al, 2022). Businesses like Grubhub, Uber Eats, Swiggy, Just Eat, Deliveroo and DoorDash are just a few of the companies that have developed a platform that connects various restaurants. Consumers may conveniently choose, purchase, and track their meal deliveries online (di Laurea, C., & Anno, S. D. L. M., 2020).

The food delivery application success as an attractive communication channel for online food ordering depends on many characteristics, including both technical features such as payment gateways and real-time tracking, and soft aspects such as visual appeal and navigation experience (Kapoor. A. P., & Vij. M, 2018).

Online food delivery Service is a key participant in the food sector, actively involved in developing new markets and moulding consumer eating habits by acting as a go-between for restaurants and customers by handling distribution logistics. Online food delivery applications offer new features that efficiently handle common challenges confronting food companies and customers, such as long wait times, road congestion, misunderstandings, and delivery delays (Digital Journal Inc, 2021)

Furthermore, Online food delivery provides a number of key activities, including presenting a variety of food alternatives, processing payments, sending orders to food producers, allowing contactless delivery, and providing tracking capabilities, all of which improve the entire food ordering experience (Rivera, M. 2019).

There are four steps involved in ordering food from restaurants using mobile applications or websites: Signing up, Ordering, delivery, and feedback. These steps work together to make the ordering process more convenient and effective for customers (Dixit, P, 2023); (Li, C., Mirosa, M., & Bremer, P, 2020).

Stage 1: Signing Up

New and returning users must register and log in with their registered email address and password to access the online platform's services. This process authenticates users' private data and keys and grants them access (Al Abid, F. B., & Karim, A. R. 2017,); (Chavan, V., et al, 2015).

Stage 2: Ordering

Automated online food ordering platforms enable customers to quickly choose products from a menu and put together unique meals with one click, improving efficiency and convenience for both customers and restaurants Kumar, H., et al, 2021); (Dixit, P, 2023). Consumers can use discount codes to save money on online food delivery (Chavan, V, et al, 2015); (Alalwan, A. A. 2020). With options including online payments and cash on delivery, customers can easily select their preferred mode of payment. The system also provides each user with a unique ID and password so they can manage their own accounts and payment information, ensuring the confidentiality and security of the purchasing process (Adithya, R et al, 2017); (Ghosh, R., & Saha, T. R. 2018); (Rosa. A, I. Iisnawati, and I. Daud, 2018).

STAGE 3: Delivery

Consumers can enter their delivery address to receive an accurate estimate of delivery time and cost (Rathore, S. S., & Chaudhary, M. 2018); (Digital Journal Inc. 2021). Online food ordering and delivery apps allow customers to add food items to their cart, confirm their order, and send it to the restaurant's panel for cooking, ensuring customer satisfaction (Ghosh, R., & Saha, T. R. 2018). Online food delivery has effective real-time delivery services, provided via crowdsourcing logistics, specialist delivery teams, or self-delivery. Delivery mechanisms vary across restaurants and online Food delivery platforms and can have a big impact on the price and level of service. The application also provides real time tracking of the delivery and status notification. (Li, C., Mirosa, M., & Bremer, P, 2020; (Chen, H.,et al, 2020).

Stage 4: Feedback

The Delivery application allows customers to rate and review the restaurant and delivery team, and file complaints if there is an issue with their order. This can help improve the quality of service. People interested in creating a similar app can consult available resources. (Kumar, H., et al, 2021). The recommendation system helps users find service providers that match their needs based on volume and distance, using message boxes and notifications. (Yosep, R. M. 2014).

2.2 CONSUMER BEHAVIOUR

Consumer behaviour is the decision-making process involving the physical actions of individuals or groups in purchasing, allocating, using and disposing of specific goods and services. Consumer behaviour falls into two categories: internal influences and external influences. Physiological and individual are internal factors, social and economic are external factors (Khan. M., 2007); (Mahmood, S. F., 2017); (Syed, A. A, 2016).

2.2.1 Internal Factor

Psychological Factors

Psychological factors are internal aspects that influence human behaviour. The four main psychological factors that influence consumer buying behaviour that are beliefs, learning, motivation, attitudes, and perceptions, which aids in finding the consumer behaviour (Al-Jeraisy, K. I. A. R., & Mohamed, M. A. M., 2008); (Qazzafi, S, 2020).

Perception:

Perception is the physiological factor which allows an individual to select, organise, and interpret information to construct an experience of the world. Individual perception plays a critical role in influencing consumer behaviour because it affects how people assess and react to various goods and services and explains why people with similar needs may not necessarily make the same purchasing decisions (Ray, A., & Bala, P. K., 2021).

Perception, as the intricate process of selecting, recognizing, and interpreting sensory information, profoundly shapes individuals understanding of the world and significantly influences their choices (Efron, R., 1969). The study conducted by Agyekum, C. et al, (2015) reveals that Spanish consumers demonstrate a willingness to pay a premium for quality products or services, reflecting their conscious consideration of the quality factor. Moreover, factors such as labelling, marketing, brand and packaging exert substantial influence on

how Spanish consumers evaluate products (Rebollar, R.,et al, 2017). Businesses recognize the importance of these factors and prioritize them to develop effective strategies that enhance marketing image and facilitate customer acquisition and retention (Llagostera, P. F., et al, 2019).

Motivation:

Motivation is an emotional state that influences how individuals perceive the quality of products or services also tendency to act and later characterized as the appearance, direction, and persistence of behaviour, plays a significant role in consumer decision making (Kumar, A., & Kashyap, A. K. (2018). As shopping motives are considered inner drives that prompt people to fulfil their needs, a higher shopping motivation leads to a more favourable quality (Hendra, L. (2017). Additionally, factors such as consumer variety-seeking intensity, price of service, and promotional activities serve as motivators for consumers. By understanding individuals' motivations and values, we can gain insights into their shopping behaviour (Villarejo-Ramos, A. F., 2005); (Rodríguez, P. G.,2020)

Attitude:

Customers' attitudes toward a company are influenced by a variety of factors that affect their beliefs, feelings, and behavioral intentions. Particularly past experiences contribute significantly to the formation and reinforcement of these attitudes, which ultimately influence how customers interact with the company in the future (Kotler et al., 2016).

Attitude, formed by beliefs and evaluations of specific elements, is shaped through personal experiences and information processing. Individuals hold a set of beliefs associated with various attributes of an element, which collectively determine their attitudes, intentions, and behavior (Ajzen, I., & Fishbein, M., 2000). Attitude behaviour involves the assessment of available information to make judgments, evaluations, and decisions, furthermore, users attitudes indicate moderate loyalty toward companies they engage with, influenced by factors such as confidence in services, moderate loyalty in response to excellent service, moderate service improvements by companies, the impact of competitive

companies' promotions, and sensitivity to price increases (Salem, M., & Cermelli, M. 2016).) ;(Rubio, N., et al, 2015). Additionally, time saving, trust, and reliability are vital factors for consumers in recognizing and accepting a service or product. Businesses can leverage these aspects by developing strong brand identities, providing transparent information, and creating exceptional consumer experiences (Casaló, L. V.,et al, 2011); (Chai, L. T., & Yat, D. N. C. 2019).

Learning And Belief:

The quality and cost of goods and services are pre-existing beliefs that consumers have, and these beliefs are constantly updated or revised considering new information, resulting in the formation of posterior beliefs that direct their decision-making behaviour. (Huffman, W. E., et al, 2007).

Personal Factors:

Personal variables can have a large influence on consumer behaviour. Individual purchasing behaviour is influenced by a variety of personal characteristics. Age, lifestyle, personality, economic status, occupation, and self-concept are some of the important personal characteristics that influence consumer behaviour. These elements can affect a person's wants, values and tastes influencing their purchase decisions. As a result, while designing marketing strategies and targeting specific consumer segments, businesses must take these personal elements into account. (Ramya, N. A. S. A. M., & Ali, S. M., 2016).

Personal factors play a crucial role in shaping consumer buying behavior, encompassing elements such as age and life cycle stage, occupation, personality, lifestyle, and values. These factors significantly influence buyer decisions, including preferences and recreation, which are often age-related (Gianie Abdu, P. (2013). This research demonstrates that age, average annual income, and families connection are the factors that influence consumer preference and behavior (Massaglia, S.et al, 2019).

2.2.2 External Factors

Social Factor:

Social factors reparents how the individual purchasing decisions are influenced by their social status or role in society. The people they interact with, and the cultural norms of the location can also influence their buying behavior. (Jisana, T. K., 2014).

