



The Power of Brand: Unleashing the Impact of Brand Equity on Consumers' Purchase Intention in Online Food Delivery Apps

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Abstract

Brand equity reflects the value that a brand brings to a good or service and is expressed in how consumers' view the brand. The present research attempts to examine this relationship with reference to online food delivery apps after a thorough investigation of the impact of brand equity on consumers' purchase intentions in the marketing literature. In today's digital era, online food delivery services have gained immense popularity resulting in intensified competition among the online food delivery apps. Therefore, creating strong brand equity has become essential for the success of these apps. This study argues that customers are more likely to use an online food delivery app if its brand equity is higher.

The body of research on brand equity, purchasing intent, and the factors driving brand equity is evaluated to support this claim. This research delves into the various dimensions of brand equity and examines how they influence consumers' purchase intention. The results indicate that in the context of online food delivery apps, brand equity significantly impacts consumers' purchase intention. Thus, it is suggested that online food delivery apps engage in the creation of strong brand equity to attract and retain consumers'. Effective social media strategies and digital marketing will support an increase in brand equity and, consequently, purchase intent.

Keywords: *brand equity, consumers', digital era, digital marketing, online food delivery apps, purchase intention, social media.*

INTRODUCTION

The success of a brand or product is greatly influenced by two key marketing concepts: brand equity and consumers' purchasing intentions. Consumers today have a wide range of alternatives, which makes it challenging for businesses to develop devoted customers. Food delivery apps in the digital space have seen remarkable growth in India in recent years, with

several new players joining the industry. The market for these services is experiencing rising competition as online food delivery services gain popularity due to their convenience, affordability, and ease of use. In the digital space food delivery apps have disrupted the food industry by providing consumers with a wide variety of food options delivered straight to their doorstep. According to **Arun and Dulloo (2023)**, "digital disruption" sparked by abrupt changes brought in by technology has fundamentally altered how businesses operate and create value. Consumers' are able to compare pricing between restaurants, which has increased interest in home delivery and takeaway in recent years through food delivery apps making them attractive. Brand equity is essential in the context of online food delivery applications for influencing consumers' purchasing intentions. Therefore, developing strong brand equity is now crucial for the success of these apps. In the present research, we will delve into the various dimensions of brand equity and examine how they influence consumers' purchase intention in the context of online food delivery apps. A conceptual framework will be developed and the ways food delivery apps in the digital space can enhance their brand equity to gain a competitive advantage in the market will be suggested.

BRAND EQUITY

The concept of brand equity plays a vital role in building a brand's reputation and strengthening its position in the market. **Aaker (1991)** defines brand equity as "a set of assets and liabilities linked to a brand, its name, and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers". **Kapferer (1992)** states "Brand equity is a set of characteristics, inherent or acquired, that increases a product's value to the customer or end-user, and increases the brand's power and value to the firm." **Kotler (2000)** states "brand equity is the value of the brand in the marketplace. It is the extra price that consumers are willing to pay for a branded product over and above the price of an unbranded product." Brand equity is a metric for a brand's overall worth (**Keller, 1993**) and a crucial indicator of its success. The definition of *brand equity* in the literature is extended by the author in the context of online food delivery apps, *as the degree to which an online food delivery app can leverage its brand assets, such as its image, awareness, perceived quality, and loyalty to create a competitive advantage and drive customer engagement.*

PURCHASE INTENTION

Consumers' purchase intention refers to their intention to purchase a product or service. Consumers' purchase intention is an important determinant of sales and revenue for businesses (**Dulloo, 2020**). "Purchase intention refers to a person's readiness to perform a given behaviour, specifically, to purchase a product or service (**Fishbein and Ajzen, 1975**)."
Engel et al., (1995) define purchase intention as the individual's conscious plan to make an effort to buy a particular product or service. **Schiffman and Kanuk (2007)** highlights purchase intention is the predisposition to buy a specific brand or product. It is influenced by personal factors such as attitudes, beliefs, and values, as well as external factors such as social norms and marketing communications. Purchase Intention justifies being a crucial concept for illuminating customers' app-based online purchase behaviour (**Dulloo, 2020**). In the context of online food delivery applications, the author extends the

literature on the definition of *consumer purchase intention* as the *likelihood that a consumer will use a particular app to order food online in the future*.

