“Factors affecting consumer intentions and actual behavior: A case of food delivery applications”

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FACTORS AFFECTING CONSUMER INTENTIONS AND ACTUAL BEHAVIOR: A CASE OF FOOD DELIVERY APPLICATIONS

Abstract

Customers and food vendors communicate directly through mobile devices. Consumers easily purchase pre-prepared meals via food delivery applications, no matter where they are, even at the convenience of their residences. Therefore, this paper aims to analyze the determinants that affect customers' propensity to purchase and their actual behavior in the setting of food delivery applications. The impact that subjective norms have on consumers' attitudes toward food ordering via food delivery applications is also examined. The theory of reasoned action and prospect theory are the two basic theories that this study draws on. A convenience sample approach was used to gather data from 288 consumers in Vietnam who placed meal orders using food delivery applications. The data collection was conducted using Google Forms. The results indicated that consumers' attitude toward purchasing food via food delivery applications positively influenced their buying propensity ($\beta = 0.191$, $p = 0.001$). Similarly, the findings also highlighted that consumers' subjective norm positively affected both their attitude ($\beta = 0.417$, $p = 0.000$) and their inclination to purchase ($\beta = 0.258$, $p = 0.000$). Likewise, discount framing emerged as the most influential factor affecting purchase intentions ($\beta = 0.262$, $p = 0.000$). Furthermore, customers' intentions significantly contributed to their actual behavior in acquiring pre-prepared meals through food delivery applications ($\beta = 0.556$, $p = 0.000$). Ultimately, the study offered suggestions for executives, identified limits, and proposed avenues for future research.

Keywords buying intention, purchase behavior, prospect theory, theory of reasoned action, Vietnam

JEL Classification M10, M30, M31

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INTRODUCTION

Food delivery applications have implemented an innovative technological framework to facilitate the provision of food delivery services. This allows clients to conveniently access a wide variety of local restaurants and food providers using smartphone applications. The use of quick search options enables customers to conveniently include desired meals in their shopping basket for ordering purposes. Consumers may quickly acquire a shipping period depending on their location or choose their desired time. The shipping team then acknowledges the order, retrieves it from the restaurant or food source and delivers it to the consumer. Consumers can use a sophisticated tracking feature inside the application to monitor the status and advancement of their orders (Chen et al., 2020). Furthermore, these platforms may serve as a means for eateries to boost their profits and for consumers to make informed decisions by selecting from a variety of food providers (Cho et al., 2019).

In the realm of food delivery apps, Chen et al. (2020), Jusoh et al. (2022), and Putri et al. (2023) used the theory of reasoned action to clarify customers' buying intentions and buying behavior. Furthermore, Sari

et al. (2022) applied the prospect theory to elucidate the customers' purchasing behavior. Therefore, identifying factors that influence consumers' intentions and actual behavior in food delivery apps by integrating the theory of reasoned action with prospect theory is crucial for scholars and executives.

1. LITERATURE REVIEW AND HYPOTHESES

Food delivery applications enable direct interaction between clients, restaurants, or food suppliers via mobile applications (Ray et al., 2019). Customers can conveniently acquire meals via food delivery applications, regardless of location, including in the comfort of their own homes (Kautsar et al., 2023). Young individuals in urban areas and the dynamic work environment have contributed to the growth of food delivery applications. This has raised standards for those who work in eateries. Food delivery applications are becoming more appealing to customers than home delivery businesses (Khandelwal & Singh, 2022). In addition, food delivery applications provide a variety of food suppliers, so shoppers can easily compare prices, menus, and comments (Jun et al., 2022). Likewise, different applications provide a range of products and services, discounts, or offers to provide discounts on particular coupons, previous shopping history, menu feedback, the most recent ratings, and food items (Anesbury et al., 2016). According to Alalwan (2020), food delivery applications enhance the appeal of ordering food by diminishing the sense of waiting time. Additionally, it aids in minimizing the costly fees associated with phone calls made by customers to inquire about the progress of their purchase, thereby reducing transaction expenses.