The social factor greatly influences consumer buying behavior through various elements such as groups, social networks, online social networks, and family. Reference groups, to which individuals may not belong, have a significant impact by exposing them to new behaviors and lifestyles, shaping attitudes and self-concept, and exerting pressure to conform (Qazzafi, S.,2020). Family, as the most important consumer buying organization, plays a crucial role, with husband-wife involvement varying across product categories and stages in the buying process. Children also exert influence on family buying decisions. Roles and status within different groups further influence consumer choices, as individuals tend to select products suitable for their roles and social standing (Durmaz, Y., 2014). Family, as a social group, has a profound influence on buyers, and their opinions, decision-making, and influence shape consumer behavior. Furthermore, the rise of social media platforms has also become a significant driver in consumer decision-making (Gianie Abdu, P. (2013); (Eldesouky, A.,2020). The research conducted by Weismueller, J.,et al, (2020) also demonstrates families with children are all discriminating factors that influence consumer behavior.

Economic Factors:

Consumer behavior can predicted based on economic factors such as consumer purchasing power and prices of comparable goods. For example, consumer can buy comparable products at reasonable prices to maximize value. As your purchasing power increases, you will be able to purchase more products. Economic models of consumer behavior assume that when consumers make purchases, they prioritize maximizing utility while minimizing expenditure. (Jisana, T. K., 2014).

The economic aspect of consumer purchasing behavior exerts a substantial impact on the decision-making process and brand preferences of consumers. The financial status of consumers plays a crucial role in shaping their spending and saving patterns and behaviors. Organizations have the potential to acquire significant insights by means of investigating the patterns of consumer expenditure and discerning their perceptions pertaining to the management of financial resources. Moreover, the current younger cohort is known for displaying specific traits which include minimized allegiance towards specific brands, amplified price conscientiousness, and an intensified focus on promoting sustainability. (Molina, M. D. M., 2021); (Díaz-Méndez, C., & García-Espejo, I. 2014).

2.3 CONSUMER BEHAVIOUR AND ONLINE FOOD DELIVERY

Firstly, the convenience is the most common factor to use online food delivery. The study conducted by Chai, L. T and Yat, D (2019) in Malaysia has revealed that the provision of convenience through online food delivery platforms has stimulated the continuous usage of these systems by customers, who are able to place orders and obtain their food at any time and place. The online takeaway, owing to its inherent benefits including circumventing inadequate customer service, reducing time expenditure, and evading crowded market places, appears to be the preferred mode of food procurement for customers in comparison to the conventional in-store purchases. The convenience attributed to time-saving, particularly for consumers experiencing challenges in preparing their own meals or possessing insufficient cooking space, constitutes an essential motivator for the utilization of online food delivery services.Similarly, the study highlights that convenience orientation factor plays a crucial role in shaping consumer behaviour as per the study conducted by Roh, M.and Park, K. (2019) in South Korea. They revealed that consumers with an increased proclivity for economizing time and effort in meal preparation tend to exhibit a greater perception of compatibility and a reduced perception of effort associated with utilizing online food delivery services.

Additionally, the consumer prefer convenience of placing an order through online food delivery platforms and having their food delivered to their doorstep. As per the study conducted by Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017) in Malaysia suggested that the online food delivery services offer an alternative to dining out in restaurants, addressing various inconveniences such as finding parking, walking distances, or encountering fully booked establishments. The motivation to save time and avoid the potential inconveniences associated with dining out drives customers to choose online food purchases as a more convenient option.

The country's increasing average income per person and the convenience offered by mobile apps are the reasons to choose online food delivery, the study

conducted by Chevalier, (2023) in Spain represents younger generations, particularly Gen Z and millennials, have embraced food delivery apps, with a significant proportion of users falling within the 18-24 age range. Additionally, family size has been found to have an insignificant in shaping consumers intention to order from the online food delivery platforms, indicating that individual preferences and situational factors are the aspects making consumer move towards online food delivery.

Moreover, consumer satisfaction, revealing food quality, service quality, and perceived value as the principal determinants of satisfaction among online food delivery service consumers. The investigation executed by Suhartanto, D., et al (2019) witnessed notable advancements in comprehending consumer satisfaction in the context of online food delivery services in Indonesia. In addition to that, the negative experiences can erode consumers trust and satisfaction, highlighting the importance of addressing service quality issues to maintain customer loyalty and their belief toward a brand. The negative comments and complaints related to aspects such as late deliveries, poor food quality, or bad customer service directly impact consumers' confidence in the service quality of third-party food delivery platforms. The study conducted by Allah Pitchay (2022) in Malaysia supports the idea that accurate and reliable information obtained from food delivery apps enhances their perceived usefulness, contributing to a positive user experience.

Similarly, consumer satisfaction with online food delivery services is affected by the quality of the delivery platform. The study conducted by Hong, C., Choi, H. et al (2021) in USA shows factors such as minimum order price, pricing, and accurate menu descriptions play a crucial role in shaping consumer perception and satisfaction. Understanding and meeting consumer expectations regarding these aspects are essential for online food delivery platforms to provide a positive user experience and maintain customer loyalty in the highly competitive market. Apart from this the selection of food for home or work delivery is influenced predominantly by unplanned and impulsive consumption, paralleling other forms of consumption occurring outside an individual's place of residence.

According to a study carried out by Uranga (2018) in Spain the investigation disclosed particular determinants that distinguish home delivery as the favored option. Food delivery platforms have implemented a strategy of conveniently reduced prices and alluring discounts to effectively attract and retain a considerable amount of customers. According to the research done by Kapoor, P, and Vij (2018) in India, The promotional strategies implemented by the food delivery sector have effectively furnished consumers with benefits and convenience, thereby contributing to the industry's burgeoning consumer interest.

Factors such as trust, dependability, and satisfaction play a significant role in consumer preference. The research conducted by Gupta, V., & Duggal, S. (2021); Sánchez, M., López-Mosquera, N., & Lera-López, F. (2016) in India and Spain highlights the positive influence of decreased risk perception or increased benefit perception on consumers' overall attitude towards food delivery services. The study emphasizes the role of application interface and information design in shaping a favourable consumer attitude. However, the issues related to trust and reliability emerge as important predictors of consumers' intention to use food delivery services. Further the extent to which the application is utilized following the delivery of food has a significant impact on consumers' perception of online food delivery services. The concept of e-loyalty - denoting a positive perception or favorable attitude of consumers towards online enterprises - has been observed to markedly impact repurchase behavior., the study carried out by Prabowo, G. T and Nugroho,(2019) in Indonesia has revealed that the utility of food delivery applications has notable repercussions on users' attitudes and proclivity towards utilizing the said amenity. The experiences of customers in online purchasing are perceived as critical determinants that significantly impact their attitudes and intentions towards using online platforms.

3. HYPOTHESES

H1: The younger generation has a high demand for online food delivery services.
The Study conducted by Babu, S. R., & Arthy, R, (2019) shows that the young adults exhibit a strong willingness to fully utilize recent technologies, particularly in the context of online food ordering applications. They possess a high level of familiarity with these applications, with a majority of them being current users and others expressing a desire to use them in the future. Regardless of gender, young adults prioritize website design and security when selecting online food ordering applications, emphasizing the significance of these factors in their decision-making process.

H2: Convenience is the main reason for adopting food delivery service.
The study conducted by Chetan Panse, D. S. R.,et al, (2019) shows that the utilization of mobile applications for food delivery is driven by the time-saving and convenient nature of the service. People are drawn to the sense of control it provides, enabling them to order food of their choice from any desired location. Moreover, the satisfaction derived from using mobile technology and the availability of informative resources at their fingertips contribute to the appeal and popularity of mobile food delivery applications.

H3: People with high income may be more likely to order frequently from food delivery services.
The research conducted by Dana, L. M.,et al, (2021) sheds light on the utilization of online ordering services, specifically focusing on the demographic characteristics and consumption patterns of individuals. The study findings indicate that younger individuals and those with higher income levels are the primary users of online ordering platforms. This suggests that the convenience and accessibility offered by online services resonate particularly well with the tech-savvy younger generation and those who have the financial means to take advantage of such services.

4. RESEARCH OBJECTIVE

This research study has been designed to achieve a primary objective and several secondary objectives to gain a better understanding of the consumer behavior of the food delivery market in Spain. The results of this study are intended to assist companies and stakeholders in the industry to analyze the market, identify target markets or segments, and make better-informed decisions to meet the demands and expectations of their customers.

The primary objective of this study is to investigate the factors that drive demand for food delivery services in Spain. The study will examine how age, income level, and usage frequency affect consumer behavior. Specifically, the study aims to identify the differences in values, attitudes, and priorities among different generations, such as millennials, Gen Z, and baby boomers, and how these differences influence their choices and preferences regarding food delivery services.

This study aims to pinpoint the element which plays the role of influencing the demand for these food delivery services in Spain. Armed with this knowledge and insight, stakeholders and businesses may create successful business plans as well as marketing strategy in the market.

Parallel to the primary objective, this study explores multiple secondary objectives:

1. Identify if food delivery is a want or a need by socia-economic factors.
2. Identify preferred brands among consumers in Spain.
3. Identify main driving force of demand towards preferred brands.

By identifying the main factor driving consumer to use the food delivery service we can obtain insight to what actually drives demand for this industry which is vital for businesses and stakeholders in the industry but especially for local startups who wish to participate in the market.