REVIEW OF LITERATURE

Information technology with availability of inexpensive high-speed computers and internet connections has improved users' access to information (Dulloo, 2022), with smartphones accounting for more than one third of all electronic transactions in B2C businesses (Dulloo, 2018). This has resulted in a noticeable expansion in the e-commerce market for food delivery. Retail Mobile e-commerce penetration in India is amongst highest in the world after China. **Online food delivery** (OFD) is one of the largest market segments in retail e-commerce. The relationship between brand equity and purchase intention with regard to food delivery applications has been studied by academicians across the world. **Yeo et al., 2021** looked at the connections between variables that affect customers' propensity to use food delivery services in Malaysia. Their results showed large and favourable effect of perceived utility, social influence, and trust on consumer repurchase intention for food applications. The findings also showed that customers' intentions to buy food applications are significantly influenced by both the significance and the performance of perceived usefulness. Although the number of smartphones has increased in recent years, very few Indians utilise them as a means of business (Dulloo, Rajeswari, 2018). In their study on customer tastes and opinions towards food items purchased online, **Dang et al. (2018)** look at how people's food-buying habits have evolved as a result of the Internet. The study identifies the underlying consumer concerns about information on food safety, particularly for food goods purchased online. When making an online purchase choice for food, people think about packing and delivery options.

By employing the moderating role both before and after the COVID-19 outbreak, **Kim et al., 2021** studied how behavioural intentions are created in the setting of drone food delivery services. The findings of the data analysis demonstrated that attitude is positively impacted by perceived innovativeness. In a study done by **Tsai et al. (2023)** multiple-attribute decision-making approaches are used to create an evaluation model for consumers' choice of online food delivery services. When picking meal delivery applications, people have different priorities for different functionalities. Prices, meal selections, app usability, and service brand perceptions are the main factors taken into account (Ramos, 2022). **Tandon et al., 2021** looked at correlations between FDA visibility, consumption values, and purchasing intentions using the theory of consumption value. All consumption values are found to have visibility as an antecedent, and it is inferred that visibility has a big impact on purchasing intentions. Additionally, and substantially, attitude affected consumers' intentions to make purchases. **Lee and Charles (2021)** used the self-signaling theory to examine how online retailers' information management and marketing strategy may emit signals and impact on the consumers' repeat buying intention. The experimental results surprisingly revealed that the consumers' repeat buying intention increased in the case of price discounted marketing when compared to a customer relationship management based marketing. **Fakfare, 2021** studied the service characteristics of the food delivery apps in Thailand. Results show that user satisfaction is strongly influenced by delivery experience,

simplicity of use, reviews, food rider, and time-saving features, which in turn affect repeat purchase behaviour.

Our research aims to add to the literature by expanding the scope of the study by exploring the factors influencing purchase intention in the context of online food delivery apps and the impact of determinants of brand equity on consumers' purchase intention. This will help marketers and brand managers of online food delivery app companies to better understand consumer behaviour and develop effective marketing strategies. Thus, the statement of the problem under study has been selected as, ***“The Power of Brand: Unleashing the Impact of Brand Equity on Consumers' Purchase Intentions in Online Food Delivery Apps”***.

RESEARCH FRAMEWORK

For the purpose of the study, determinants of brand equity, i.e., brand awareness, brand image, brand loyalty and perceived quality are taken as independent variables and intention to purchase via online food delivery apps is taken as a dependent variable and the conceptual framework is presented in Fig. 1 below.

