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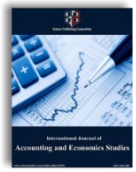

App-Enabled Consumer Value and Economic Behaviour of IT Workers in Online Food Delivery Platforms

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Abstract

In the digital era, there is a deprivation in time for preparation as well as consumption of meals amongst the tech-savvy employees. The software industry is an evergreen sector where employees are busy with their schedules and do not have time to consume healthy food for their dining. The evolution of OFDA supports such a populace to intake their food at the appropriate time without moving from their place. The present study investigated the impact of OFDA across the IT sectors through examining the role of OFDA in the routine of IT professionals in Chennai, investigating the impact of OFDA technologies on IT employees, and exploring the factors associated with the intention to use OFDA. In addition, the beneficiaries of utilizing OFDA are illustrated. The study implements TAM for determining the PEOU and PU of OFDA amongst IT professionals. A mixed methodology research approach was applied, and data were collected from 100 employees and 5 experts using a purposive sampling technique with the aid of a structured questionnaire and interview questions. The collected qualitative data were scrutinized using a thematic approach, while quantitative data were analyzed using the SPSS tool version 23 package through performing ANOVA and correlation analysis. The outcomes of the study revealed that the convenience, efficiency, time saving, fast delivery, and variety of food impact the employees to adopt the application in their daily routine. Furthermore, discovered the determinants to improve their intention to use OFDA effectively. Overall, the study recommends effective implementation of OFDA with high ethical values, attractive design, and loyalty for the benefit of organizations and society.

Keywords: *OFDA; Software Employees; TAM; Chennai; Attractive Design; Loyalty; Society.*

1. Introduction

The online food delivery services have experienced significant growth in the digital era. It is driven by technological advancements and varying consumer attitudes.(M. Gupta, 2019). The urban lifestyle is elevated drastically, the consumers are shifting towards food delivery applications for variety, efficiency, and convenience.(M. Gupta, 2019). The global food delivery market reached the value of $323.20 billion in the year 2022 and is expected to reach $466.20 billion in the year 2027(Chakraborty, Kumar, Chawla, Kaur, & Pawar, 2024; Furlan, 2021). It reflects a 7.60% CAGR (Compound Annual Growth Rate). The growth is attributed by means of several factors encompassing the penetration of smartphones, improved connectivity, and the convenience preference of consumers.(Saydam, Borzyszkowski, & Karatepe, 2024). Some of the food delivery apps, likely Swiggy, Zomato, Uber Eats, and Grubhub, are a necessity for modern dining that permits the user to explore the culinary options from the comfort of their workplaces.(PJ, Mohan, & Gowda, 2020). The urban populace, specifically IT professionals, are engaged with busy lifestyles, have little time for dining procedures. The evolution of the online food delivery applications (OFDA) has not only changed the behaviour of the users but also generated new opportunities for the diverse stakeholders in the food industry.(Saydam et al., 2024). The restaurants might expand their business without charging the overhead cost related to the door delivery system.(Jun, Yoon, Lee, & Lee, 2021). The delivery personnel benefit due to the flexibility in working hours as well as income potential. The consumers are enjoying the convenience of consuming food delivered to their homes.(Allah Pitchay, Ganesan, Zulkifli, & Khaliq, 2022). IT professionals who are presumed to be tech-savvy as well as reliant on the technologies in their lives, the implementation of the food delivery apps is a necessity for engagement with their technology.

The multi-sided value framework is crucial for being aware of interactions among the different stakeholders in the food delivery ecosystem. This model posits the platforms that generate the values through exchanges amongst the specific user groups(Furlan, 2021). The context reveals that the consumers benefit from the convenience and also access to the diverse dining opportunities and restaurants, gaining exposure to the consumer base without requiring marketing efforts. Moreover, the delivery personnel enjoy the flexibility and the new way of income opportunities. COVID-19 has substantially accelerated the implementation of the OFDA as consumers bring safe

alternatives in the lockdown as well as social distancing(Hasan, 2023; Tan, Lim, & Yeo, 2024). As per the recent report, there was an extraordinary surge in the demand for OFDA in these pandemic circumstances, and several individuals were transitioning to the food online platform for their primary path of retrieving meals(Hong, Choi, Choi, & Joung, 2021). This transition creates a greater impact on the consumer attitude and the food industry(Yao & Li, 2024). In the case of IT professionals, it possesses both challenges as well as opportunities. It elevates the technological reliance on the everyday routine, resulting in the acceptance of the OFDA for convenient solutions and modulating circumstances(Fakfare, 2021). On the contrary, the expectations are high in terms of service quality, which poses complications for the app developers to match the demands. The competition is intensified in the market, which exemplifies the entrants delivering novel features(TS & Sumathy, 2022). User experience plays a substantial role in the detection of OFDA uptake amongst the IT professionals. The features, likely specific design, order tracking, payment options, and effective consumer service are noteworthy for their contribution to user satisfaction(Zhao & Bacao, 2020). This optimistic experience motivates further usage and aids in construing the brand loyalty amongst the users(Ahuja, Chandra, Lord, & Peens, 2021). IT professionals are accompanying the high technology utilisation standards and the inadequacy of app functionality, leading to disengagement and frustration. Henceforth, the easy accessibility and speedy delivery provide valuable insights for the improvement of app functionality and design. In addition, the feedback gathering from software employees aids the developers in detecting challenging factors that hinder the satisfaction of users(Annaraud & Berezina, 2020). The background of the study enlightens the interplay between consumer behaviour and technological advancements in the context of OFDA. The factors impacting the usage of OFDA by the multi-sided model aid in building the strategies for the improvement of the design and functioning of the app. The research study aims to incorporate TAM (Technology Acceptance Model) to explore the perceived usefulness (PU) and perceived ease of use (PEOU) that impact the implementation of OFDA amongst IT professionals.

