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Predicting Youngster's Attitude towards Online Food Delivery

Anupama Chirag Dave*; Rinky Trivedi **

* Navrachana University, Vasna - Bhayli Main Rd, Bhayli, Vadodara, Gujarat 391410, India
** Marwadi University, Rajkot-Morbi Highway, Road, Gauridad, Rajkot, Gujarat 360003, India

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ABSTRACT

Attitude has been a very significant topic in the area of consumer research owing to the role it plays in consumer decision making process. Literatures have identified various models that can measure attitude; for this research ABC model of attitude was used. The purpose of this study was to measure the attitude of respondents for OFD and their by analyzing the impact of each component of ABC model on Attitude creation. The data was collected from 368 youngsters using a structured questionnaire. Using SPSS 21, computer software the type of attitude was measured and for achieving second objective AMOS 21.0 software was used. Once the model fit was achieved using AMOS 21.0 the structured equation modeling was performed. The investigation revealed that youngsters have moderately positive attitude towards Online Food Delivery (OFD) and it was the affective component of attitude that had the highest influence on attitude creation.

SARI PATI

Perilaku telah menjadi topik yang sangat berarti dalam bidang riset konsumen karena perannya dalam proses pengambilan keputusan konsumen. Beberapa literatur telah mengidentifikasi berbagai model yang dapat mengukur perilaku; untuk penelitian ini model perilaku ABC digunakan. Tujuan penelitian ini adalah untuk mengukur perilaku responden pada model Pengiriman Makanan secara Daring (OFD) dan mereka sendiri dengan menganalisis dampak masing-masing komponen model ABC pada penciptaan perilaku. Data dikumpulkan dari 368 anak muda menggunakan kuesioner terstruktur. Menggunakan SPSS 21, perangkat lunak komputer, jenis perilaku diukur dan untuk mencapai tujuan kedua perangkat lunak AMOS 21.0 digunakan. Setelah model fit dicapai menggunakan AMOS 21.0, pemodelan persamaan terstruktur dilakukan. Penyelidikan mengungkapkan bahwa anak-anak muda memiliki sikap yang cukup positif terhadap Pengiriman Makanan secara Daring (OFD) dan itu adalah komponen sikap yang afektif yang memiliki pengaruh tertinggi pada penciptaan perilaku.

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Corresponding author:
anupama.c.dave30@gmail.com

INTRODUCTION

Food Delivery Market

The food delivery market worldwide stood at €83 billion, i.e. nearly 1% of the total food market as per the report by McKinsey & Company. The online delivery market has grown by 25% during 2015-18, which is further expected to grow at the rate of 14.9% till 2020 (McKinsey & Company). In terms of revenue the online food delivery segment has generated revenue of US$82,714m in 2018 which is expected to grow at a rate of 10.7% by 2023 (Statista Digital Market Outlook Report). The statistical figures for Indian market shows mammoth potential in industry as Indian Restaurant sector is around INR 247,680 crore which is twenty-four times bigger than the bollywood movie industry (National Restaurant Association of India (NRAI)). The Indian online food delivery segment is expected to earn revenue of US$11,569 m by 2023, which stands at US$7,011m in 2018 which means that the revenues are expected to grow at the rate of 10.5% (Statista). The numerical figures show that the Indian industry has immense potential as it is expected to grow at the same rate as the world online food delivery market is growing. Online food ordering sector envisions a strong growth as the number of daily orders online are growing progressively at 15% per quarter from January to September in last year i.e. 2018. The daily order volumes were around 160,000 in 2016 which grew by 130% in 2017, where the number of daily orders was around 370,000 orders (RedSeer Consulting). As per the industry estimates the daily order as of March 2018 for the major players in the industry were as follows: Zomato (About 180,000), Swiggy (About 200,000), Foodpanda (Above 30,000) and UberEATS (12,000-15,000). These attractive numeric figures highlight the fact that the industry is growing at both national and international level and has a promising future, but what is driving this industry at such a fast rate?