Determinants of Brand Equity

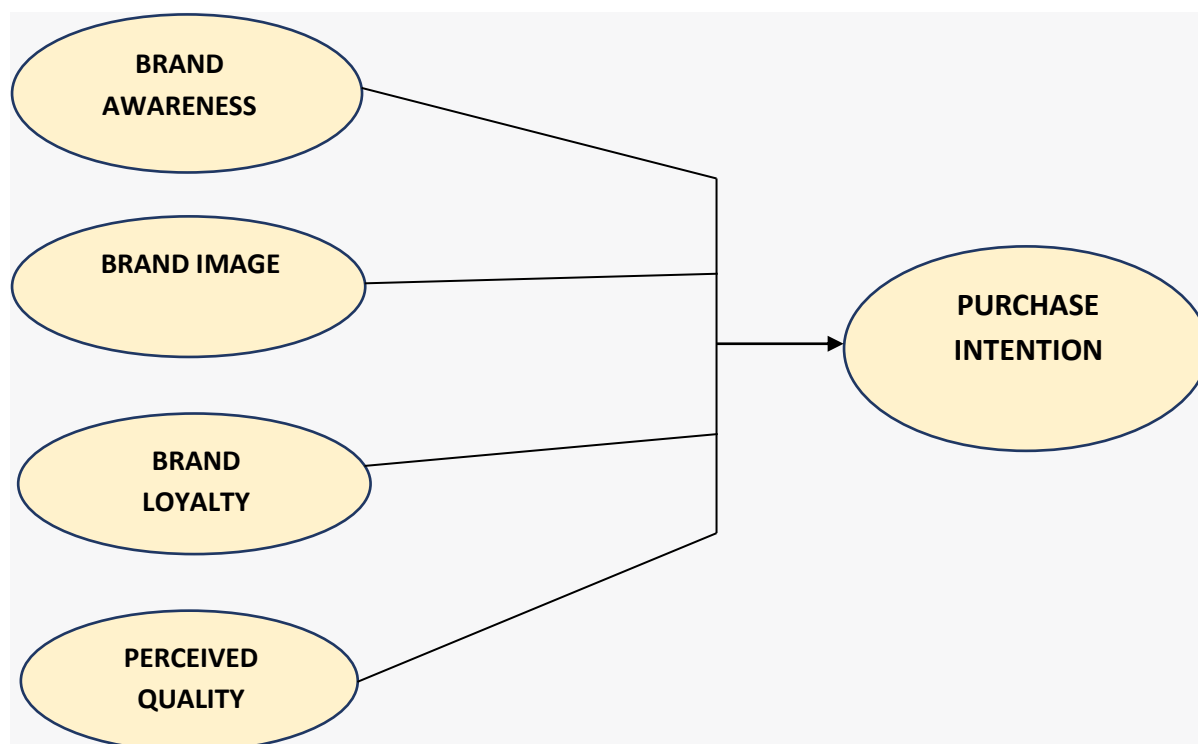


Fig. 1 Conceptual framework of determinants of brand equity influencing purchase intention via food delivery apps

RESEARCH OBJECTIVES

- To study the demographic profile of the respondents.
- To explore the factors influencing purchase intention in the context of online food delivery apps.
- To study the impact of various determinants of brand equity on purchase intention via food delivery apps.

- To provide suggestions to online food delivery vendors for creating a strong brand equity to attract and retain customers.

RESEARCH METHODOLOGY

The purpose of the study is to investigate how consumers' purchase intentions relate to brand equity in the setting of food delivery applications. Data will be gathered utilizing a survey questionnaire, which is a quantitative research approach. The questionnaire will include two sections: the first will collect participants' demographic data, and the second will concentrate on the variables of interest. Variables of interest in this study are brand equity and consumers' purchase intention. Data will be collected from a sample of 300 participants who have used at least one online food delivery app in the past 6 months. The sample will be selected using the convenience sampling method. Brand equity will be measured in terms of brand awareness, brand loyalty, perceived quality, and brand image. Determinants of brand equity and Consumers' purchase intention will be measured using five point Likert scale.

RESULTS AND DISCUSSION

Data is gathered from a sample of 300 respondents from crosswise India. Responses were recorded and estimated by using nominal and Likert scales. Table I presents demographic profile of respondents and Table II presents usage pattern of online food delivery apps.

Table I - Demographic profile of respondents

Criteria	Frequency	Percentage
AGE		
16-23	146	48.7%
23-30	65	21.7%
30-38	56	18.7%
38-46	14	4.7%
46-53	15	5.0%
Above 53	4	1.3%
GENDER		
Male	185	61.7%
Female	115	38.3%
HIGHEST EDUCATIONAL QUALIFICATION		
UG	125	41.7%
PG	107	35.7%
Professional Degree	24	8.0%
Others	44	14.7%
OCCUPATION		
Student	156	52.0%
Salaried Employee	46	15.3%
Professional Practitioner	14	4.7%
Business	71	23.7%
Retired	13	4.3%
REGION		

South	153	51%
North	92	30.6%
East	40	13.3%
West	15	5%
AMOUNT SPENT		
Up to Rs.500	66	22.0%
Rs.500 to Rs.1000	63	21.0%
Rs.1000 to Rs.2000	65	21.7%
Rs.2000 to Rs.4000	68	22.7%
Rs.4000 to Rs.6000	38	12.7%