1.1. Significance of the study

The research study on the IT workers' uptake of OFDA by multi-sided value is multifaceted. Moreover, the research adopts the TAM for evaluating the specific context of the OFDA. The constructs, likely perceived ease of use and perceived usefulness, are examined. The study elevates the knowledge of the factors impacting the technology adoption amongst IT employees. In addition, the integration of the multi-sided approach permits the comprehensive analysis of interactions with the IT employees and stakeholders. The stakeholders comprise restaurants, consumers, and delivery personnel. Also, it analyses the user engagement with the OFDA. The outcome of the findings provides valuable insights for the delivery organisation and app developers to elevate the user engagement and experience amongst IT employees. The acceptance is generated by the specific characteristics likely to affect order management, intuitive navigation, and service reliability. The food delivery services can foster an attitude towards the application, resulting in increased user satisfaction as well as loyalty. The empirical study not only elevates the user experience but also supports the business in the attraction as well as retention of the software professionals as their regular users. The research aids in addressing the market trends in the rapidly emerging delivery sector. Since the online delivery gains popularity, it is essential to be aware of the factors impacting the IT workers' uptake of OFDA, which is necessary to survive in the competitive environment. The insights acquired aid in guiding the marketing initiatives, which resonates with the IT professionals, resulting in greater engagement rates. The research contributes to optimising the adoption of technology in the delivery sector. Also, it ensures that the stakeholders acquire the maximum value in the dynamic, competitive atmosphere through interaction with IT professionals.

1.2. Problem identification

Numerous challenges have emerged in the evolving industry that primarily impact consumer behaviour, market dynamics, and logistical complications. The significant challenge is the varying consumer preferences. It elevates the difficulty for food services to retain and engage users. It has been reported that a substantial percentage of the app users, approximately 86% of them, discontinued within the first two weeks. This attrition rate implies that attraction of the users is inadequate for the company to sustain, but also focuses on generating the user experience that meets the IT worker's expectations, who desires efficiency and convenience. Moreover, the competitive environment has been intensified where both the large and small organisation enters the market, they need to distinguish themselves with superior strategies through stratagems of user engagement. Logistics management is the crucial issue that directly influences consumer satisfaction and service quality. The food delivery organisation faces complications associated with the fulfilment of orders, likely optimisation of delivery routes, management of a high volume of orders, and timely deliveries. The logistics complications are elevated due to poor weather conditions, resulting in delayed deliveries, which frustrate the users. The user experience is affected due to non-consistency in the food quality and its packaging. These are the significant challenges faced by IT workers in the utilisation of OFDA for food services. Hence, the research study tried to assess the strategies that motivate user satisfaction and engagement with the online platform of food delivery services.

2. Literature Review

OFDA is a substantial approach to providing the online-to-offline services. In COVID-19, the OFDA aids the catering industry and restaurants to flourish through ordering food in their homes safely(Pal, Funilkul, Eamsinvattana, & Siyal, 2022). Moreover, it is an end-to-end service, and the quality is a significant issue beginning from the OFDA interactions for identifying and ordering food to the end user, with the qualified experience as well as food quality. The foremost experience of OFDA is investigated by means of three main attributes of the mobile app. They are visual, navigation, as well as information design. The loyalty as well as satisfaction of the consumers are the dependent variables utilised in the study. The data is gathered from 315 students in India through the online questionnaire. They are the actual users of diverse OFDA in the pandemic circumstances. The data analysis is performed with PLS-SEM (Partial Least Squares-Structural Equation Modeling). The outcome proves that consumer satisfaction is the dominant predictor of loyalty and food quality. The information design is the dominant attribute of the mobile app has a noteworthy impact on loyalty and satisfaction. It is subsequently followed by the visual and navigation design, respectively. The prevailing research (V. Gupta & Duggal, 2021)aims to detect the risk as well as the beneficiary perspective of accessing and selecting OFDA in India. Also, it explores the motivation that lies behind the consumer behaviour in accessing OFDA and its impact on their attitude and their intention to use the app. It encompasses WOM (word of mouth) as well as reuse intention. The data were gathered from the 337 users of OFDA and analysed in the EFA (Exploratory Factor Analysis). The five main risks, as well as two beneficial factors, are tested in the factor model by utilising thirty-one constructs. In addition, structural models are utilised for analysis. The outcome proves that the consumer utilisation and selecting behaviour are associated

with the OFDA and are not impacted by the beneficial and perceived risk factors. It is affected by the complete attitude and behavioural modifications. Additionally, the depreciation of the risk and elevation of beneficiary perception amongst consumers will significantly impact the overall attitude towards OFDA usage. There are numerous studies conducted in India, but the study focuses on evaluating the user interface and thereby promoting the start-ups.