Adoption of online food delivery at such a fast pace can be owed to various catalyst such as changing demographics of India where we have more youngsters who have more urge for eating outside food rather than home cooked food, the rising number of working women is the second element that has lead to rising in the number of people opting to buy food on the go, as these women spend considerable amount of their productive hours commuting they get very less time to cook at home. Another variable that has lead to growth of the industry is rise in the per capita income of households as most of the families today have dual income, were both husband and wife are earning leading to increase of household income but at the same time busy schedules, traffic congestion and on the go lifestyles make it compulsory to get some assistance when it comes to food. Lastly, penetration and adoption of technology at a faster pace and increased literacy to use internet via Smartphone, apps and web based system. These are the demand drivers that are making this industry growth at such a fast pace.

Food Delivery Industry – Online Business Model

The industry has witnessed lot of transformations, key transition being from who delivers the food and how the food is ordered by the customer. The food delivery industry began with the business model of Restaurant-to-Consumer Delivery, where restaurants have dedicated websites or phone numbers, customers who wishes to place an order needs to check the website for menu or call the restaurant and place the order. The restaurant would have dedicated team for delivery who would deliver the food to the customers place. This model compelled the restaurants to have their own delivery channel else catering to the needs to customer was evidently impossible. Then came the business model of Platform-to-Consumer Delivery in the year 2013 where logistics support was provided to restaurants by dedicated delivery players, this model allowed customers to compare menu, scan reviews and place orders from many restaurants at same time with a single click. This platform worked as an aid for those restaurants that were not having their own delivery team, making the industry more competitive in nature. The online food delivery industry is having various supply

drivers also which is boosting its potential growth of industry. Key supply drivers being expansion of variety of cuisine which has generated interest of people who are ready to experiment new food that cannot be made at home. The new business model that has lead to emergence of logistic support to the restaurants that were not having their own delivery teams has got the opportunity to reap the benefits of food delivery business. The industry has witnessed the growth in delivery dedicated formats as they need less investment compared to starting a restaurant.

Literature Review

Attitude an umbrella terminology used to represent concepts like values, feelings, emotions, preferences, intentions, opinion, expectations, judgments etc. (Bagozzi, 1994a;1994b) have been assumed by social psychologists as having much to do with the social behavior of individuals (Wicker 1969). This term has gained enormous significance in consumer research owing to the influence; it has on purchase decisions of customers. Vivid researchers have defined the term in diverse ways over a period of time.

Definitions Attitude
A mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related. It is a tendency to respond to some object or situation - *Allport (1935)*
Attitudes are held with respect to some aspect of the individual's world, such as another person, a physical object, a behavior, or a policy - *Ajzen & Fishbein (1977)*
Attitudes are relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects or groups. An attitude is not passive, but rather it exerts a dynamic influence on behavior - *Baron & Byrne (1984)*
Attitude is considered as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor and disfavor - *Eagly and Chaiken(1993)*
An attitude is a summary evaluation of an object or thought - *Malhotra (2005)*
Attitudes may be positive, negative, or neutral - *Walley et al. (2009)*

Characterization of attitude by these eminent researchers emphasize the fact that attitude has the power to direct behavior of consumers as they generate feelings that may be favorable or unfavorable. Owing to this fact enormous research has been undertaken to identify the elements that contribute in generation of attitude in form of model. Rosenberg (1956) created 'Expectancy-Value Model' which recommended 'value importance' and 'perceived instrumentality' as dimensions to measure attitude. Fishbein (1963), proposed 'Multiattribute Measurement Model' which was identified as Expectancy-Value based models of attitude. Calder & Lutz (1972) proposed 'Vector Model' which had affective component and cognitive component as elements to measure attitude. A 'Tripartite Model' was developed by Spooncer (1992), which included three components of attitude: Feelings, Beliefs and Behavior. Davis (1989, 1993) created Technology Acceptance Model (TAM) which identified the components of attitude that could affect the intentions to use technology. One of the most cited model developed for attitude has been ABC model which suggested that attitude has three elements i.e. Affect, Behavior and Cognition (Eagly & Chaiken 1998) (Van den Berg et al. 2006). Schiffman & Kanuk (2004), created CAC model which suggested that attitude is created from three components i.e. Cognitive-Affective-Conative. Among all these models mentioned above, the ABC model of attitude happens to be the most recognized one in social psychology literature (Bohner and Dickel 2011; Crano and Prislin, 2006; Eagly and Chaiken 1993; Fazio and Petty 2008) hence, this research has tried to measure attitude by utilizing 'ABC model'.