Next is to explore if food delivery services are a want or a need in this day and age. For some, it may be a want as it is mostly used for convenience but there are also situations where the service is a need as consumers lack time or lack transport to procure food. This may vary due to different socio-economic factors, such as income, employment status, as well as education level. By identifying these motivations, stakeholders and companies may design targeted market campaigns and tailor the service to meet the needs of their target segment.

The third secondary objective is the identify the preferred brands among the Spanish food delivery market. With the presence of competitive brands, understanding the main factors that drive the consumer loyalty and preference towards a particular brand should be examined. That is by exploring the roles of various factors such as, price, quality, brand reputation, and customer service and how these factors influence consumer behavior.

Overall, the primary and secondary objectives of this study aim to provide a comprehensive understanding of the consumer behavior of the food delivery market in Spain. By gaining insights into the factors that drive demand, motivations for using food delivery services, and brand preferences, this study can help companies and stakeholders in the industry to develop effective strategies to meet the needs and expectations of their target markets or segments.

Table 1 – Research Objectives and Hypotheses

Research Objective	Hypotheses
To Identify the relationship between demographic and the consumer behavior towards food delivery services	The younger generation has a high demand for online food delivery service
	Convenience is the main reason for adopting food delivery service
	People with high income may be more like ly to order frequently from food delivery services

Source: Own development

5. INVESTIGATION DESIGN

For this research, the inductive research approach is used as there was no known hypothesis on the subject matter acquired at the time of research therefore no premise to be proven true or false. The inductive research approach is chosen as exploratory research as the research question is not well defined in current existing literature. Detecting themes and patterns in the data would be used to generate conclusions and findings on the topic. (U.S. Department of Education, 2010)

For analysis techniques in this research, descriptive statistics will be used to help understand and describe the key behaviors in the data sample which provides more insight of the consumer behaviors locally. Another crucial analysis technique practiced in this thesis would be cross-tabulation to link independent variables together to form conclusions for example, the millennials prefer using Glovo because of the wide variety of options provided.

The design of the survey will consist of three phases, the first would be to collect data on the participants to categorize them into segments such as asking about age, gender, income level. The second phase would be collecting data in regard to the main objective, gathering responses about the main reason for using food delivery services as well as which characteristic and value appeal to them most. The third phase of the survey would be to identify which brands the participants regularly use as well as the driving force behind them.

6. **METHODOLOGY**

The methodology chosen for this research is a critical aspect of ensuring that the research objectives are met, and the data collected is reliable and valid. In this study, questionnaires have been selected as the primary data collection tool as they are considered an effective way to collect data from a large number of people. Questionnaires have been widely used in various fields such as social sciences, business, health, and education to collect data on attitudes, beliefs, opinions, behaviors, and experiences related to the research topic.

In this research, the target population is individuals residing in Spain. A sample size of a hundred adult participants will be chosen using the snowball sampling method. Participant must be aged 18 and above who have ordered food delivery services to qualify. Snowball sampling is chosen as our sampling method due to resource constraints on cost and time. Snowball sampling is mainly used for qualitative research that is effective in finding community-based data. It is by spreading the research through chain referral. The advantages of this method of sampling are that it is very easily accessible as well as cost effective. (M. Naderifar et al, 2017)

Questionnaires have been selected as the most suitable data collection tool for this study due to several reasons. Firstly, questionnaires are cost-effective compared to other data collection methods such as face-to-face interviews. Secondly, questionnaires are easy to administer and can be sent out to participants via email or through online platforms. Thirdly, questionnaires offer a degree of anonymity, which makes participants feel more comfortable and willing to share their honest opinions and experiences.

This method is validated by similar studies which also use questionnaires as the chosen method of data collection. For alignment, the study of online food delivery conducted by Babu, S. R., & Arthy, R, (2019) and Chetan Panse, D. S. R.,et al, (2019) used surveys.

To ensure the effectiveness of the questionnaire, it has been designed in a way that is easy to understand and relevant to the research question. After the questionnaires have been completed, the data collected will be analyzed using statistical software programs to run statistics that could give us more insight into this industry. Descriptive statistics will be used to summarize the data, while inferential statistics will be used to test hypotheses and draw conclusions about the population under study.

In conclusion, the methodology chosen for this research involves using questionnaires to collect data from a sample of participants selected through snowball sampling. The advantages of using questionnaires, such as cost-effectiveness, ease of administration, and anonymity, make it the most suitable data collection tool for this study. The data collected from the questionnaires will be analyzed using statistical software programs to provide reliable and valid results that can inform decision-making processes in this industry.

Structure of the Survey

Table 2 – Survey structure

Sample Universe	Adults who have lived or are living in Spain
Technique for obtaining information	Online Questionnaire
Sampling Procedure	Sample size: 100, non-probability snowball sampling
Fieldwork	Survey available from 16-5-2023 to 26-5-2023
Software	SPSS/Excel
Analysis Techniques	Descriptive measures and measures of central tendency: arithmetic mean, median, and mode
Number of Question types	16 Questions: Nominal, Interval, and Ordinal scales.

Source: Own development

The survey consists of 16 questions and will be divided into three sections:

- Data collection
- Primary objective questions
- Secondary objective questions

Data collection

In the first section of the survey, there are a total of four questions consisting of three questions requesting for demographic information of the participant and one filter question to qualify the participant, confirming if there are living of have been living in Spain specifically. The three demographic questions here are requesting the age, gender, and income level of the participant. Two questions are asked using nominal scales and the other two, using interval scales.

Table 3 – Data Collection

Gender	Nominal
Age	Interval
Confirmation of living in Spain	Nominal
Yearly Income	Interval

Source: Own development

Primary Objective Questions

There are nine questions in this section, which mainly focuses on the primary objective of this research. It starts with asking about the frequency of food delivery usage using an interval scale. Next, the participants rate the importance of these values such as convenience and price by using the ordinal scale having five choices from not important to very important. Lastly asking the participants if they think advertisements affect their choice on a nominal scale.

Table 4 – Primary objective questions

Frequency of food delivery usage	Interval
Value importance rating	Ordinal
Advertisement affecting consumer decision	Nominal

Source: Own development

Secondary Objective Questions

There are two questions asked which are based on the current consumer behavior of the participants, asking which brand of food delivery services they are using and why are they using it. The prior question will be asked using a nominal scale and the latter also using a nominal scale. However, participants may choose one or more answers.

Table 5 – Secondary objective questions

Chosen Brand	Nominal
Reason for choice	Nominal

Source: Own development

7. FINDINGS

With the closure of the questionnaire on 26/5/2023, the questionnaire gained 102 participants with 100% validity as all of them qualified through the filter question and process. The questionnaire was open for a total of 10 days. The findings will be distributed into three parts:

1. Sample characteristics
2. Addressing the main research objective
3. Secondary objectives and hypotheses

7.1 SAMPLE CHARACTERISTICS:

As mentioned, there was a total of 102 participants, consisting of 54 females, 47 males, and 1 who preferred not to disclose this information. The percentages are 52.9% for females, 46.1% for males and 1% who preferred not to disclose. Even though the majority was females but by percentage, it was 2.9% more than the median, so it is fair to say it is quite equal between the frequency of male and female.

Age was split into three categories, Gen Z (aged 18-28), Millennials (29-42), and baby boomers (43-58). The frequencies of them respectively are 35, 42, and 25, which is not surprising as the study is conducted in a university in Murcia. The percentages for Gen Z are 34,3%, Millennials being 41.2% and baby boomers being 24.5%.

The next question is a filter question and therefore placed just in case this questionnaire was shared to people outside of Spain. 100% of the participants answered that they have lived in Spain or are living in Spain now which qualifies all of them.

The third demographic variable would be the yearly income to provide more insight into how they think and operate. This variable is split into 4 groups, low income earning 0 – 12,900, middle income earning 12,901 – 34,000, high income earning 34,001 – 105,500, and very high income earning more than

105,500 per year. All the numbers are recorded in euros (€). The frequency of low-income earners are 48 participants being 47.1%, 34 middle income earners being 33.3%, 19 high income earners being 18.6% and only 1 very high-income earner being 1%.

7.2 ADDRESSING THE MAIN RESEARCH OBJECTIVE:

Now the demographics of the questionnaire are known, looking into the frequency of food delivery services used can give some context to the demand of food delivery services in general. The answers are split in 5 ranging from not at all to all the time using an interval scale. The frequency and percentages are shown in the table below.

Table 6 – Frequency in percentages

	Frequency	Percentage (%)
Not at all	16	15.7
Rarely	28	27.5
Sometimes	29	28.4
Frequently	21	20.6
All the time	8	7.8
Total	102	100

Source: own development

From the observation in the percentages, the questionnaire shows a normal distribution or a bell curve as most people are placed in the middle. However, something to take note of would be that there is a higher count on lower usage of food delivery services than higher count from the median. The count for ‘Rarely’ having a percentage of 27.5% is higher than the count for ‘Frequently’ having only 20.6%, with the difference being 6.9%. This can also be said about the counts for both opposite sides of the spectrum, the count for ‘Not at all’ has a higher percentage of ‘All the time’ by 7.9% so it is fair to say that people tend to lean more towards a lower usage of the food delivery service than higher usage. The participants are then rating the different values which they deem more important to them. These values are convenience, price, variety, time-saving,

access, customer service, and speed of delivery. This is asked using an ordinal scale from 1 to 5, 1 being not important to 5 being very important.