Likewise, the contemporary research (Allah Pitchay et al., 2022)Investigate the factors impacting the user intention for OFDA usage in smartphones. The factors impacting the research are detected based on the prevailing theory of the UTAUT (Unified Theory of Acceptance and Use of Technology). The factors are time-saving, price-saving, quality information, social impact, performance, and effort expectancy towards their intention for the application usage. Additionally, the research system has been extended with the supplementary dimension of attitude in the OFDA resulted in the consumer intention to usage of OFDA on the smartphone. The research study adopts age as the moderator construct amongst the attitude and their intention to their usage of OFDA on the smartphone. The research study employs a quantitative technique, and 256 participants are selected for the research purposes. The questionnaires are disseminated through convenience sampling. The data is evaluated through PLS-SEM. The outcome of the research comprises four constructs: likely social impact, quality information, time saving, and price saving have a noteworthy impact on the user intention. Their attitude towards OFDA has a substantial impact on the user's intention. Henceforth, age does not have a noteworthy impact on moderating the relationship between attitude and intention. The outcome of the findings has numerous contributions that improve the skillset and knowledge of the OFDA providers, restaurant managers, and the economy industry. It provides insight, understanding, and contextual knowledge of OFDA for consumers in Malaysia. The outcome generates a principle for improvisation of the determinant factors, attitude towards their intention, and their usage in OFDA. Consumers are significantly using the OFDA to facilitate quick delivery and convenience. The existing research(Tandon, Kaur, Bhatt, Mäntymäki, & Dhir, 2021) Delivers the restricted knowledge of the consumer behaviour and the values acquired from OFDA. The study adopts the TCV (Theory of Consumption Values) to investigate the association among the consumption values, visibility, and purchasing behaviour. The consumption values act as a mediating variable, and the attitude as a moderating role. The qualitative research has been conducted amongst fifteen consumers of OFDA to acquire the context-oriented values. The data were acquired from 355 consumers in the USA, and an analysis was performed through SEM. The outcome reveals that the visibility acts as an antecedent amongst the consumption values, and they are significantly impacted by the purchasing intention. Moreover, attitude positively impacts the purchasing intention. Also, the consumption values mediate the association between the purchasing intention and visibility. The attitude retards the association of purchase intention with the value preference and visibility.

The prevailing research (Troise, O'Driscoll, Tani, & Prisco, 2021)Utilises the constructive framework of TAM (Technology Acceptance Model) as well as TPB (Theory of Planned Behaviour). It examines the main factors impacting the intention of users in OFDA. The research study aims to examine the consumer willingness to implement OFDA utilising the model constructs and considers the trust, convenience, and food choices. It examines the impact of these factors on the perceived risks. It adopts the PLS-SEM technique and examines a sample encompassing 425 people in Italy. TAM and TPB models have been proven to examine the behavioural intention of OFDA. The outcome proves that the norms have a noteworthy impact on the behavioural intention compared to the attitude and trust, and the risk associated with COVID-19. The research study enlightens the factors impacting the consumer decision to purchase food via OFDA. The chief goal of the existing research (Lee, Song, Moon, & Tang, 2023) Is to explore the app users of OFDA with the support of TAM. It examines the ease of use, usefulness, and their intention of using OFDA. Menu, delivery time, quality review, and quarantine are categorised in the usefulness. It evaluates the association among usefulness, ease of use, and intention. Data were collected from Amazon. Almost 484 consumers were investigated. SEM has been utilised to evaluate the research hypothesis. The outcome implies that the usefulness was significantly impacted by ease of use, delivery time, review quality, and quarantine. Moreover, ease of use impacts intention and usefulness and usefulness associated with the user intention.

OFDA is changing the system of consuming food among the populace. The elevation of the popularity of OFDA and the concept of analysing the revisiting intention made the existing research. (Kumar, Jain, & Hsieh, 2021) To explore the motive that lies behind the popularity contributing to revisit intentions. The research study examines the revisiting intention drivers through the adoption of the SOR (Stimulus-Organism-Response) theory and PAD (Pleasure Arousal Dominance). The conceptualisation of the model encompasses aesthetic formality as well as aesthetic appeal. The appeal comprises stimuli, pleasure, and arousal of apps, which are the internal factors of the organism. The responses are WOM and revisiting intention. The data has been gathered from the app users with the support of a questionnaire. The outcome indicates that the appeal is related to arousal and pleasure. Moreover, the aesthetic is closely associated with revisit intention, WOM, and pleasure. Also, the pleasure impacts the revisit intention, WOM, and pleasure. The outcome confirms the mediating effect of arousal and pleasure. The chief objective of the existing research(Muangmee, Kot, Meekaewkunchorn, Kassakorn, & Khalid, 2021) Has been utilised to analyse the factors impacting the behavioural intention of OFDA in the pandemic condition. The research study utilises a case study in Bangkok, Thailand. The study focuses on the elevated usage of the FDA during the lockdown conditions. The online transaction has been considered as a protective stratagem for eradicating the spread. The study adopts quantitative research encompassing SEM to demonstrate the impacts of the exogenous on the endogenous constructs. The primary data has been gathered from the users of OFDA. The outcome reveals that the effort, performance expectancy, timeliness, social impact, perceived safety, trust, and technological fit impact the behavioural intention of OFDA in the pandemic conditions. Also, it implies that efforts are intensified to understand how OFDA pertains to safety in pandemic circumstances.