Online food delivery has gained immense popularity in recent times owing to various benefits that are obtained to customers while they decide to buy food online. Many researches that have been done in the past have also highlighted those benefits as a key in driving this industry further. It has been observed that attitude towards the online food industry is dependent on perceptions about ease of use and technological developments incorporated

by the food deliver (Serhat Murat Alagoz & Haluk Hekimoglu (2012)). Many past researches have even pointed that convenience; an OFD offer to customer has been a prime motivator behind the usage of these services as customer now-a-days has easy access to internet (H.S. Sethu & Bhavya Saini (2016). The non-users of OFD had technical anxiety to use the services while the users were comfortable as they felt that OFD gave them the much required control and convenience (Sheryl E. Kimes (2011)). Thus, it can be stated that system convenience and ease of use (Varsha Chavan, et al, (2015)) are the prominent factors contributing to the growth of this industry.

Research Questions and Research Objectives

Online food delivery industry is burgeoning owing to lot many factors which have been highlighted by many of the empirical research done in the past. Those factors if considered carefully by the service providers can lead to attitudinal changes among the non-users. These factors necessarily contribute in formation of attitude; hence, the first research question was – Which factors are considered by customers while ordering food online? How do they contribute towards creation of attitude – Positive or Negative? Thus, the first research objective was – 'To identify the factors that contribute in creation of attitude and to measure its positive or negative influence'. This research has been created considering the ABC Model of attitude which identifies Affective, Behavioral and Cognitive component as basic elements required for creation of attitude. Hence the next research question was– Which element has more relevance in creation of attitude in case of OFD services? Thus, the objective was framed as – 'To understand the influence of the elements on the attitude formation and their relationship'. The second objective aimed at testing the following research model and hypothesis:

H1: There is a significant relation between affective component and attitude formation

H2: There is a significant relation between behavioral component and attitude formation

H3: There is a significant relation between cognitive component and attitude formation

METHODS

Questionnaire: The instrument was divided into two sections – Section A which had questions related to demographic classification and basic question asked to understand the usage pattern of OFD. Section B consisted to 28 statements that were used to measure attitude of the respondents towards OFD services on a 5 point Likert scale. Among these 29 statements intended to measure attitude 13 statements reflected 'Negative Attitude' towards OFD while 16 statements reflected 'Positive Attitude'.

Participants: The participants were youngsters who have used OFD services at least once and were well aware about the system. This questionnaire was sent to nearly 500 youngsters of whom 394

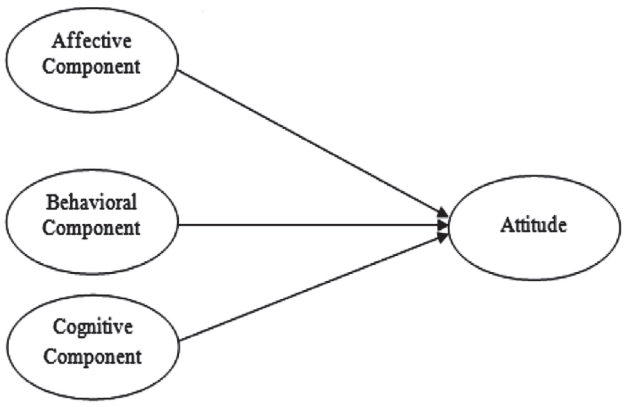

Figure 1. Research Model

responses were received, after scrutinizing the responses 368 responses were found useful and were used for analysis (Refer: Table 1. Demographic Classification).

Statistical Analysis: Respondents scores were calculated and presented as mean score ± SD for each attitudinal factor in Excel to ascertain the first objective of the study. To fulfill the second objective of the study using AMOS 21.0 a Structural Equation Modeling was carried out and the model was tested to check the relationship. Internal Consistency of the items (Cronbach's alpha) and construct validity (Convergent and Divergent validity) was tested before performing the test.