Table 7 - Convenience

Convenience		Frequency	Percent
Valid	1	7	6,9
	2	4	3,9
	3	23	22,5
	4	25	24,5
	5	43	42,2

Source: own development

Convenience has a mean of 3.91.

Table 8 - Price

Price		Frequency	Percent
Valid	1	9	8,8
	2	8	7,8
	3	13	12,7
	4	30	29,4
	5	42	41,2

Source: own development

Price has a mean of 3.86.

Table 9 - Variety

Variety		Frequency	Percent
Valid	1	5	4,9
	2	7	6,9
	3	14	13,7
	4	35	34,3
	5	41	40,2

Source: own development

Variety has a mean of 3.98.

Table 10 – Time-saving

Time-Saving		Frequency	Percent
Valid	1	4	3,9
	2	10	9,8
	3	16	15,7
	4	17	16,7
	5	55	53,9

Source: own development

Time-saving has a mean of 4.01.

Table 11 - Access

Access		Frequency	Percent
Valid	1	12	11,8
	2	16	15,7
	3	25	24,5
	4	14	13,7
	5	35	34,3

Source: own development

Access has a mean of 3.43.

Table 12 – Customer service

Customer service		Frequency	Percent
Valid	1	6	5,9
	2	14	13,7
	3	22	21,6
	4	21	20,6
	5	39	38,2

Source: own development

Customer service has a mean of 3.72.

Table 13 – Speed of delivery

Speed of delivery		Frequency	Percent
Valid	1	2	2,0
	2	7	6,9
	3	15	14,7
	4	22	21,6
	5	56	54,9

Source: own development

Speed of delivery has a mean of 4.21.

Overall, speed of delivery has the highest mean and highest overall score making it the most sought-after value people deem important to them while access to further away restaurants has the lowest mean and lowest overall score making it the least sought-after value which people deem unimportant.

7.3 SECONDARY OBJECTIVES AND HYPOTHESES:

Participants were asked if they thought advertisements influenced their choice when choosing a food delivery service using a nominal scale with simple yes or no answers. Out of the total 102, 26 participants answered no, while 76 participants answered yes. This would be 25.5% and 74.5% respectively. A larger majority of participants think that advertising influences their choices when picking their food delivery service of choice. As this research is meant for stakeholders in the food delivery industry, food delivery businesses can greatly benefit in this question.

The participants are asked to choose which food delivery brand do they use the most among the rest. This is asked using a nominal scale and the few options are Glovo, JustEat, UberEats, AchoEats or none.

Table 14 – Chosen food delivery brand

Chosen Food Delivery Brand		Frequency	Percent
Valid	Achoeats	1	1,0
	Glovo	49	48,0
	JustEat	28	27,5
	None	1	1,0
	UberEats	23	22,5
	Total	102	100,0

Source: own development

As shown from the table, the most used food delivery brand would be Glovo, which is not surprising as it has a large market share in Murcia, being almost half of all the participants' choice.

The participants are then asked to pick the reason why they chose the particular brand using a nominal scale. This question enables participants to enter multiple choice as there could be 1 or more reasons to choosing a brand.

Table 15 – Reason for choosing food delivery brand

	Frequency	Percentage
Trusted Brand	36	15.45%
Good reviews and ratings	29	12.45%
Recommended by others	41	17.60%
More food choices	30	12.88%
Good customer service	22	9.44%
Platform easy to use	31	13.30%
Better prices	21	9.01%
Faster delivery	18	7.73%
More options from further areas	5	2.15%

Source: own development

Recommendation by others was the top picked reason swaying consumer decisions when picking a food delivery service. For food delivery businesses, referral codes may be one of the best ways of reaching new consumers as it may be the most effective. It seems that participants do not really value having options from further areas. As this may be because geographically, there are a lot of choice of restaurants in the city of Murcia, participants generally do not take this variable into account.

Now that all the individual dataset is covered, it is possible to identify the relationships between these variables. The main method for conducting this would be to use cross tables on SPSS software as it is easier for visualization purposes.

The first hypothesis which states ‘younger generation has a high demand for online food delivery services’ will be tested using a cross-table.

Cross-table 1 – Age and frequency

			Not at all	Rarely	Sometimes	Frequently	All the time
Age	18 - 28 (Gen Z)	Count	6	13	8	6	2
		% within Age	17.10%	37.10%	22.90 %	17.10 %	5.70%
	29 - 42 (Millennials)	Count	4	8	17	9	4
		% within Age	9.50%	19.00%	40.50 %	21.40 %	9.50%
	43 - 58 (Baby Boomers)	Count	6	7	4	6	2
		% within Age	24.00%	28.00%	16.00 %	24.00 %	8.00%
Total		Count	16	28	29	21	8
		% within Age	15.70%	27.50%	28.40 %	20.60 %	7.80%

Source: own development

The cross-table covers the frequency of food delivery services usage segregated by age groups. As observed, it is apparent that the highest frequency as well as highest percentage is Millennials using food delivery services sometimes. Assuming ‘Not at all’ being 1 and ‘All time’ to being 5. The mean of each age group can be calculated to find how frequently each age group scores. The mean of Gen Z is 2.57, the mean of Millennials is 3.02, and the mean of baby boomers is 2.65. This shows that the hypothesis may be correct if the author referred to ‘young people’ aged between 29 to 42 years old.

The second hypothesis which states ‘Convenience is the main reason for adopting food delivery services’ will be tested. While it is proven that convenience did not have the highest mean compared to other values, it is still significant. A hypothesis is that it could be a valued variable previously which is not reflected. To identify it, a cross-table between the age groups and convenience can be tabulated to see if it is valued by the older generation.

Cross-table 2 – Age and convenience

			1	2	3	4	5
Age	18 - 28 (Gen Z)	Count	1	1	9	10	14
		% within Age	2.90%	2.90%	25.70 %	28.60 %	40.00 %
	29 - 42 (Millennials)	Count	2	0	11	11	18
		% within Age	4.80%	0.00%	26.20 %	26.20 %	42.90 %
	43 - 58 (Baby Boomers)	Count	4	3	3	4	11
		% within Age	16.00 %	12.00 %	12.00 %	16.00 %	44.00 %
Total		Count	7	4	23	25	43
		% within Age	6.90%	3.90%	22.50 %	24.50 %	42.20 %

Source: own development

This cross-table represents how much the variable convenience is valued by all the age groups from 1 being unimportant to 5 being very important. The mean of the Gen Z is 4, the mean of the Millennials is 4.02, and the mean of the baby boomers is 3.6. As compared to the total mean of 3.91, the Gen Z and

Millennials had a higher mean. The results show the opposite of the hypothesis where the older generation values convenience more. It is obvious that the Gen Z and Millennials value convenience more. However, among all the options, 43% of participants picked ‘very important’.

Another cross-table would be tabulated to check how gender plays a role in convenience. It is to see which gender values it more.

Cross-table 3 – Gender and convenience

			1	2	3	4	5
Gender	Female	Count	3	0	8	10	33
		% within Gender	5.60%	0.00%	14.80%	18.50%	61.10%
	Male	Count	3	4	15	15	10
		% within Gender	6.40%	8.50%	31.90%	31.90%	21.30%
	Prefer not to say	Count	1	0	0	0	0
		% within Gender	100.00%	0.00%	0.00%	0.00%	0.00%
Total		Count	7	4	23	25	43
		% within Gender	6.90%	3.90%	22.50%	24.50%	42.20%

Source: own development

The mean for females is 4.3, the mean for male is 3.53. Because of the lack of participants who chose ‘prefer not to say’, this would not reflect any accurate result and mean. There is a big difference between male and female when it comes to valuing convenience. Females seem to value it much more than males.

The third hypothesis which states ‘People with high income may be more likely to order frequently from food delivery services’ will be tested by using a cross-table between income level and food delivery usage frequency.

Cross-table 4 – Income and frequency

			Not at all	Rarely	Sometimes	Frequently	All the time
Yearly income (€)	Low income	Count	10	17	12	6	3
		% within Yearly income (€)	20.80 %	35.40 %	25.00 %	12.50 %	6.30 %
	Middle income	Count	3	9	13	8	1
		% within Yearly income (€)	8.80 %	26.50 %	38.20 %	23.50 %	2.90 %
	High income	Count	3	2	4	6	4
		% within Yearly income (€)	15.80 %	10.50 %	21.10 %	31.60 %	21.10 %
	Very high income	Count	0	0	0	1	0
		% within Yearly income (€)	0.00 %	0.00 %	0.00 %	100.00 %	0.00 %
Total		Count	16	28	29	21	8
		% within Yearly income (€)	15.70 %	27.50 %	28.40 %	20.60 %	7.80 %

Source: own development

Assuming ‘Not at all ‘being 1, and ‘All the time’ being 5, a mean can be calculated for all income groups. The mean for the low-income group is 2.48, the mean for the middle-income group is 2.76, the mean for the high-income group is 3.63 being the highest out of all of them. There are too little data for the very high-income group to form any accurate data out of it. From this, there is proof that the higher the income, the higher the frequency of food delivery services usage. This data could be useful for food delivery businesses to target the high-income consumer segment.