The App-enabled food delivery sector continues to reshape consistent consumer behaviour, driven by the convergence of technological integration, personalization, and convenience. The evolution of technologies in online grocery and food-ordering, including artificial intelligence, VR interfaces, and smart devices, has migrated consumer expectations of convenience and e-service quality. The modern food-delivery platforms must continuously innovate to maintain user loyalty and satisfaction through developments that emphasize digital experiences (Stecuła et al., 2024). Perceived convenience and time-saving orientation remain dominant predictors of online food-delivery (OFD) adoption (Gupta et al., 2025). The study highlighted that the behavioural intention of consumers is consistently influenced by time efficiency, interface quality, and perceived ease of use (Liu et al., 2024). Consumers are increasingly experiencing online food delivery services as functional necessities that are embedded in daily routines, not as luxury conveniences. Digital food delivery platforms have advanced through Artificial intelligence and by enhancing customer engagement, logistics, and personalization. AI-enabled recommendation engines are improving perceived usefulness and ease of use by the analyses of consumer history and contextual data to suggest preferred restaurants or dishes. Dynamic route optimization and Predictive delivery algorithms minimize the queue and waiting times, while voice assistants and chatbots provide instant, increasing perceived convenience, and query resolution. The studies highlighted the integration of machine learning and predictive analytics in platforms such as Zomato and Swiggy to refine menu ranking and pricing (Lee et al., 2023; Chakraborty et al., 2025). These applications of AI directly reinforce TAM constructs by strengthening both PEOU and PU, encouraging higher adoption among technology-savvy users.

2.1. Research gap

The existing study (Pal et al., 2022) Focuses on the university students in India, which lacks generalizability in the outcome of the research. The prevailing research (V. Gupta & Duggal, 2021) Analyses only two benefits and five risk factors amongst thirty-one items. The foremost attributes, likely education, technological, and cultural skills, are not examined. The contemporary research (Tandon et al., 2021) Adopts cross-sectional research that has the possibility of generating the bias of social desirability. The prevailing research (Kumar et al., 2021) Analyzes the consumer behaviour through the SOR framework but fails to examine the reverse causal model. Hence, the present research adopts mixed methodology to provide a precise research outcome for addressing the research gap in prevailing research. Moreover, there is a lack of research on the software employees' usage of OFDA. Henceforth, TAM has been adopted in the present study for analysing the IT professionals' intention to use OFDA for their dining.

3. Research Methodology

The research design is supposed to implement several processes, including tools and procedures, to obtain data for the research purpose. Well-designed research is mandatory to acquire reliable and valid outcomes. It incorporates the appropriate method of approach for the present study through responding to the questions. (Baur, 2019). The current study employs qualitative and quantitative research methods, with one method called mixed methodology. For the quantitative method, data are collected with the aid of questionnaires which are based on basis of study variables and queries to implement the analysis. (Mohajan, 2020). Consequently, a qualitative approach offers a deep comprehension of the study problems and responses to qualitative interview questions, giving depth to the research. (Dawadi, Shrestha, & Giri, 2021). The study is conducted among the employees working IT sectors in Chennai, India, who are wholeheartedly involved in the contribution of the survey and interview. It supports for useful execution of the present study. The survey and interview are conducted with the aid of respondents. The people who contributed to the study are hired employees working in the organization of IT sector. This will enhance the significance of the study and make the course of gathering data more convenient and faster. For any kind of study, the sample size is supposed to be finalised after appropriate analysis with the intention of acquiring precise as well as generalised outcomes. In the present research, the appropriate respondent contribution will be selected to range the obtaining data regarding the perception of employees in utilising food delivery apps, especially IT. The gathered valuable data for the quantitative and qualitative techniques depends on the selected sample size, which helps to prove the study objectives. (Lakens, 2022). The study incorporated 100 respondents for quantitative and 5 for qualitative, which includes both employees and experts in the respective field involved in the current study, such as the IT sector. The technique used for sampling is a most significant course to collect the data from the targeted population instead of concentrating on the entire population available. (Stratton, 2021). The current study performs a purposive sampling method to choose the target respondents for the study. Correspondingly, the data to be gathered for the current research will choose the samples that are willing and can offer precise responses will be measured. Applicable sampling techniques will support in deriving samples to reinforce the objective of the present research. Also, it is used to find the perception of the dataset for the purpose of categorizing the patterns, which allows one to comprehend the employment of online delivery apps amongst the IT sectors. (Sreekumar, 2023). The data collection process is a main phase in the research, which affects the value of attaining outcomes through decreasing the potential faults that might arise in the process of research. (Taherdoost, 2021). In our present study, data are collected from employees and experts in the IT sector to assess the significance of online food delivery apps. The study collected primary data with the help of a structured questionnaire and interview questions for a quantitative and qualitative approach, respectively. The adequacy of the sample size was evaluated using multiple regression with three predictors (PEOU, PU, ATT), $\alpha = 0.05$, desired power $(1–\beta) = 0.80$, and medium effect size ($f^2 = 0.15$). The achieved sample size ($N = 100$) therefore exceeded the minimum requirement, ensuring sufficient statistical power and representativeness of the IT professional population in Chennai.

3.1. Conceptual framework

The model was posited by Davis in the year 1989 and derived from the Theory of Reasoned Action. It recommends the two main variables that decide the usage of technologies, such as perceived usefulness and perceived ease of use, for the acceptance behaviours. Perceived usefulness is defined as the user's likelihood of utilising the specific system in the firm that promotes performance. It comprises two main determinants that affect the attitude of the user towards the usage and real use of the technology. It determines the individual perspective on achieving the method of technology adoption. The theory illustrates the user behaviour by means of diverse technologies. The objective of TAM is to illustrate the main determinants of adopting technologies as well as user behaviour. The goal of TAM is to generate a framework for tracking the behaviour, internal values, attitudes, and intentions. TAM has been formulated through a few variables recommended in the previous literature associated with the affective and cognitive determinants of technology acceptance.