Food delivery providers must comprehend the factors that influence customers' buying intentions and real behavior when it comes to consumer purchasing choices (Agmeka et al., 2019). Everything that follows from an individual's decision to participate in or abstain from an activity is based on their intention. The connection is predicated on the premise that people consistently endeavor to make logical judgments grounded in the information available (Pasek & Kasih, 2021; Sari et al., 2022). On the other side, the theory of reasoned action is generally acknowledged as the leading and most often applied theory for forecasting the probability of an individual's behavior (Choo et al., 2004; Chung & Thorndike Pysarchik, 2000; Fishbein & Ajzen, 1975; Paul et al., 2016; Ryan, 1982; Tobias-Mamina & Maziriri, 2023). This theory is beneficial to scholars who want to predict and clarify an individual's intention to engage in a certain behavior at a particular moment. Its validity has been shown in several behavioral contexts (Paul et al., 2016; Tobias-Mamina & Maziriri, 2023). Fishbein and Ajzen (1975) developed the theory of reasoned action to elucidate the factors influencing consumer behavioral intentions and subsequent actions. The primary framework of the concept comprises causal connections between beliefs, attitudes, behavioral intentions, and behavior. Using an updated version of the theory of reasoned action model, this study seeks to understand consumers' behavioral intentions by examining the relationship between their attitude toward behavior and subjective norms (Choo et al., 2004; Fishbein & Ajzen, 1975).

Intention to purchase is the predisposition to carry out a certain action, such as customers' desire to place a food order via the food delivery application. Actual behavior may be described as the consumers' activity of meal orders using food delivery applications (Sari et al., 2022). The theory of reasoned action has shown high levels of predictability and has proven to be valuable in forecasting behavioral intentions and actions within the domains of marketing and consumer behaviors. To be more precise, the theory of reasoned action can forecast the intentions and actions in the domain of food delivery applications (Paul et al., 2016; Sari et al., 2022; Tobias-Mamina & Maziriri, 2023).

Attitude refers to the long-lasting view that customers have about items and services, which in turn influences their desire to purchase and their actual buying behavior (Fishbein & Ajzen, 1975). In addition, attitude encompasses the evaluation of whether the behavior being discussed is favorable or unfavorable, as well as the individual's desire to engage in this behavior (Paul et al., 2016). An individual's attitude toward a behavior is shaped by a set of readily available behavioral beliefs that establish connections between the behavior, different results,

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and other attitudes (Tobias-Mamina & Maziriri, 2023). Ramayah et al. (2010) highlighted that attitude encompasses the perceived outcomes linked to behavior. Attitude is the primary and significant predictor of behavioral intention (Michalikova et al., 2022; Novanda, 2021). Specifically, within the realm of food delivery applications, attitude is associated with the evaluations made by customers regarding the benefits or drawbacks of the food delivery applications procuring pre-prepared meals. Besides, attitude toward ordering food by using food delivery applications is examined as a predictor of clients' behavioral intention (Chowdhury, 2023; Kautsar et al., 2023).

Prior studies have debated whether attitude has a favorable effect on behavioral intention (Khan et al., 2022; Putri et al., 2023). Based on a comprehensive review of the pertinent research, a tendency to rely on food delivery applications for ordering meals is likely to result in a boost in the behavioral intention of food delivery users. Subjective norm encompasses the influence of cultural norms, colleagues, and peers on individuals' attitudes, intention to purchase, and actual behavior (Fishbein & Ajzen, 1975). A further aspect of subjective norms is how people evaluate the social forces that either support or oppose the behavior. Subjective norms show how people evaluate the opinions of important people about whether they think they should or should not do something. This opinion might or might not align with what other influential people genuinely believe the individual ought to do (Ajzen & Fishbein, 1980). This differentiation diverges from the social norm that is unanimously accepted by a social group (Choo et al., 2004). Subjective norm describes an individual's cognitive and affective evaluations of the societal impact and pressure they encounter about specific behaviors. In the context of food delivery applications, subjective norm stands for an individual's notion of societal norms around the utilization of the food delivery application to procure pre-prepared meals, as influenced by external social pressures within their surroundings (Fishbein & Ajzen, 1975).