7.4 RECOMMENDATIONS FOR STAKEHOLDERS

With the hypothesis covered, this research now aims to provide some useful information for stakeholders of the food delivery industry by using cross-tables with different variables that may prove useful. A cross-table between age group and brand is tabulated to show which brand is dominating which age group.

Cross-table 5 – Age and brand

			Acho eats	Glovo	JustEat	None	Uber Eats	Total
Age	18 - 28 (Gen Z)	Count	0	20	10	0	5	35
		% within Age	0.00 %	57.10 %	28.60 %	0.00 %	14.30 %	100.00%
	29 - 42 (Millennials)	Count	1	21	9	0	11	42
		% within Age	2.40 %	50.00 %	21.40 %	0.00 %	26.20 %	100.00%
	43 - 58 (Baby Boomers)	Count	0	8	9	1	7	25
		% within Age	0.00 %	32.00 %	36.00 %	4.00 %	28.00 %	100.00%
Total		Count	1	49	28	1	23	102
		% within Age	1.00 %	48.00 %	27.50 %	1.00 %	22.50 %	100.00%

Source: own development

As shown in the cross-table, Glovo is dominating the younger people segmentation as they have a 50% or more market share in the Gen Z and millennials age group. Glovo is also doing well in the baby boomers' segmentation only losing by 1 count to JustEat.

A cross-table between the importance of price and income is tabulated to test the elasticity of the service in different income categories.

Cross-table 6 – Price and income

			1	2	3	4	5
Yearly income (€)	Low income	Count	2	1	6	11	28
		% within Yearly income (€)	4.20 %	2.10 %	12.50%	22.90%	58.30%
	Middle income	Count	5	2	4	11	12
		% within Yearly income (€)	14.70%	5.90 %	11.80%	32.40%	35.30%
	High income	Count	2	5	3	7	2
		% within Yearly income (€)	10.50%	26.30%	15.80%	36.80%	10.50%
	Very high income	Count	0	0	0	1	0
		% within Yearly income (€)	0.00 %	0.00 %	0.00 %	100.00%	0.00 %
Total		Count	9	8	13	30	42
		% within Yearly income (€)	8.80 %	7.80 %	12.70%	29.40%	41.20%

Source: own development

The frequency of the low-income group picking ‘Very important’ for price shows that the food delivery service is very elastic to the low-income group, but it gradually gets less elastic the higher the income, thus having a negative relationship. The mean for the low-income group is 4.29, the mean for the middle-income group is 3.68, and the mean for the high-income group is 3.11. The mean also proves that food the prices gradually gets less elastic the higher the income. A cross-table between the importance of time-saving and income is tabulated to test if higher-income groups value their time more than lower-income groups.

Cross-table 7 – Time-saving and income

			1	2	3	4	5
Yearly income (€)	Low income	Count	0	7	12	10	19
		% within Yearly income (€)	0.00 %	14.60%	25.00%	20.80%	39.60%
	Middle income	Count	0	2	3	7	22
		% within Yearly income (€)	0.00 %	5.90 %	8.80 %	20.60%	64.70%
	High income	Count	4	1	1	0	13
		% within Yearly income (€)	21.10%	5.30 %	5.30 %	0.00 %	68.40%
	Very high income	Count	0	0	0	0	1
		% within Yearly income (€)	0.00 %	0.00 %	0.00 %	0.00 %	100.00%
Total		Count	4	10	16	17	55
		% within Yearly income (€)	3.90 %	9.80 %	15.70%	16.70%	53.90%

Source: own development

The mean for the low-income group is 3.86, the mean for the middle-income group is 4.44, and the mean for the high-income group is 4.05. This shows that the middle-income group values time most among the age groups whereas the low-income group values it the least. Another observation to take note here is that 4 out of 13 of the high-income participants deemed time-saving as unimportant which is not the case for low-income and middle-income groups. Maybe there is a case that high-income groups do not value the time-saving advantages food delivery services provides.

8. CONCLUSION

This research aims to provide valuable information on the consumer behaviors in the food delivery service industry which can be studied by the relevant stakeholders in this industry. The chosen method was by using questionnaires and snowball sampling with a goal of reaching at least 100 participants in the region of Murcia, Spain. A total of 102 valid participants in a 10-day period of issuing questionnaires were recorded and the data was analyzed using SPSS and Microsoft Excel software.

This research may not fully reflect the state of the consumer behavior towards food delivery services in the region of Murcia as there is a limitation on the total amount of participants available for this study to reach out to. Another notable limitation would be the usage of snowball sampling. Snowball sampling is chosen as it is the method most suitable for this study to be conducted as it is cost effective, it might not be fully reflective as the study may have reached a community, for example university students or among university staff members and may have biased responses in the questionnaire.

The variable of the speed of food delivery was found to be the highest valued variable among the data, followed by the time-saving variable. The brand, Glovo was recorded as the most used brand from the data. The data showed that the most impactful reason when consumers pick a brand is by recommendations from others followed by the brand's positioning as a trusted brand.

From the hypothesis of the younger generation having a high demand for online food delivery services, we found that Millennials had the highest usage of food delivery services followed by baby boomers and lastly, Gen Z. As this hypothesis was made back in 2019, 4 years ago, there may be a shift that the younger generation then are the Millennials now, thus being correct. Something to consider as well is that Gen Z may not reflect an exact representation as they are 18-28. Some are still students, and some may be new to the workforce therefore not having more disposable income to justify higher frequencies.

The hypothesis stating that convenience being the main reason for adopting food delivery service is proven untrue in this study as in both cases questions where participants rank which variable matters most to them. Convenience was ranked 4th with a mean of 3.91, losing to the variables of variety, time-saving, and speed of delivery.

The final hypothesis stating that people with high income may by more likely to order frequently from food delivery service aligns with the data in this study. Income proved to have a positive relationship with the frequency of usage of food delivery services as the mean consistently went up as the income level went up. From this study, there are some recommendations that can be made by the stakeholders in this industry in the aspect of segmentation targeting. A large majority of 74.5% of participants answered that advertising does influence their choices when picking a food delivery service brand so it might be effective to use this method to gain market share. Since income has a positive relationship with frequency, it would be better to target this demographic, for example more advertisement heavy in geographically higher income cities. For lower income areas, the price would be most impactful for these consumers so pricing should be managed to find the optimal balance between profit and demand. The speed of delivery should also be considered as that is valued most by the participants.

9. REFERENCES

Adithya, R., Singh, A., Pathan, S., & Kanade, V. (2017). Online food ordering system. International Journal of Computer Applications, 180(6), 22-24.

Agyekum, C. K., Haifeng, H., Agyeiwaa, A., Agyekum, C. K., Haifeng, H., & Agyeiwaa, A. (2015). Consumer perception of product quality. *Microeconomics and Macroeconomics*, *3*(2), 25-29.

Ahuja, A., Vishwa Chandra, C., Lord, L., & Peens, P. (2021, September 22). Ordering in: The rapid evolution of food delivery. McKinsey & Company.

Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and automatic processes. *European review of social psychology*, *11*(1), 1-33.

Al Abid, F. B., & Karim, A. R. (2017, October). Cross-platform development for an online food delivery application. In *2017 International Conference on Computing Networking and Informatics (ICCNI)* (pp. 1-4). IEEE.

Al-Jeraisy, K. I. A. R., & Mohamed, M. A. M. (2008). An Analytical Study of The Saudi Family's Purchase Decisions. King Fahd National Library, Riyadh.

Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, *50*, 28-44.

Allah Pitchay, A., Ganesan, Y., Zulkifli, N. S., & Khaliq, A. (2022). Determinants of customers' intention to use online food delivery application through smartphone in Malaysia. *British Food Journal*, *124*(3), 732-753.

Babu, S. R., & Arthy, R. . (2019). Ordering of food through online-an empirical study among young adults. *Journal on Management Studies, 05.*

Casaló, L. V., Flavián, C., & Guinalíu, M. (2011). The generation of trust in the online services and product distribution: the case of Spanish electronic commerce. *Journal of Electronic Commerce Research*, *12*(3), 199.

Chai, L. T., & Yat, D. N. C. (2019). Online food delivery services: Making food delivery the new normal. *Journal of Marketing advances and Practices*, *1*(1), 62-77.