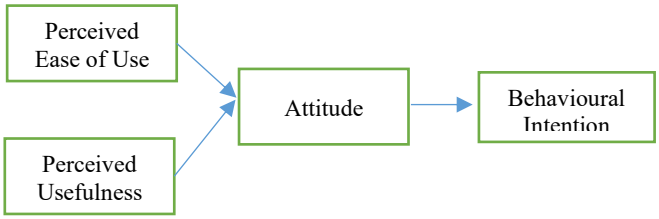

Fig. 1: Conceptual Framework of the Study

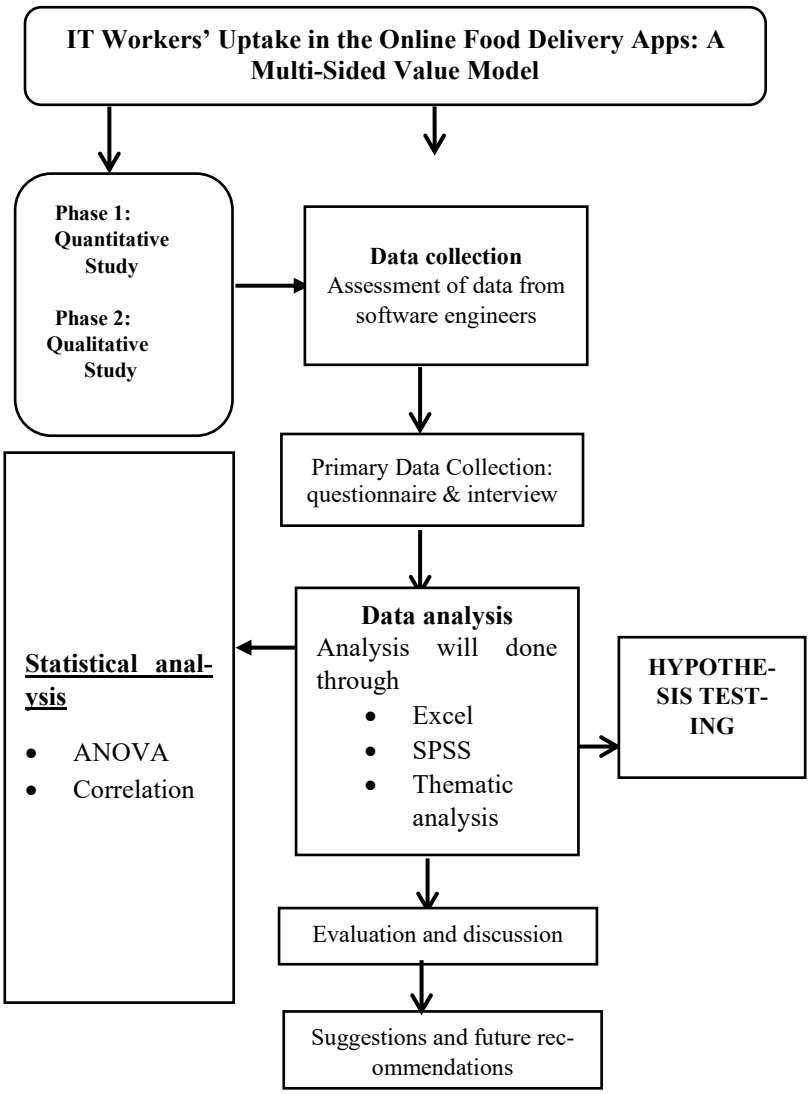

Fig. 2: Research Framework and Methodological Phases.

TAM illustrates the motivation of accepting or denying the technology by the users. Amongst the numerous variables regarding the usage of applications, the initial determinant is that people began to utilise the application because they have trust that employing the particular application will help them to perform the job better. It is commonly referred to as perceived usefulness. Secondly, the potential user thought that the provided application is beneficial and found that it is tedious to use, and the benefits are compensated in terms of the effort to learn about its usage. Hence, besides utility, the theory utilises ease of use. This theory intends to describe the determinants of accepting the application. It is a benchmark theory aid to measure the technology utilisation. Hence, the present research adopts the TAM to evaluate the IT employees' usage of food delivery applications. The conceptual framework has been identified, which combines consumer attitudes and behavioural intentions (viz attitudes, behavioural intentions) to forecast usage of online food delivery app amongst IT employees. The proposed conceptual model has two key hypotheses concerning direct relationships between "consumer attitude" and "behavioural intention." Figure 1 depicts the conceptual framework of the present study. The relationships presented in Figure 1 were empirically validated through ANOVA and correlation results, confirming the strength and significance of each path.

3.2 Research hypothesis

H1: PEOU has a positive impact on the user ATT towards the use of online food delivery applications
$H1_0$: PEOU hurts the user ATT towards the use of online food delivery applications
H2: PU has a significant positive impact on user ATT toward the use of online food delivery applications
$H2_0$: PU has a significant negative impact on user ATT toward the use of online food delivery applications
H3: ATT has a significant positive impact on the BI to use the online food delivery application
$H3_0$: ATT has a significant negative impact on the BI to use an online food delivery application
Figure 2 demonstrates the process incorporated in the present study for quantitative data analysis using SPSS software, where study variables are determined and executed. In the case of thematic analysis, descriptive answers are thoroughly studied, and then keywords obtained from the responses are further used to find the outcome.

4. Analysis and Interpretation

Mixed methodology approach involves collecting, scrutinizing, and decoding both quantitative data and qualitative data in a research. The study levels are synergistic with the quantitative phase, influencing qualitative or vice versa. This method gives results in an inclusive of the incidence under study due to the combination of quantitative and qualitative data. The present study employed a mixed re-

search approach as it is more appropriate, with the motive of depicting and enlightening on different aspects (McLeod, 2019). The quantitative data attained through a structured questionnaire are examined by the SPSS software tool. The gathered data are exported into an MS-Excel sheet for a see-through study of variables.