Furthermore, individuals who possess favorable subjective norms toward the utilization of the food delivery application to procure pre-prepared meals are more likely to exhibit good intentions toward the food delivery applications (Narintorn & Chaipoopirutana, 2019; Núñez-Fernández et al., 2021; Putri et al., 2023). While there is much empirical evidence supporting the theory of reasoned action model (Choo et al., 2004; Sheppard et al., 1988; Tobias-Mamina & Maziriri, 2023), concerns have been raised about the connection between subjective norms and attitude. Scholars have criticized Fishbein and Ajzen (1975) for not providing a clear conceptual discussion of the relationship between subjective norms and attitude (Choo et al., 2004; Miniard & Cohen, 1983). Although Fishbein and Ajzen (1975) acknowledged that attitudinal and subjective effects may be interdependent, they should be kept separate since subjective norms and attitudes may affect behavior differently. Thus, subjective norms play a role in shaping attitudes. Attitude can be developed based on information from an authoritative source or the expectations of vital individuals. External expectations, also known as subjective norms, are thought to influence internal predispositions, such as attitude, in certain situations, such as when making new product purchases (Choo et al., 2004; Ryan, 1982). Besides, the subjective norm is a crucial determinant of attitude (Putri et al., 2023; Troise et al., 2021). Furthermore, in the realm of food delivery applications, people are more inclined to adopt food delivery applications when they see their coworkers, families, and other associated persons having a positive attitude toward using them. Choo et al. (2004), Piroth et al. (2020), Putri et al. (2023), and Troise et al. (2021) have established the significance of this correlation in the utilization of online or mobile platforms for purchasing food or groceries.

Furthermore, to boost customer interest, food delivery suppliers often implement promotional pricing strategies. Prospect theory, proposed by Kahneman and Tversky (1979), has emerged as a significant theory in the field of decision-making. According to this theory, individuals are more responsive to the possibility of losing something rather than gaining something. As a result, they are more inclined to avoid losses than to pursue gains (Kahneman & Tversky, 1979). This theory elucidates the process by which individuals choose amongst several options (prospects) by evaluating them with established benchmarks. Promotions structured around pricing are analogous to similarly framed decision problems (Weisstein et al., 2014).

Framing – the practice of presenting information in a certain way – is much like price promotion in that it offers additional advantages or reduces prospective costs. This practice can significantly affect consumers' decision-making (Thaler, 1985). The inclusion of discount framing messaging inside an offer, known as promotion pricing, can influence customers' purchase decisions. The purpose of discount framing is to aid consumers who desire things to be more reasonably priced (Pasek & Kasih, 2021). The use of discount framing is currently being extended to the realm of food delivery applications as well (Sari et al., 2022). Discount framing refers to the practice of presenting the price of a promotional offer in a certain manner (Janiszewski & Cunha, 2004). Discount framing also alludes to the strategic presentation of product prices to affect customer responses (Gendall et al., 2006). Typically, shops use discount framing as a strategy to provide bundled items. When customers observe reductions that display the crossed-out original price alongside the new reduced price for comparison, they will contemplate the potential for saving costs. Therefore, using a discounted pricing strategy might enhance consumers' inclination to acquire any given goods. Buyers do not experience genuine remorse when purchasing a product that is presented with a discounted frame (Agmeka et al., 2019). Thus, using discounted framing techniques has the potential to enhance the product's sales (Khan & Dhar, 2010). Discount framing seeks to manipulate customer responses to the pricing structure of a certain item offer (Gendall et al., 2006). Moreover, discount framing is categorized into two distinct forms: absolute reduction and percent discount (Pasek & Kasih, 2021). Businesses that use discount framing to achieve cost reduction would first raise the sale price and then replace it with a lower price.