Chavan, V., Jadhav, P., Korade, S., & Teli, P. (2015). Implementing customizable online food ordering system using web-based application. *International Journal of Innovative Science, Engineering & Technology*, *2*(4), 722-727.

Chen, H., Liang, C., Liao, S., & Kuo, H. (2020). Consumer Attitudes and Purchase Intentions toward Food Delivery Platform Services. Sustainability, 12(23), 10177.

Chetan Panse, D. S. R., Sharma, A. R. P. I. T. A., & Dorji, N. A. M. G. A. Y. (2019). Understanding consumer behaviour towards utilization of online food delivery platforms. *Journal of theoretical and applied information technology*, *97*, 16.

Chevalier, *Topic: Online food delivery in Spain*. Topic: Online food delivery in Spain. (2022, December 19). Statista. https://www.statista.com/topics/10263/online-food-delivery-in-spain/#editorsPicks.

Dana, L. M., Hart, E., McAleese, A., Bastable, A., & Pettigrew, S. (2021). Factors associated with ordering food via online meal ordering services. *Public Health Nutrition*, *24*(17), 5704-5709.

Di Laurea, C., & Anno, S. D. L. M, Business model innovation in the food delivery industry.

Díaz-Méndez, C., & García-Espejo, I. (2014). Eating practice models in Spain and the United Kingdom: A comparative time-use analysis. *International Journal of Comparative Sociology*, *55*(1), 24-44

Digital Journal Inc. (2021, February 24). Spain Online Food Delivery Market (Mercado Español de Comida a Domicilio Online) Registers Rapid Growth as Consumption Patterns Evolve and Aggregator Apps Gain More Traction - Digital Journal. Digital Journal. https://www.digitaljournal.com/pr/4984504

Dixit, P. (n.d.). *Business Model Of Swiggy | How Swiggy works & Make Money | Casestudy*.

Durmaz, Y. (2014). The impact of psychological factors on consumer buying behavior and an empirical application in Turkey. Asian Social Science; Vol. 10, No. 6.

Efron, R. (1969). What is perception? In *Proceedings of the Boston Colloquium for the Philosophy of Science 1966/1968* (pp. 137-173). Springer Netherlands.

Eldesouky, A., Mesias, F. J., & Escribano, M. (2020). Consumer assessment of sustainability traits in meat production. A choice experiment study in Spain. *Sustainability*, *12*(10), 4093.

Ghosh, R., & Saha, T. R. (2018). A study of E-payment system on food delivery industry: A case study on swiggy. *International Journal on Recent Trends in Business and Tourism (IJRTBT)*, *2*(3), 19-25.

Gianie Abdu, P. (2013). Analysis of consumer behavior affecting consumer willingness to buy in 7-eleven convenience store. *Universal Journal of Management*, *1*(2), 69-75.

Gupta, V., & Duggal, S. (2021). How the consumer's attitude and behavioural intentions are influenced: A case of online food delivery applications in India. *International Journal of Culture, Tourism and Hospitality Research*, *15*(1), 77-93

Hendra, L. (2017). Impact of Brand Image, Product Quality and Self-Efficacy on Purchase Decisions on Private Label Rights Products. An Empirical Study. *Expert Journal of Business and Management*, *5*(2).

Hong, C., Choi, H. H., Choi, E. K. C., & Joung, H. W. D. (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management*, *48*, 509-518.

Huffman, W. E., Rousu, M., Shogren, J. F., & Tegene, A. (2007). The effects of prior beliefs and learning on consumers' acceptance of genetically modified foods. *Journal of Economic Behavior & Organization*, *63*(1), 193-206.

Jisana, T. K. (2014). Consumer behaviour models: an overview. *Sai Om Journal of Commerce & Management*, *1*(5), 34-43.

Kapoor, A. P., & Vij, M. (2018). Technology at the dinner table: Ordering food online through mobile apps. *Journal of Retailing and Consumer Services*, *43*, 342-351.

Khan, M. (2007). Consumer behaviour. New Age International.

Kotler, P.T., Bowen, J.T., Makens, J., Baloglu, S., 2016. Marketing for Hospitality and Tourism. Pearson, Upper Saddle River, NJ.

Kumar, A., & Kashyap, A. K. (2018). Leveraging utilitarian perspective of online shopping to motivate online shoppers. *International Journal of Retail & Distribution Management*, *46*(3), 247-263.

Kumar, H., Jain, M., & Bajwa, M. S. (2021). Online Food Delivery App 'Foodie'. *Journal of University of Shanghai for Science and Technology*.

Li, C., Mirosa, M., & Bremer, P. (2020). Review of Online Food Delivery Platforms and their Impacts on Sustainability. Sustainability, 12(14), 5528.

Llagostera, P. F., Kallas, Z., Reig, L., & De Gea, D. A. (2019). The use of insect meal as a sustainable feeding alternative in aquaculture: Current situation, Spanish consumers' perceptions, and willingness to pay. *Journal of Cleaner Production*, *229*, 10-21.

Naderifar, M., Goli, H., & Ghaljaie, F. (2017). Snowball sampling: A purposeful method of sampling in qualitative research. *Strides in development of medical education*, *14*(3).

Mahmood, S. F. (2017). Evaluating the impact of brand equity and price variance upon consumers buying behavior: An empirical analysis on Bangladesh. *International Journal of Entrepreneurship and Development Studies*, *5*(2), 111-127.

Massaglia, S., Borra, D., Peano, C., Sottile, F., & Merlino, V. M. (2019). Consumer preference heterogeneity evaluation in fruit and vegetable purchasing decisions using the best–worst approach. *Foods*, *8*(7), 266.

Molina, M. D. M., Molina, B. D. M., Pérez, D. C., & Campos, V. S. (2021). Connecting passenger loyalty to preferences in the urban passenger transport: Trends from an empirical study of taxi vs. VTC services in Spain. *Research in Transportation Business & Management*, *41*, 100661.

Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H. S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, *105*, 103275.

Prabowo, G. T., & Nugroho, A. (2019, March). Factors that influence the attitude and behavioral intention of Indonesian users toward online food delivery service by the Go-Food application. In *12th*

International Conference on Business and Management Research (ICBMR 2018) (pp. 204-210). Atlantis Press.

Qazzafi, S. (2020). Factor affecting consumer buying behavior: a conceptual study. International Journal for Scientific Research & Development, 8(2), 1205-1208.

Ramya, N. A. S. A. M., & Ali, S. M. (2016). Factors affecting consumer buying behavior. International journal of applied research, 2(10), 76-80.

Rathore, S. S., & Chaudhary, M. (2018). Consumer's perception on online food ordering. *International Journal of Management & Business Studies*, *8*(4), 12-17.

Ray, A., & Bala, P. K. (2021). User generated content for exploring factors affecting intention to use travel and food delivery services. *International Journal of Hospitality Management*, *92*, 102730.

Rebollar, R., Gil, I., Lidón, I., Martín, J., Fernández, M. J., & Rivera, S. (2017). How material, visual and verbal cues on packaging influence consumer expectations and willingness to buy: The case of crisps (potato chips) in Spain. *Food Research International*, *99*, 239-246.

Rivera, M. (2019). Online Delivery Provider (ODP) services: Who is getting what from food deliveries?. *International Journal of Hospitality Management*, *80*, A1-A2.

Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, e-satisfaction and e-loyalty for fashion e-retailers in Spain. *Journal of Retailing and Consumer Services*, *57*, 102201.

Roh, M., & Park, K. (2019). Adoption of O2O food delivery services in South Korea: The moderating role of moral obligation in meal preparation. *International Journal of Information Management*, *47*, 262-273.

Rosa. A, I. Iisnawati, and I. Daud, “Key Factors Analysis of E-Commerce and Marketplace Purchasing Decision in Palembang,” *Sriwij. Int. J. Dyn. Econ. Bus.*, vol. 2, no. 4, p. 347, 2018.

Rubio, N., Villasenor, N., & Oubina, J. (2015). Consumer identification with store brands: Differences between consumers according to their brand loyalty. *BRQ Business Research Quarterly*, *18*(2), 111-126.

Salem, M., & Cermelli, M. (2016). An experiment on brand loyalty among mobile phone users in the Basque region of Spain.

Sánchez, M., López-Mosquera, N., & Lera-López, F. (2016). Improving pro-environmental behaviours in Spain. The role of attitudes and socio-demographic and political factors. *Journal of Environmental Policy & Planning*, *18*(1), 47-66.

Suhartanto, D., Dean, D.L., Leo, G., & Nyoman Triyuni, N. (2019). Millennial Experience with Online Food Home Delivery: A Lesson from Indonesia. *Interdisciplinary Journal of Information, Knowledge, and Management*.

Syed, A. A. (2016). Factors Influencing Consumer Buying Behavior. A review. An international Journal of Interdisciplinary Study, 1(1), 1-6.

U.S. Department of Education, 2010: Inductive and Deductive Research Approaches: https://files.eric.ed.gov/fulltext/ED542066.pdf.