Qualitative research approach gathers data from respondents with open-ended queries and infers the responses. (Kandel, 2020). This is a naturalistic and multi-method which is an interpretive technique to its research matter.. (Maxwell, 2021). A depth interview procedure technique is implemented to question employees and experts in the IT sector, and the qualitative data obtained are assessed with the help of thematic analysis. This particular technique describes the respondent's opinion, experience, emotions, and meaning descriptively. It is basically related to the study of one's cases or meaning, which offers data regarding the participants involved in the interview session.

Table 1: Demographic Data of Software Engineers

Demographic factor	Parameter	No. of respondents	Frequency (%)
Age	20 to 25 years	10	10
	26 to 30 years	20	20
	31 to 35 years	50	50
	36 years and above	20	20
Gender	Female	20	20
	Male	80	80
Qualification	Under graduate	60	60
	Post graduate	40	40
Designation	Executive	40	40
	Manager	30	30
	Developer	30	30
Department	Production	50	50
	Testing	10	10
	Quality control	10	10
	Maintenance	30	30
Employment status	Full-time	88	88
	Contract	12	12
Shift schedule	Day shift	97	97
	Night shift	3	3
Work experience	1-3 years	35	35
	4-6 years	40	40
	7-10 years	15	15
	More than 10 years	10	10

Table 1 represents the demographic data of the software engineers who have joined the review. The age of the respondents is analysed and concluded that most of the defendants (50%) belong to 31 to 35 years. In the case of gender, male respondents (80%) contributed more to the research purposes. Based on educational qualification, most of the respondents have completed an undergraduate degree (60%). According to the survey, most of the respondents are executives (40%), followed by managers and developers. Most of the software engineers are working as full-time employees (88%) in the firms. Most of the respondents have worked for 4-6 years and 1-3 years in the firms. The outcome of the demographic data proves that the current study has collected data from the undergraduate and the age of 31 to 35 years with 4-6 years' experience in the software firms, which have contributed substantially to the research purposes. The internal consistency of each construct was tested using Cronbach's alpha. All measurement constructs exceed the criteria >0.7: Perceived Ease of Use (0.84), Perceived Usefulness (0.86), Attitude (0.82), and Behavioural Intention (0.88), highlighting strong internal consistency. To complement ANOVA significance tests, effect sizes (η^2) were computed; values ranged from 0.12 to 0.18, representing medium effects. Although the quantitative sample (n = 100) limits generalization, power analysis ($\alpha = 0.05$, $\beta = 0.8$) confirmed adequacy for exploratory purposes. It is an analysis tool that is employed to scrutinise the impact of independent variables on the dependent variable. The test permits simultaneous evaluation of more than two sets. ANOVA test is utilised to demonstrate the impact of the Perceived Ease of Use and the attitude of the user of the Online Food Delivery Application.

Table 2: ANOVA Test for Perceived Ease of Use and Attitude

		SOS	df	M^2	F	S.
PEOU1	Between Groups	6.307	2	3.153	6.983	.001
	Within Groups	43.803	97	.452		
	T	50.110	99			
PEOU2	Between Groups	10.802	2	5.401	11.591	.000
	Within Groups	45.198	97	.466		
	T	56.000	99			
PEOU3	Between Groups	.137	2	.068	.103	.003
	Within Groups	64.613	97	.666		
	T	64.750	99			
PEOU4	Between Groups	7.155	2	3.577	12.466	.000
	Within Groups	27.835	97	.287		
	T	34.990	99			
PEOU5	Between Groups	6.098	2	3.049	5.220	.007
	Within Groups	56.662	97	.584		
	T	62.760	99			

The above table illustrates the ANOVA test result, which involved PEOU criteria affecting the attitude of the OFDA user. The user ease in accessing OFDA is analysed among the attitudes of the software employees and acquires the p-value of 0.001, which is less than the threshold value. PEOU2 depicts the learning of OFDA usage and acquires the p-value of 0.000. PEOU3 illustrates the trustworthiness of secure payments that has p p-value of 0.003. The flexible timings acquire the p-value of 0.000, which denotes PEOU4. Finally, PEOU5 denotes the overall usage of OFDA among software professionals, achieving a p-value of 0.007. All the p-values are less than 0.05, which proves the influence of PEOU and the attitude of OFDA usage. Thus, PEOU has a noteworthy impact on the attitude of OFDA

usage among software professionals. Therefore, the null hypothesis is invalid. Hence, H1: PEOU has a positive impact on the user ATT towards the use of online food delivery applications is proven.