Another type of discount framing in a percentage context is sometimes known as a percent discount. Firms can apply percentages as a means of presenting information in a certain way. Retailers often use percent to tell customers about percent discounts (McKechnie et al., 2012; Sari et al., 2022). For food delivery applications, the term "discount framing" means the extent to which consumers possess a favorable inclination toward using discounts while placing orders for meals via food delivery applications. An individual's intention to carry out the conduct is greater with the better choice. According to the theory of reasoned action, customer behavioral intentions drive consumer behavior (Choo et al., 2004; Tobias-Mamina & Maziriri, 2023). Hence, the more an individual inclination toward discount framing, the more robust the desire to buy and get meals using food delivery applications. According to Schiffman and Wisenblit (2019), the purpose of offering price reductions is to stimulate clients to make goods in more substantial amounts, to acquire new clients or to keep existing ones, and to draw the interest of new clients. The correlation between discount framing and intention to purchase is grounded on prospect theory and the theory of reasoned action, which asserts that buyer choices can influence customers' intentions to make a buy (Sari et al., 2022).

A positive connection between the intention to purchase using food delivery applications and actual behavior was suggested in the theory of reasoned action (Fishbein & Ajzen, 1975), and this correlation has been regularly corroborated in the literature (Prasetyo et al., 2021; Tobias-Mamina & Maziriri, 2023). In the theory of reasoned action, a beneficial relationship was postulated between the intention to purchase using food delivery applications for food ordering and actual behavior. Jusoh et al. (2022), Prasetyo et al. (2021), and Sari et al. (2022) have consistently examined consumers' intentions under the premise that strong consumer intention is a forerunner to real action. These studies have found that high consumer intention is a predecessor to actual conduct.

Several models in the field of food delivery applications explain the intentions and actual behavior of clients. These models include the technology acceptance model, the theory of reasoned action, and the theory of planned behavior (Chen et al., 2020; Kautsar et al., 2023; Paul et al., 2016; Putri et al., 2023; Tobias-Mamina & Maziriri, 2023). Nevertheless, there are limited studies on the determinants that affect customers' intentions and actual behavior when using a mix of the theory of reasoned action and prospect theory.

This study employs a blend of the theory of reasoned action and prospect theory to investigate the determinants that affect consumers' intentions and subsequent actions within the framework of

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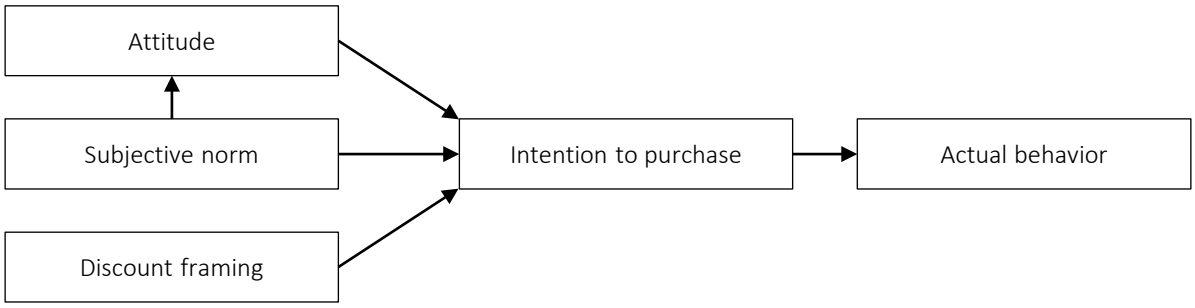

Figure 1. Research model

food delivery applications (Figure 1). Moreover, after analyzing the current body of research, the following hypotheses are put forward:

H1: There is a direct correlation between customers' attitudes and intention to purchase pre-prepared meals via food delivery applications.

H2: There is a direct correlation between customers' subjective norms and intention to purchase pre-prepared meals via food delivery applications.

H3: There is a direct correlation between customers' subjective norms and attitudes to purchase pre-prepared meals via food delivery applications.

H4: There is a direct correlation between discount framing and customers' intention to purchase pre-prepared meals via food delivery applications.

H5: There is a direct correlation between customers' purchase intention and actual behavior to purchase pre-prepared meals via food delivery applications.