RESULTS AND DISCUSSION

This investigation was based on data collected from 368 youngsters, the details of demographic classification for these respondents inform of frequency has been represented in Table.1.

The empirical research could identify 29 attitudinal factors from the literature of which 13 factors represented negative attitude towards online food delivery (OFD) system while 16 of them signified positive attitude towards OFD. The attitudinal scores for both the parameters were calculated in SPSS 21 using descriptive statistics. Based on which categorization for each attitudinal factor was done; so as understand whether these parameters had a positive or negative influence on online food purchase intentions. The score of attitudinal measures are represented in the Table 2.

Table 2 depicts the descriptive frequencies for

Table 1. Demographic Classification

Demography			Frequency
Gender	Male	:	198
	Female	:	170
Age	Below 20 years	:	247
	20-30 years	:	118
Educational Qualification	SSC	:	02
	HSC	:	118
	Graduation	:	211
	Post Graduation	:	23
	Others	:	14

Source: Data Analysis

Table 2. Scores of attitudinal factors measuring attitude towards online food delivery

Attitudinal Factor	Score (N=368)		
	Reference Range		Frequency
Positive Attitude	Low	16-37	244
	Moderate	38-59	117
	High*	60 and more	07
	Reference Range		Frequency
Negative Attitude	High	13-30	75
	Moderate	31-48	258
	Low*	49 and more	35

*Favorable Attitude denoted for OFD
Source: Data Analysis

attitudinal statements asked to 368 respondents. From the table it is visible that people were not having highly positive attitude towards OFD services. The statements included to measure negative attitude were the once which showed preferences of customers to actually visiting restaurant rather than using OFD services. From the frequencies of negative parameters it is clearly evident that majority of people had moderate negative attitude towards OFD. Thus, it can be stated that people have – Moderately Positive Attitude towards OFD services. Literature evidence of attitude state that it comprises of elements like Affective, Cognitive and Behavioral Component, the statements used in this research had all these elements. Thus, after identify the fact that respondents were not having very positive attitude towards OFD it is very vital to understand which component of attitude has the highest influence on attitude creation. Hence, SEM was executed on the data to identify the relationships that existed between different components of attitude on its creation so that necessary managerial implications could be derived. Where, Affective, Behavioral and Cognitive components of attitude were independent variables and Attitude was the dependent variable (Refer: Figure 1. Research Model).

Structural Equation Modeling

The attitude of respondents for OFD was found to be moderately positive (Refer: Table 1. Scores of attitudinal factors measuring attitude towards online food delivery) which can be an area of concern for these service providers. This research thus aimed at addressing this issue by identifying which element of attitude had the highest influence on creation of such attitude. Thus, to verify the research model (Refer: Figure 1. Research Model) and to test hypothesis; SEM was used. AMOS 21 software was used to perform SEM, which incorporates two levels of analysis: A) The measurement model and B) The Structure Model.

The Measurement Model: The first level of analysis done while performing SEM is –'The Measurement Model', which aids the researcher in understanding if the latent variables have potential to measure intended constructs in the hypothesized model. The measurement model should have satisfactory level of reliability and validly before testing the second part of analysis 'The Structural Model' which aims at measuring the relationship between the variables in the model. The Measurement Model is performed by calculating the psychometric properties of the model in terms of reliability & construct validly (Convergent validity and Discriminant validity).

- Internal Consistency: One of the popular methods of measuring internal consistency of set of scale or test items is Cronbach's alpha which show the extent to which the items in a set is consistent in measuring a concept. Cronbach's alpha coefficient ranges between 0 and 1; the closer alpha value to 1.0 the greater is the internal consistency of the scale (Gliem, J. A., & Gliem, R. R. (2003) .The rule of thumb for interpreting the values of alpha are: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable" George and Mallery (2003) . The values of Cronbach's alpha for our variables were above 0.70 which according to the rule of thumb are acceptable (Refer: Table 3. Reliability and Validity Analysis.
- Composite Reliability: Constructs reliability was measured using Composite Reliability (CR), which is considered as offering more retrospective approach to overall reliability in estimating the construct's consistency in terms of stability and equivalence. The acceptable threshold value for CR should be above 0.70 (Hair et.al.2010) . The readings of CR for all latent variables in our model were greater than 0.70 (Refer: Table 3. Reliability and Validity Analysis) which is indicating that construct is having high internal consistency and reliability.
- Convergent Validity: This measures the construct validity of the instrument used for data collection and is a subset of construct validity. This is measured using the Standardized factor loading and average variance extracted