Uranga, *The role of aggregators for food delivery in Spain - Global site - Kantar Worldpanel*. (n.d.). https://www.kantarworldpanel.com/global/News/The-role-of-aggregators-for-food-delivery-in-Spain

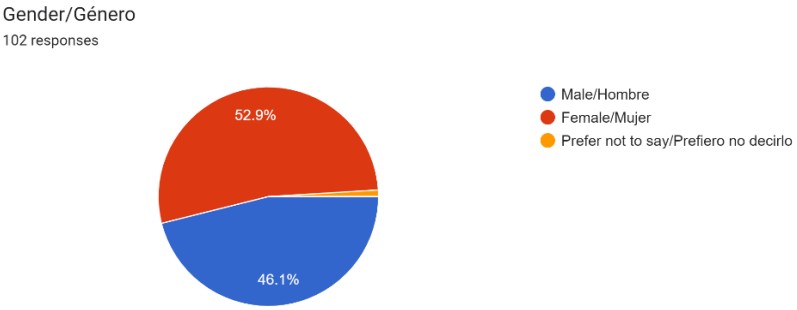
Villarejo-Ramos, A. F., & Sanchez-Franco, M. J. (2005). The impact of marketing communication and price promotion on brand equity. *Journal of Brand Management*, *12*, 431-444.

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian marketing journal*, *28*(4), 160-170.

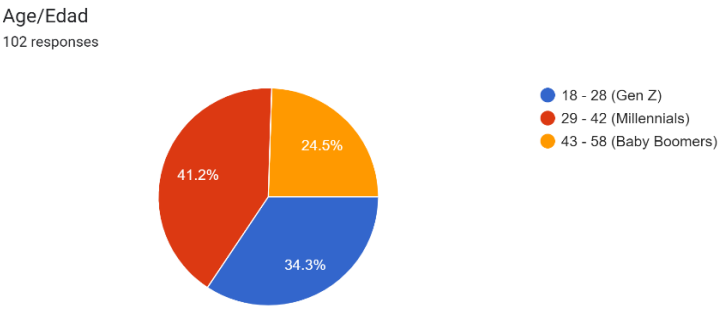
Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer services*, *35*, 150-162.

Yosep, R. M. (2014). Mobile Food Ordering Application using Android OS Platform. In *International Conference on Advances Science and Contemporary Engineering, Jarkata, Indonesia* (Vol. 68).

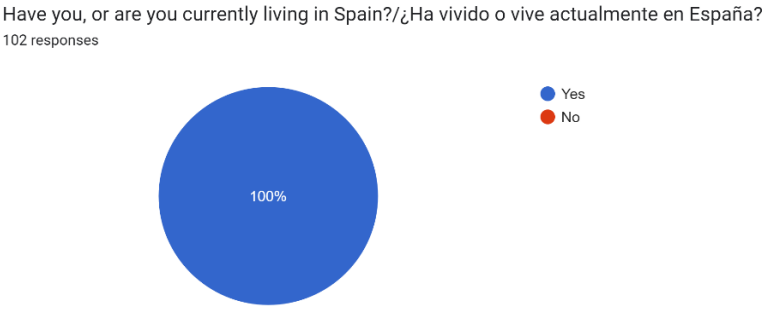
10. ANNEXES



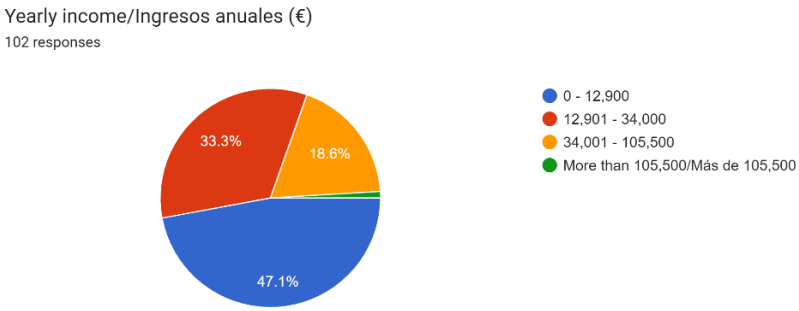
Annex 1 – Gender – source: Google forms



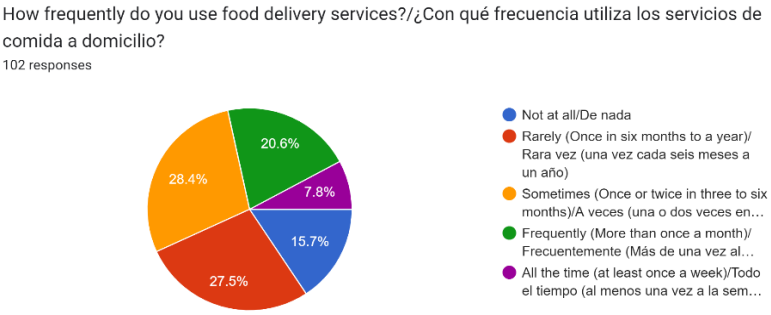
Annex 2 – Age – source: Google forms



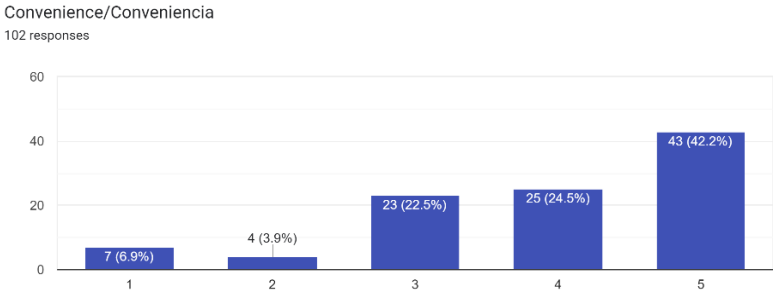
Annex 3 – qualifying question – source: Google forms



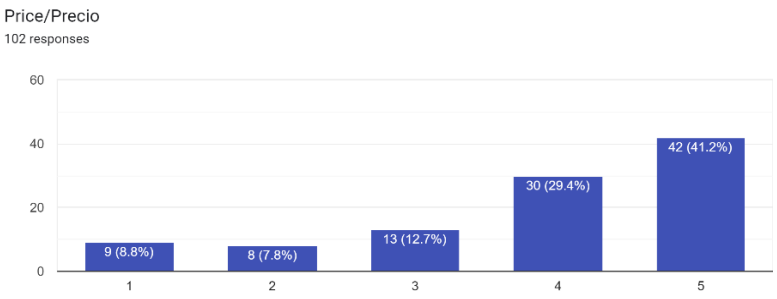
Annex 4 – Income – source: Google forms



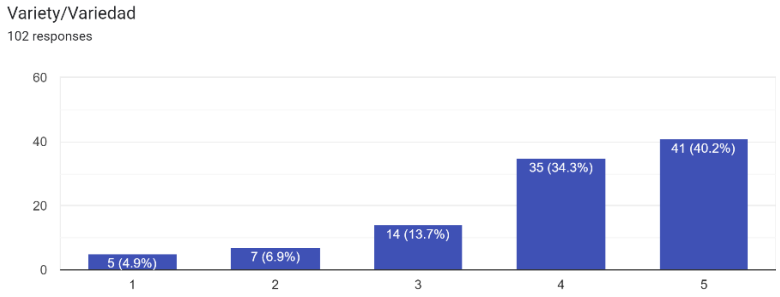
Annex 5 – Frequency – source: Google forms



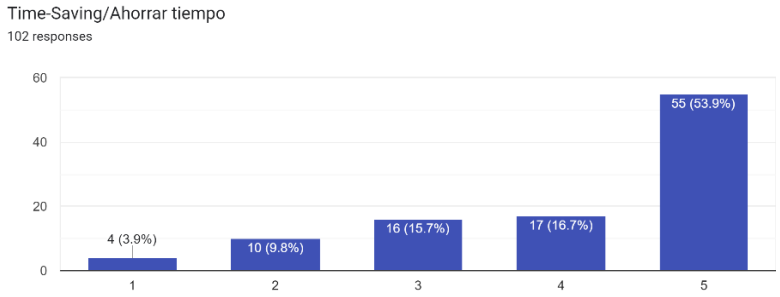
Annex 6 – Convenience – source: Google forms