2. METHODOLOGY

An online survey was created via Google Forms, and data were gathered using a nonprobability sampling technique. In marketing research, this method is chosen for the following reasons: (1) the population is unknown, (2) there is no sampling frame, and (3) data collection is faster and cheaper (Kotler & Armstrong, 2018). People in Vietnam who purchase prepared food from food delivery applications made up the survey's respondents. A total of 288 replies were considered suitable for inclusion in the inquiry after the erroneous questions were removed from the gathering. Table 1 shows respondent demographics. There were 190 female respondents, or 66% of the total, and 98 male respondents, or 34% of the total, as illustrated in Table 1. The survey respondents were grouped according to their age: 33.3% were under the age of 18, 35.8% were between the ages of 18 and under 25, 25.3% were between the ages of 25 and 35, and 5.6% were beyond the age of 35. When it comes to income, which is expressed in millions of Vietnamese dong (VND) per month, there are four categories: those with less than five million (26.4%), those with five to less than ten million (26.4%), those with ten to less than fifteen million (30.2%), and those with more than fifteen million VND (17%). The survey mostly consisted of individuals under the age of 35, including 94.4% of the participants. As a result, 87% of the respondents had a monthly income of 15 million dong or less.

Table 1. Respondent demographics

Demographics		Frequency	%
Gender	Female	190	66
	Male	98	34
Age	<18	96	33.3
	18 – <25	103	35.8
	25 – 35	73	25.3
	> 35	16	5.6
Monthly income (million VND)	< 5	76	26.4
	5 – <10	76	26.4
	10 – 15	87	30.2
	>15	49	17.0

The proposed study framework consists of five constructs. The scales have been customized to accommodate the particular circumstances of the research, using modifications based on the scales applied in prior investigations. The attitude scale comprises four items adopted from Troise et al. (2021). The subjective norm scale has four observables modi-

fied from Troise et al. (2021) and Chen and Peng (2012). The discount framing scale has three observables derived from Sari et al. (2022). The intention to purchase scale consists of four observables modified from Jun et al. (2022). The actual behavior scale comprises four observables derived from Sari et al. (2022). The measurement of each item was conducted using a Likert scale that spanned from one to five, with one indicating "Strongly disagree" and five indicating "Strongly agree."

The study used the partial least squares (PLS) method for five main reasons, including a small number of participants, non-normal data, theory building and preliminary research, high complexity of models, a focus on prediction research, and formative measures (Sarstedt et al., 2022). The study framework and hypotheses were examined using the PLS method. Both the measuring and the structural models were evaluated (Hair et al., 2021).

3. RESULTS

Table 2 shows that the measurement scales of the concepts exhibit an advanced level of reliability. This is evident from the fact that both Cronbach's alpha (α) [0.734 – 0.874] and composite reliability (CoR) [0.762 – 0.878] values are higher than the cutoff of 0.7. Also, the outer loading (OuL) [0.732 – 0.886] and average variance extracted (AVEx) [0.647 – 0.726] indicators exceed the standard criterion of 0.7 and 0.5, respectively, which indicates that convergent validity has been met (Hair et al., 2021).

In addition, according to Table 3, the bolded items represent the OuL for each concept, whereas the cross-loadings relate to the same concept. There is strong evidence of discriminant validity since each item's OuL on the associated concept is greater than that of items on different concepts (Hair et al., 2021).

Bootstrapping was used to analyze the structural model. This method included doing 5,000 subsamples in a repeating manner. Throughout this procedure, the hypotheses were investigated and put to the test. Figure 2 shows the findings of the evaluation of the structural model.

Table 4 shows the results of the hypotheses testing. Table 4 demonstrates that attitude had a positive influence on intention to purchase, as shown by