Table 3. Reliability and Validity Analysis

Construct	Items	Standardized Loadings	Cronbach's alpha	Composite Reliability CR	Average Variance Extracted AVE
Affective Component	AF3	0.652	0.748	0.75	0.59
	AF5	0.714			
	AF6	0.743			
	AF7	0.788			
Behavioral Component	B3	0.803	0.787	0.88	0.65
	B4	0.838			
	B5	0.783			
	B6	0.615			
	B8	0.621			
Cognitive Component	C1	0.719	0.721	0.82	0.52
	C2	0.667			
	C3	0.625			
	C8	0.658			
Attitude	A2	0.515	0.741	0.74	0.53
	A3	0.738			
	A4	0.67			
	A5	0.652			

Source: Data Analysis SPSS 21.0

(AVE). The construct confirms to convergent validity when, the factors loading of latent to observed variable and AVE values are above 0.50(Hair et.al.2010). It had been observed that the standardized factor loading for all latent and observed values are above 0.50 and even the vales of AVE is above the acceptable value of 0.50 (Refer: Table 3. Reliability and Validity Analysis). Thus, our construct confirms to convergent validity.

Discriminant Validity: The second subset of construct validity the Discriminant validity measures that the constructs used in the study are different from the other constructs used in the study i.e. it measures the distinctiveness of the constructs. Statistical technique used to measure Discriminant validity is comparison of AVE with the correlation squared.

Discriminant validity was checked by comparing the Square roots of AVE with the shared variances between the factors. In Table 4, the diagonal element in the correlation matrix was replaced by square root of AVE. For achievement of discriminant validity the shared variances of constructs should be lower than the square root of AVE of the individual factors. Discriminant validity was justified in this research as the values of shared variances were less that square root of AVE (Refer Table 3. Correlation analysis between variables). Skewness and kurtosis should be in the range of |2| and |10| respectively which would support for approximately "normally distributed" data or "bell – shaped curve". The values for skewness and kurtosis are in the prescribed ranges which suggest that our data is approximately normally distributed (Refer Table 4. Correlation analysis between variables).

Table 4. Correlations analysis between variables

	1	2	3	4
1. Affective Component	0.77			
2. Behavioral Component	0.485**	0.81		
3. Cognitive Component	0.317**	0.524**	0.72	
4. Attitude	0.638**	0.361**	0.087**	0.73
Mean	2.40	2.79	2.48	2.16
Standard deviation	0.633	0.716	0.656	0.703
Skewness	0.427	-0.154	0.449	0.499
Kurtosis	0.683	-0.094	1.001	0.370

***Correlation is significant at the 0.01 level (2-tailed).*
Source: Data Analysis SPSS 21

Table 5. Goodness-of-fit indices for structural mode

Fit Indices	Recommended Level of Fit	Model Value
Absolute Fit Measures		
x2 (chi-square)		251.694
df (degrees of freedom)		118
Chi-square/df (x2/df)	<3	2.133
GFI (Goodness of Fit Index)	>0.9	0.951
RMSEA (Root Mean Square Error of Approximation)	<0.08	0.039
Incremental Fit Measures		
AGFI (Adjusted Goodness of Fit Index)	>0.80	0.977
NFI (Normed Fit Index)	>0.90	0.958
CFI (Comparative Fit Index)	>0.90	0.986
IFI (Incremental Fit Index)	>0.90	0.909
RFI (Relative Fit Index)	>0.90	0.901
Parsimony Fit Measures		
PCFI (Parsimony Comparative of Fit Index)	>0.50	0.590
PNFI (Parsimony Normed Fit Index	>0.50	0.692

Source: Data Analysis AMOS 21.0

The Structural Model

This part of SEM analysis tries to measure the relationships between the latent and observed variables and tests the hypothesis. This section has two parts – Model Fitness which helps in confirmation of the research model under evaluation and evaluation of two vital indices which are used to estimate the results.