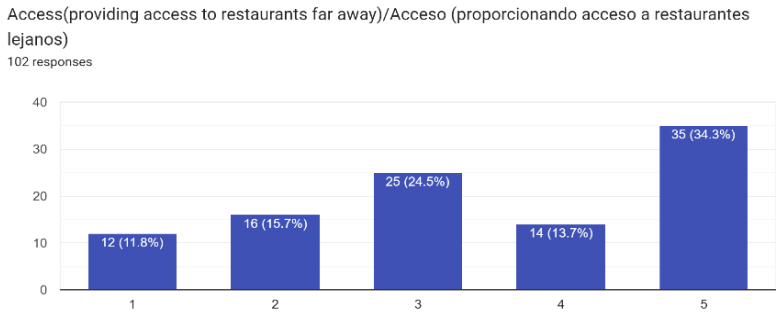
Annex 7 – Price – source: Google forms



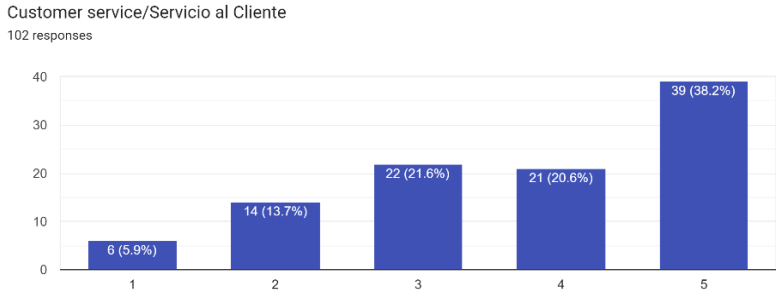
Annex 8 – Variety – source: Google forms



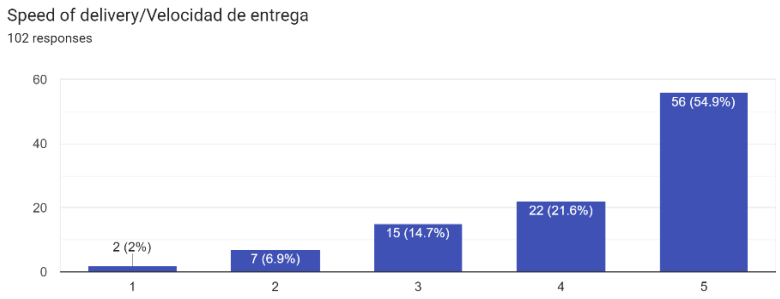
Annex 9 – time-saving – source: Google forms



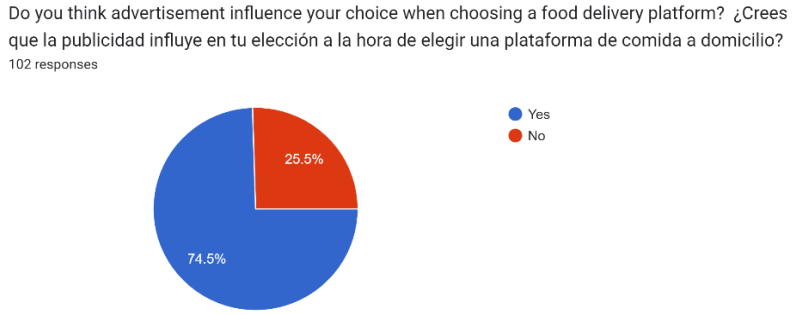
Annex 10 – Access – source: Google forms



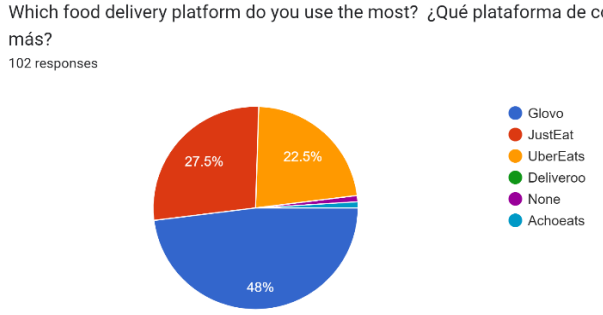
Annex 11 – Customer service – source: Google forms



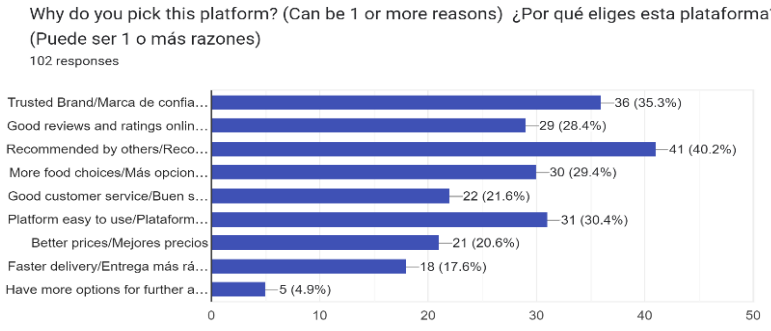
Annex 12 – Speed of delivery – source: Google forms



Annex 13 – Advertisement influence – source: Google forms



Annex 14 – Food delivery brand – source: Google forms



Annex 15 – Reason for choosing food delivery brand – source: Google forms

Questionnaire sample:

Consumer Behavior towards Food Delivery Services in Spain

Hi! This survey is designed to identify the values that drives consumer demand towards food delivery service platforms as well as having the objective to understand this industry better. The survey will take approximately 2-5 minutes to complete. Please answer all questions honestly and to the best of your ability. There are 3 sections to this survey. Your responses will be kept confidential and will only be used for research purposes. Thank you for your interest and participation.

¡Hola! Esta encuesta está diseñada para identificar los valores que impulsan la demanda de los consumidores hacia las plataformas de servicio de comida a domicilio, además de tener el objetivo de comprender mejor esta industria. Completar la encuesta le tomará aproximadamente de 2 a 5 minutos. Por favor conteste todas las preguntas honestamente y lo mejor que pueda. Hay 3 secciones en esta encuesta. Sus respuestas se mantendrán confidenciales y solo se utilizarán con fines de investigación. Gracias por su interés y participación.

* Indicates required question

1. **Gender / Género** *

Mark only one.

☐ Male / Hombre.
☐ Female/Mujer.
☐ Prefer not to say / Prefiero no decirlo.

2. **Age / Edad** *

Mark only one.

☐ 18 - 28 (Gen Z).
☐ 29 - 42 (Millennials).
☐ 43 - 58 (Baby Boomers).

3. **Have you, or are you currently living in Spain? / ¿Ha vivido o vive actualmente en España?** *

Mark only one.

☐ Yes.
☐ No.

4. **Yearly income / Ingresos anuales (€)** *

Mark only one.

☐ 0 - 12,900.
☐ 12,901 - 34,000.
☐ 34,001 - 105,500.
☐ More than 105,500/Más de 105,500.

Note: Your thoughts on food delivery services in Spain.

5. **How frequently do you use food delivery services?/¿Con qué frecuencia utiliza los servicios de comida a domicilio?** *

Mark only one.

☐ Not at all/De nada
☐ Rarely (Once in six months to a year)/Rara vez (una vez cada seis meses a un año)
☐ Sometimes (Once or twice in three to six months)/A veces (una o dos veces en
tres a seis meses)
☐ Frequently (More than once a month)/Frecuentemente (Más de una vez al mes)
☐ All the time (at least once a week)/Todo el tiempo (al menos una vez a la semana)

Note: Please rate the values most important to you when using a food delivery service on ascale of 1 to 5.

1 being unimportant to 5 being very important.

Note: Califique los valores más importantes para usted cuando utiliza un servicio de comidaa domicilio en una escala del 1 al 5

Siendo 1 poco importante a 5 muy importante.

6. Convenience / Conveniencia *

Mark only one.

Not important/No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante

7. **Price / Precio** *

Mark only one.

Not important/No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante

8. **Variety / Variedad** *

Mark only one.

Not important/No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante.

9. **Time-Saving / Ahorrar tiempo** *

Mark only one.

Not important/No importante.

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante.

10. **Access (providing access to restaurants far away) / Acceso (proporcionando acceso a restaurantes lejanos)***

Mark only one.

Not important/No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante

11. Customer service / Servicio al Cliente *

Mark only one.

Not important / No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante

12.Speed of delivery / Velocidad de entrega *

Mark only one.

Not important/No importante

1 O

2 O

3 O

4 O

5 O

Very important/Muy importante

13.Do you think advertisement influence your choice when choosing a food delivery platform? / ¿Crees que la publicidad influye en tu elección a la hora de elegir una plataforma de comida a domicilio? *

Mark only one.

- ☐ Yes
- ☐ No

Note: Your preferred food delivery brand

14.Which food delivery platform do you use the most? / ¿Qué plataforma de comida a domicilio usas más? *

Mark only one.

- ☐ Glovo
- ☐ JustEat
- ☐ UberEats
- ☐ Deliveroo
- ☐ Other:

15. Why do you pick this platform? (Can be 1 or more reasons) / ¿Por qué eliges esta plataforma? (Puede ser 1 o más razones) *

Check all that apply.

- ☐ Trusted Brand/Marca de confianza
- ☐ Good reviews and ratings online/Buenas críticas y calificaciones en línea.
- ☐ Recommended by others/Recomendado por otros
- ☐ More food choices/Más opciones de comida Good customer service/Buen servicio al cliente.
- ☐ Platform easy to use/Plataforma fácil de usar
- ☐ Better prices/Mejores precios
- ☐ Faster delivery/Entrega más rápida
- ☐ Have more options for further areas/Tener más opciones para otras áreas