Table 3: Perceived Usefulness and Attitude of the Online Food Delivery Application Usage (ANOVA)

		SOS	df	M^2	F	S.
PU1	Between Groups	2.229	2	1.114	4.038	.021
	Within Groups	26.771	97	.276		
	T	29.000	99			
PU2	Between Groups	13.367	2	6.683	22.453	.000
	Within Groups	28.873	97	.298		
	T	42.240	99			
PU3	Between Groups	11.913	2	5.956	13.313	.000
	Within Groups	43.397	97	.447		
	T	55.310	99			
PU4	Between Groups	33.372	2	16.686	9.990	.000
	Within Groups	162.018	97	1.670		
	T	195.390	99			
PU5	Between Groups	3.949	2	1.974	6.505	.002
	Within Groups	29.441	97	.304		
	T	33.390	99			

The above table illustrates the ANOVA test result, which involved the PU and ATT of OFDA usage. PU1 illustrates the beneficiary of OFDA in providing the different order combinations, which acquires the p-value of 0.021. PU2 depicts the customised meal options of OFDA. PU3 denotes the user experienced features of easy and enjoyable. PU4 denotes the food tracking. It acquires the p-value of 0.000. PU5 denotes the convenient showcase as worth to money. The obtained p-value of .002 is significant and proves the PU has a noteworthy impact on the ATT of the OFDA usage among software professionals. Therefore, the null hypothesis is invalid. Hence, H2: PU has a significant positive impact on user ATT toward the use of online food delivery applications has been proved from the above analysis.

Table 4: Attitude and Behavioral Intention of Online Food Delivery Application Usage

		SOS	df	M^2	F	S.
ATT1	Between Groups	10.901	2	5.451	12.956	.000
	Within Groups	40.809	97	.421		
	T	51.710	99			
ATT2	Between Groups	12.376	2	6.188	9.660	.000
	Within Groups	62.134	97	.641		
	T	74.510	99			
ATT3	Between Groups	21.264	2	10.632	35.167	.000
	Within Groups	29.326	97	.302		
	T	50.590	99			
ATT4	Between Groups	12.167	2	6.084	18.709	.000
	Within Groups	31.543	97	.325		
	T	43.710	99			
ATT5	Between Groups	12.308	2	6.154	22.576	.000
	Within Groups	26.442	97	.273		
	T	38.750	99			

The above table illustrates the ANOVA test result, which involved the attitude of Online Food Delivery Application usage and behavioural intention amongst software employees. ATT1 depicts that the Online Food Delivery Application is a good decision due to its convenience, likely pre-ordering. ATT2 illustrates that the Online Food Delivery Application is a wise decision due to its timely delivery. ATT3 depicts that the Online Food Delivery Application is a positive step since it is cost-effective. ATT4 denotes that the Online Food Delivery Application usage is recommended by the peer group. Finally, ATT5 denotes the overall attitude of the software professionals. The obtained p-value .000 is significant and proves the influence of attitude on the behavioural intention among the software professionals. Therefore, the null hypothesis is invalid. Consequently, the recent study used Pearson correlation to govern the range of connotation amongst ATT as well as BI of the user. The consequence of the correlation is to regulate the connotation among the construct (Attitude) as well as the variable (BI). The noteworthy p-value is .000, and correspondingly, the correlation value is positive 1, which evidences that ATT and BI are correlated. The consequence of the correlation technique is controvert to the null hypothesis. Hence, H3: ATT has a significant positive impact on the BI to use online food delivery applications has been proven from the above analysis. The strength of association between attitude and behavioral intention was also confirmed by a high Pearson correlation ($r = 0.76$, $p < 0.001$).

Thematic analysis is employed to scrutinize qualitative data collected from transcripts through the method of in-depth interviews. This method involves determining patterns of implication across the data collected to develop themes and offer a high-level and wide-angle understanding and perception of the research. (Dawadi, 2020). The response of the participants conveyed their concern about the Online Food Delivery Application usage in their routine. Most of the respondents convey that they will work for long hours and do not have the required time for meal preparation. Hence, easy ordering through an Online Food Delivery Application will benefit them for dining. Some of the respondents reveal that they can consume a variety of foods, which leads them to new dining choices. For a few participants, it is a time-saving solution that permits them to schedule their work tasks without wasting time in restaurant queue lines. Also, it provides promotions and discounts that result in financial benefits. Moreover, a few participants highlighted that the customised food options based on the basis of dietary preferences are achieved through an Online Food Delivery Application.

Table 5: Beneficiaries of Online Food Delivery Application

Responses	Codes	Themes	References
Lack of time for meal preparation due to long working hours	[C1] Prolonged working hours [C2] Meal preparation	No time for meal preparation	(Widener, Ren, Astbury, Smith, & Penney, 2021)
Book orders in the workplace	[C3] Ordering [C4] Remote places	Ease of ordering	(Wang, Wang, & Xu, 2021)

Diverse menu choices in OFDA	[C5] Food variety	New dining choices	(Cassano et al., 2024)
No need to wait in the restaurant queue	[C6] No wasting time	Time saving	(Zhang et al., 2019)
Offers and discount coupons	[C7] Reduced prices	Financial beneficiaries	(Huynh, 2023)
Conscious of food choices for a quality life	[C8] Customised food	Dietary preferences	(Botos, Tóth, & Szilágyi, 2021)

Hence, there are numerous beneficiaries of software professionals utilising the Online Food Delivery Application for dining purposes (Table 6). It promotes their efficiency, convenience, financial benefits, and consumption of healthier foods. It aids in achieving the work-life balance of software professionals.

The response of the participants conveyed their concern about the dimension impacting the switching of apps over others. Some of the participants enlightened the pricing of the food items. They are more conscious about the cost of items, including delivery charges. Discounts made them switch to the app. Some of the participants convey that the secure payment system is essential to protect their financial information. A few of them reveal that the peer group reviews and WOM from social media are also considered to be a decision factor of the app. Additionally, the food quality plays a substantial role in choosing the app.