Table 2. Measurement scales results

Variables and Items	OuL
Attitude – ATT (α = 0.817, CoR = 0.822, AVEx = 0.647)	
1. Utilizing a food delivery app would be a prudent decision.	0.757
2. I believe using a food delivery app is a commendable notion.	0.803
3. I find the use of a food delivery app to be enjoyable.	0.806
4. From my perspective, it is preferable to use a food delivery app.	0.848
Subjective norm – SN (α = 0.821, CoR = 0.821, AVEx = 0.651)	
1. Those closest to me would advise me to utilize a food delivery app.	0.803
2. Those who influence me would advise me to utilize a food delivery app.	0.813
3. Those individuals whose views I take into account would prefer that I utilize a food delivery app.	0.771
4. The majority of my influential acquaintances assert that I should use a food delivery app.	0.838
Discount framing – DF (α = 0.734; CoR = 0.762; AVEx = 0.651)	
1. I used a meal delivery app that offers promotions on a variety of things to place my order.	0.860
2. For the most part, I find that using a meal delivery app is more cost-effective than placing my order at an eatery.	0.823
3. An app that delivers cheap meals was what I used to place my order.	0.732
Intention to purchase – IP (α = 0.833, CoR = 0.834, AVEx = 0.666)	
1. In the future, I plan to keep utilizing a food delivery app.	0.839
2. In the future, I anticipate that I will make use of a food delivery app.	0.796
3. In the future, I want to make use of a food delivery app.	0.806
4. Using a food delivery app is something I want to do in the near future.	0.822
Actual behavior – AB (α = 0.874; CoR = 0.878; AVEx = 0.726)	
1. Frequently, I make purchases of meals using this food delivery app.	0.850
2. Because it is so simple, I use this food delivery app quite a bit.	0.859
3. For reasons of convenience, I often utilize this food delivery app to place my meal orders.	0.811
4. This food delivery app is great for my requirements, and I use it regularly to get meals.	0.886

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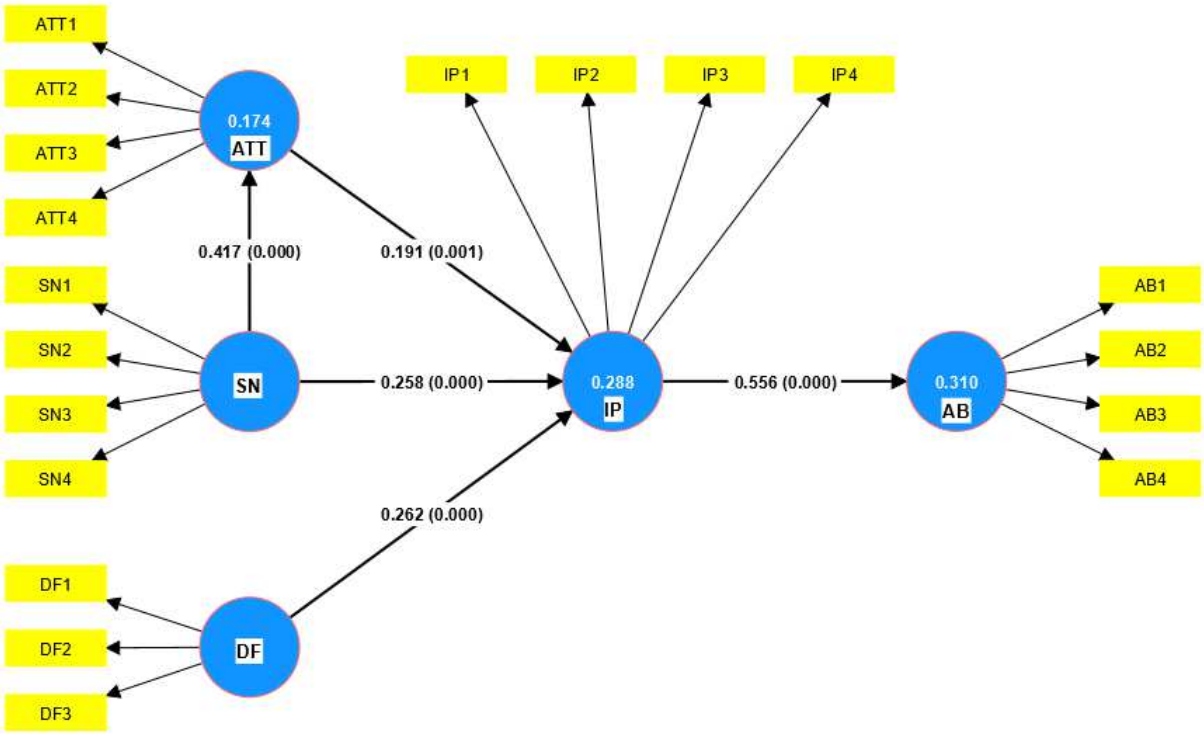
Table 3. Cross loadings