Model Fitness: Model fit analysis is done for the confirmation and modification of the model so as to evaluate whether the data set used in the research is usable for the suggested mode. Model fitness verification can be done by using three types of fit measures which are: Absolute Fit Measure, Incremental Fit Measure and Parsimony Fit Measure. The calculation and results of these fit measures are given in the table 5.

These are the most frequently used indices which are less affected by sample size (Hair.et.al., 2010). In the absolute fit measures GFI (Goodness of Fit Index) and RMSEA (Root Mean Square Error of Approximation) value for our model was

obtained as 0.951 and 0.039 respectively which were also in the recommended level of GFI >0.9 and RMSEA <0.08. Among the incremental fit measures, the values of model for each fit was AGFI 0.977> (0.80 recommended level), NFI = 0.958 > (0.90 recommended level), CFI = 0.986 > (0.90 recommended level), IFI = 1.909 > (0.90 recommended level) and RFI = 0.901 > (0.90 recommended level). In the parsimony fit measures the values for the model were in the recommended range like PCFI =0.590 (>0.50) and PNFI = 0.692 (>0.50).Thus, the comparison of the fit indices for the model with the recommended fit values suggests the fact that hypothesized structural model fits the data well (Refer Table 5. Goodness-of-fit indices for structural model).

The results of the causal paths for the structural model are indicated in Table 6. The results indicate β = standardized beta coefficient, S.E. = Standard Error, C.R. = Critical ratio and the significance value. Figure 2 shows the path diagram with path coefficients which are significant at 95% level. The R square between the independent variable and attitude was 0.72, which indicates that 72% of variances in attitude were due to the components of ABC. The most significant independent variable that contributed to the formation of attitude was identified as 'Affective' component (β1=0.84; p<0.05), thus H1 was supported. The adjusted R square for this path was 0.43, which means that 43% of variation in attitude is explained by affective component. The second most vital component that contributed to the formation of attitude was identified as 'Behavioral' Component (β1=0.67; p<0.05), which exemplified that H2 was also supported. This path had the adjusted R square of 0.29, which means that 29% of variance in attitude was due to behavioral component. The third component that lead to formation of attitude was