Table 6: Factors Impacting the IT Professionals to Switch Apps

Responses	Codes	Themes	References
Different apps exhibit price variation in food	[C9] Price discrepancy	Pricing value	(Riaz, Davidaviciene, Ahmed, & Meidute-Kavaliauskiene, 2022)
Delivery charges are included.	[C10] Delivery charges	Excessive price	(Hinkaengkraeng & Charinsarn, 2021)
Lack of secure payment	[C11] Security	Perceived risk	(Belanche, Flavián, & Pérez-Rueda, 2020)
Review of peer group and WOM	[C12] Online review	Social media review	(Shah, Abbasi, & Yan, 2023)

Hence, there are several dimensions impacting the IT professionals to switch to the app of Online Food Delivery Application (Table 6). The mixture of quality food, usability, loyalty, price, and peer group influences them to select the OFDA. Finally, it constructs loyalty and satisfaction amongst the users.

5. Discussion

The outcome of the present research proves that the PEOU has a substantial impact on the ATT towards the usage of OFDA. The present study states that there is a noteworthy association between the PU and ATT of the OFDA usage amongst the software professionals. The thematic analysis demonstrates the benefits of using OFDA for software employees. Moreover, the factors impacting the switching of OFDA apps from one to another are among IT professionals. The existing research (Zaheer, Anwar, Khan, Raza, & Hafeez, 2024)Aims to evaluate the attributes of OFDA that depict the e-loyalty and perceived value. The quantitative research has been employed, and data were gathered from consumers in Pakistan. CFA is utilised to achieve the validity of the constructs. The findings of the research reveal that the perceived value has a substantial impact on e-loyalty. Likewise, the present research examines that there is a noteworthy association between the perceived value and attitude of the user amongst the software employees. In the ANOVA analysis, the significant p-values are less than the threshold value of 0.05, proving that there is a correlation between the PEOU and ATT of the usage of OFDA. The contemporary research (V. Gupta & Duggal, 2021) Evaluates the user interface and examines the beneficiaries and perceived risks. These factors demonstrate the attitude as well as the behavioural intention of the user of OFDA. It gathers data from the consumers and is evaluated by the structural model. Similarly, the present research examines the beneficiaries of OFDA through thematic analysis. The service qualities, convenience, timely delivery, and easy ordering are some of the advantageous factors of utilising OFDA among tech-savvy individuals.

The prevailing research (Chung, Al-Khaled, & Martin, 2022)Examined the impact of the attitude, PEOU, and PU on the intention of using OFDA. The data were gathered from consumers in Malaysia and analysed through SPSS. It proves that the PEOU, PU, and ATT have a substantial impact on the intention of the user. Similarly, the present research illustrates that the PEOU and PU have a substantial impact on the ATT of software employees. Moreover, from the ANOVA analysis, it has been evident that the ATT has a significant impact on the BI of software professionals utilising OFDA. Also, the correlation analysis with the significant p-value of 0.000 proves that the ATT and BI are correlated with each other. The contemporary research (Inthong, Champahom, Jomnonkwao, Chatpattananan, & Ratanavaraha, 2022) Examines the indicators that impact the decision of using OFDA for ordering food. The questionnaire was distributed to 1320 consumers in Thailand. The analysis concludes that the task technology has a substantial impact on the PEOU, subsequently followed by the PU. Likewise, the present research determines the factors impacting the IT employees in the decision-making procedure of OFDA.

6. Limitations

The chief constraint of the study is the limited sample population. Henceforth, the outcomes lack generalizability for the sample size. Hence, the research findings may not be universally applicable and must be contextualized within certain geographical contexts. Moreover, the primary data has been utilised for deriving the outcome. Human actions are ever-fluctuating modules that cannot remain constant. Consequently, the consequence of the study always varies with the consideration of differences in the perception of software engineers. Though the endorsement provided by the research can be valuable to aware of the significance of OFDA for the successful outcomes.

7. Conclusion

The implementation of OFDA amongst IT professionals aids in providing significant benefits in their lifestyle and coping with their work demands. The present research scrutinises the implications of OFDA amongst software employees. Also, it adopts TAM for examining the factors likely to influence PEOU and PU to demonstrate the ATT and BI of the users of OFDA. The hypotheses are significant in addressing the research objective through the empirical analysis. The outcomes acquired through the data analysis aid in achieving the implication of OFDA. The present research gathers data from 100 software engineers in Chennai. OFDA has numerous beneficiaries, likely convenience, easy ordering, timely delivery, and consumption of healthy foods. Also, it demonstrates the determinants affecting

the switching of OFDA from one over the other. Pricing and discounting are the predominant factors in the decision-making process. The theoretical implication of the present study is to exhibit a conceptual TAM framework for identifying the determinants impacting the IT workers' usage of OFDA. The efficiency as well as convenience delivered by OFDA aligned with the lifestyle of IT workers, resulting in higher adoption. Moreover, the detection of ATT of IT employees provides their intention to use the app regularly in their routine. The practical implication of the present research aids the stakeholders to be aware of IT employees' perceptions regarding the OFDA and their experiences in order to engage the specific category with their business. The improvisation of app design, enhanced operations, and elevated trust attract such a tech-savvy community for increased business performance. The study's implications extend beyond individual consumer behaviour to broader economic and labor dynamics. AI-driven Online Food Delivery Application platforms influence the wider gig-economy ecosystem. Job satisfaction, performance tracking, and affecting income stability are based on the algorithmic assignment of Delivery personnel. App-enabled personalization and ethical algorithm design moderate user satisfaction, consumer trust, and loyalty could be explored in future research. Integrating such socio-economic dimensions would provide a more comprehensive understanding of digital consumer value in emerging economies.

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Conflict of Interest Statement

The authors declare no conflict of interest.

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