	AB	ATT	DF	IP	SN
AB1	**0.850**	0.419	0.500	0.453	0.493
AB2	**0.859**	0.464	0.518	0.517	0.520
AB3	**0.811**	0.442	0.486	0.439	0.495
AB4	**0.886**	0.451	0.507	0.481	0.582
ATT1	0.414	**0.757**	0.257	0.265	0.310
ATT2	0.376	**0.803**	0.114	0.296	0.301
ATT3	0.452	**0.806**	0.192	0.283	0.353
ATT4	0.434	**0.848**	0.202	0.314	0.371
DF1	0.497	0.189	**0.860**	0.382	0.354
DF2	0.516	0.187	**0.823**	0.331	0.346
DF3	0.411	0.207	**0.732**	0.254	0.213
IP1	0.490	0.372	0.343	**0.839**	0.333
IP2	0.469	0.247	0.335	**0.796**	0.375
IP3	0.423	0.300	0.315	**0.806**	0.336
IP4	0.430	0.253	0.333	**0.822**	0.388
SN1	0.504	0.336	0.278	0.338	**0.803**
SN2	0.443	0.336	0.313	0.366	**0.813**
SN3	0.469	0.327	0.286	0.358	**0.771**
SN4	0.565	0.346	0.367	0.351	**0.838**

Note: ATT – attitude; SN – subjective norm; DF – discount framing; IP – intention to purchase; AB – actual behavior.

a significant coefficient (H1: β = 0.191, p = 0.001), which lends support to H1. Similarly, the subjective norms had a beneficial influence on the intention to purchase with a positive coefficient, leading to the acceptance of H2 (H2: β = 0.258, p = 0.000). Likewise, the subjective norms had a favorable influence on attitude, as shown by a positive coefficient (H3: β = 0.417, p = 0.000), which confirms



Note: ATT – attitude; SN – subjective norm; DF – discount framing; IP – intention to purchase; AB – actual behavior.

Figure 2. PLS results

H3. In addition, discount framing had a beneficial influence on the intention to purchase, as shown by the biggest significant coefficients, which led to the acceptance of H4 (H4: β = 0.262, p = 0.000). Finally, intention to purchase had a favorable influence on actual behavior with a significant coefficient, which accepts H5 (H5: β = 0.556, p = 0.000).

Table 4. Results of hypotheses testing

Hypothesis	Path coefficients	P-value	Result
H1: ATT → IP	0.191	0.001	Confirmed
H2: SN → IP	0.258	0.000	Confirmed
H3: SN → ATT	0.417	0.000	Confirmed
H4: DF → IP	0.262	0.000	Confirmed
H5: IP → AB	0.556	0.000	Confirmed

Note: ATT – attitude; SN – subjective norm; DF – discount framing; IP – intention to purchase; AB – actual behavior.

4. DISCUSSION

This study enhances the current literature by using a mix of the theory of reasoned action and prospect theory to investigate the variables that affect consumers' intentions and subsequent behaviors in the setting of food delivery applications. Furthermore, by doing empirical research, this work succeeded in delivering a conceptual model for this particular domain. The reliability and validity of the variables were validated. The findings also revealed that the five proposed hypotheses were accepted, which is another significant finding.

The results demonstrated that attitude had a beneficial effect on the intention to purchase, indicating that an increase in customers' attitude toward utilizing food delivery applications for ordering meals leads to a corresponding increase in the intention to purchase food via delivery applications. Yeo et al. (2017) and Troise et al. (2021) corroborate the validity of this outcome. Nevertheless, Yeo et al. (2017) yielded the highest effect coefficient of attitude on intention to purchase (β = 0.308). This study demonstrated the lowest effect coefficient of attitude on intention to purchase (β = 0.191). The disparity can be elucidated as variations in culture. Hence, food delivery application administrators must assist customers in seeing the significance of utilizing attitude while placing meal orders through food delivery applications. This will enable them to understand that it is a wise choice, a commendable notion, a pleasurable experience, and the favored alternative for utilizing food delivery applications.