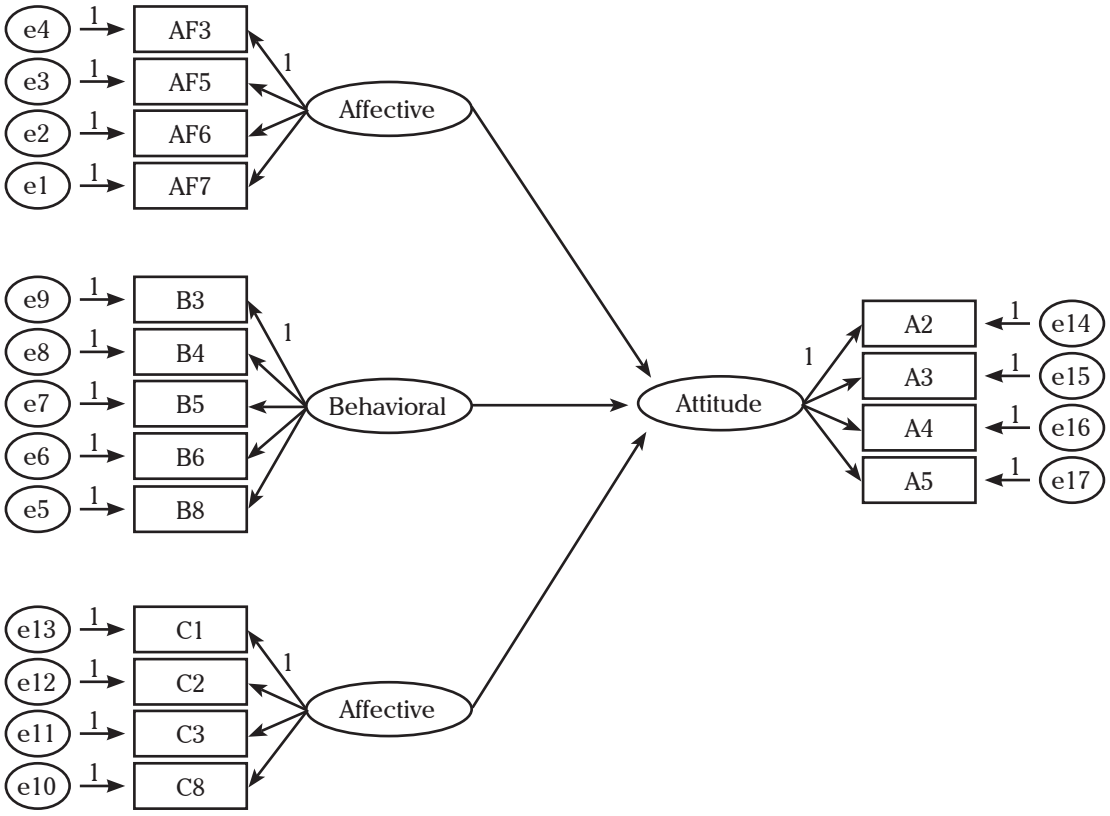

Figure 2. The Results of Structural Model
Source: AMOS 21.0 Output

Table 6. Hypothesis testing result Summary

Path			β	S.E.	C.R.	p	Results
Affective	→	**Attitude**	0.84	0.321	1.459	*0.045*	Supported
Behavioral	→	**Attitude**	0.67	0.023	2.876	*0.004*	Supported
Cognitive	→	**Attitude**	0.204	0.130	1.573	***	Supported

'Cognitive' component ($\beta 1 = 0.204$; $p < 0.05$) thereby supporting H3. The path had adjusted R square of 0.12, which means that 12% of variance in attitude was due to cognitive component.

MANAGERIAL IMPLICATIONS

Cooking meals has been observed as being hardly a priority for increased number of nuclear families where the number of dual earners has increased. The OFD service providers should devise appropriate strategies to attract the working women who actually would be interested in seeking the benefits provided by OFD such as not leaving home; saving time and giving them the required control (respondents are looking for these factors as evident from current investigation). The current research have identified that attitude of respondents was positive for OFD as it provides them with an opportunity to identify food at a very economic rates, hence OFD service providers should formulate strategies to attract price sensitive market appropriately by coming up with variety of sales promotion techniques other than the current practices such as discounts and offers. The research could identify that personal touch and attention was a factor that was missing in OFD services, for which these service givers can create policies where they may be sending some surprises to their regular customers or else making arrangements on special occasions for the respondents in a way that makes them feel important. To implement this they have to carefully utilize customer data as this can even help them retain their consumer base and spread positive word of mouth. Attitude of respondents became negative because few were of an opinion that the system of OFD was not user friendly and they feared making mistakes that could not be rectified; for which necessary awareness can be spread by these service givers by communicating the ease of usage and security of their transactions online. If the OFD service providers could identify appropriate tactics to curb these opinions of respondents then attitude could be converted into a Positive one which can help them increase their customer base.

CONCLUSION

This study tried to examine the type of attitude respondents had for online food delivery system. The results of analysis revealed that respondents had moderately positive attitude towards online food delivery system; in service sector it's very vital to have highly positive attitude to sustain in competitive environment. Hence, to understand which component of attitude in ABC model had most influence on creation of attitude SEM was performed. The results of SEM identified affective component as the most influencing dimension followed by behavioral and cognitive component of attitude. The results reveal that the moderately positive attitude for OFD was majorly influenced by the affective component. The factors that had major contribution in creation of moderate attitude towards online food delivery were identified as the enjoyment and personal attention of visiting restaurants was missed in OFD, respondents felt that it was inconvenient to use technology as it made them nervous and they found the system to be not much user friendly the positive aspects they enjoyed about OFD was the convenience it offered in terms of not leaving home, saving time and giving them the required control. These findings were similar to the findings of McKinsey based on survey of 16 countries. Consequently, OFD service

providers while providing services to customers should carefully draft strategies pertaining to offering good service, good quality of food, secured online transactions and offering good discounts as these parameters were included in the affective component. ■

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