The results also disclosed that subjective norms had a beneficial effect on both intention to purchase and attitude. The results support previous research on subjective norms as an indicator of intention to purchase during the COVID-19 epidemic (Putri et al., 2023; Troise et al., 2021). As a result, this indicates that for food delivery applications, regardless of COVID-19, customers are more inclined to embrace food delivery applications when they observe that their coworkers, relatives, and other related individuals exhibit good intentions toward food delivery applications or have good attitudes about utilizing them. Nevertheless, these findings contradict Paul et al. (2016), who argued that the relationship between subjective norm and intention to purchase was not significant for green products. Therefore, food delivery application managers should implement initiatives to raise user awareness about the utilization of food delivery applications for food ordering, employing influencers or celebrities to enhance the appeal and popularity of food delivery applications for food ordering. Likewise, the findings indicated that discount framing had the most positive impact on intention to purchase. Consistent with other studies, the results show that discount framing is a good predictor of intention to purchase (Sari et al., 2022). The implementation of discount framing in retail stores appeals to individuals, consequently heightening their inclination to make purchases, as it renders prices more accessible. Consumers' propensity to buy packaged items may be influenced by using premium promotions as a framing method. Perceived as a stroke of luck when seeing a special offer, consumers are more likely to make a purchase when given the desired product as a freebie (Liu et al., 2022; Sari et al., 2022). Thus, to encourage customers to utilize food delivery applications for food ordering, food delivery application administrators should employ promotions across various platforms and demonstrate that utilizing a food delivery application is more economically advantageous than placing an order at a restaurant.

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Besides, the findings indicated that intention to purchase had a positive impact on actual behavior. Choo et al. (2004) and Sari et al. (2022) showed that intention to purchase may predict actual behavior. This study's findings indicated that those with a greater degree of information processing in food ordering using food delivery applications had a more favorable inclination toward choosing to purchase food via food delivery applications. The purchasing behavior is improving, as evidenced by customers providing positive feedback, favorable evaluations, and offering incentives to food delivery application partners (Sari et al., 2022).

CONCLUSION

The objective of this paper is to examine the factors that influence consumers' inclination to make a purchase and their subsequent behavior in the context of food delivery applications. This study also investigates the influence of subjective norms on customers' attitudes about food ordering via food delivery applications. The finding discloses that attitude ($\beta = 0.191$), subjective norms ($\beta = 0.258$), and discount framing ($\beta = 0.262$) have a favorable effect on the intention to purchase pre-prepared meals via food delivery applications. Likewise, subjective norms have a favorable effect on attitude ($\beta = 0.417$). Moreover, intention to purchase has a favorable effect on actual behavior in purchasing pre-prepared meals via food delivery applications ($\beta = 0.556$). The study's results suggest that managers of food delivery applications should develop a comprehensive strategy or policy to appeal to consumers and promote the purchase of pre-prepared meals via food delivery applications. This strategy should take into account attitude, subjective norms, discount framing, and intention to purchase.

Despite the significant contributions to both theory and practice, this work does have several limitations. This study employs a judicious combination of the theory of reasoned action and prospect theory to analyze the factors that affect consumers' intention to purchase and actual behavior within the framework of food delivery applications. Hence, forthcoming research endeavors can employ alternative theories to compare these findings. Furthermore, this study applies a quantitative methodology employed via the survey technique of online questionnaires. Hence, to enhance the quality of the survey, future research endeavors should integrate online surveys with face-to-face interviews.

AUTHOR CONTRIBUTIONS

Conceptualization: Dam Tri Cuong.
Data curation: Dam Tri Cuong.
Formal analysis: Dam Tri Cuong.
Investigation: Dam Tri Cuong.
Methodology: Dam Tri Cuong.
Project administration: Dam Tri Cuong.
Resources: Dam Tri Cuong.
Supervision: Dam Tri Cuong.
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