Table I demonstrates the respondent's demographic profile considered for the study. 61.7% of respondents are male and 38.3% are female. The majority of the respondents are between 16-23 years of age i.e., 48.7%, 40.4% are between 23 to 38 years and 11% are above 38 years of age. The majority of the respondents are students i.e., 52%, 25.3% are salaried employees, 23.7% are businessmen and 4.3% are homemakers. 41.7% of respondents have UG as their highest educational qualification, 35.7% PG, 8% professional degree, and 14.7% others. 51% respondents are from south India while 30.6% from northern part of India.

Table II – Online food delivery apps usage pattern

Criteria	Frequency	Percentage
YEARS OF ORDERING FOOD ONLINE		
last 6 months	40	13.3%
6 months to 1 year	33	11.0%
1 to 2 years	60	20.0%
More than 2 years	167	55.7%
ONLINE FOOD DELIVERY APP USED		
Swiggy	108	36.0%
Zomato	125	41.7%
Domino's Pizza	30	10.0%
Foodpanda	23	7.7%
Biryani by Kilo	11	3.7%
Uber Eats	3	1.0%
REASON FOR ORDERING FOOD FROM THIS APP		
Quality of food	111	36.2%
Quantity of food	62	20.2%
Price of items	97	31.6%
Discounts/ promotional offers	170	55.4%
Packaging	47	15.3%

FREQUENCY OF ORDER		
Weekly	120	40.0%
Fortnight	93	31.0%
monthly once	41	13.7%
once in three months	24	8.0%
once in 6 months & above	22	7.3%

Table II infers that the majority of the respondents are ordering food for more than 2 years, i.e., 55.7%, 20% from 1 to 2 years, 11% from 6 months to 1 year, and 13.3% have been ordering food for the last 6 months. Among the online food delivery apps used, Zomato is the clear winner with 41.7% of respondents' preference followed by Swiggy 36%, it is followed by Domino's Pizza and Foodpanda, Biryani by Kilo, and Uber Eats. Discounts/ promotional offers are the prime reason for ordering food online, i.e., supported by 55.4% of respondents, it is followed by the quality offered, then price, quantity, and packaging respectively. Majority of the respondents, i.e., 40% order food weekly.

Exploratory Factor Analysis: Factors influencing purchase intention in the context of online food delivery apps

With a view to studying factors influencing purchase intention in the context of online food delivery apps, the responses of the respondents have been inspected with the assistance of a factor analysis approach using a principal component technique with varimax rotation. At first, test to check the sufficiency of data for the application of factor analysis (Stewart, 1981) were led.

Table III - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.916
Bartlett's Test of Sphericity	Approx. Chi-Square	3648.958
	Df	190
	Sig.	0.000

The estimation of the Kaiser-Meyer-Olkin (KMO) measure of examining sampling adequacy is observed to be 0.916, well over the prescribed 0.5 level. Further, Bartlett's test of sphericity value is found to be 3648.958, which is also significant ($p < 0.001$), in this way guaranteeing the suitability of factor analysis for this exploration work (Table III). The total variable explained is presented in Table IV. In the end, the numbers of factors to be held are chosen based on latent root criterion, and furthermore based on the scree plot introduced in Table V. Additionally, factors having loading greater than or equivalent to 0.50 have been considered (Dixon, 1997) these yields five interpretable factors. The most commonly utilized technique, the Varimax rotation procedure is used and results for all respondents are displayed in Table VI.

Table IV - Total Variance Explained

mp one	Initial Eigenvalues	Extraction Sums of Squared Loadings
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	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.959	44.796	44.796	8.959	44.796	44.796
2	2.021	10.107	54.903	2.021	10.107	54.903
3	1.254	6.268	61.171	1.254	6.268	61.171
4	1.057	5.285	66.456	1.057	5.285	66.456
5	1.010	4.312	70.768	1.010	4.312	70.768

Table IV illustrates five rotated factors which together explain 70.768% of the total variance. Eigen values for factors F1 to F5 are 44.79, 10.10, 6.26, 5.28, and 4.31 respectively. Further, suitable names have been allotted to all the five factors extracted.

Table V – Scree Plot

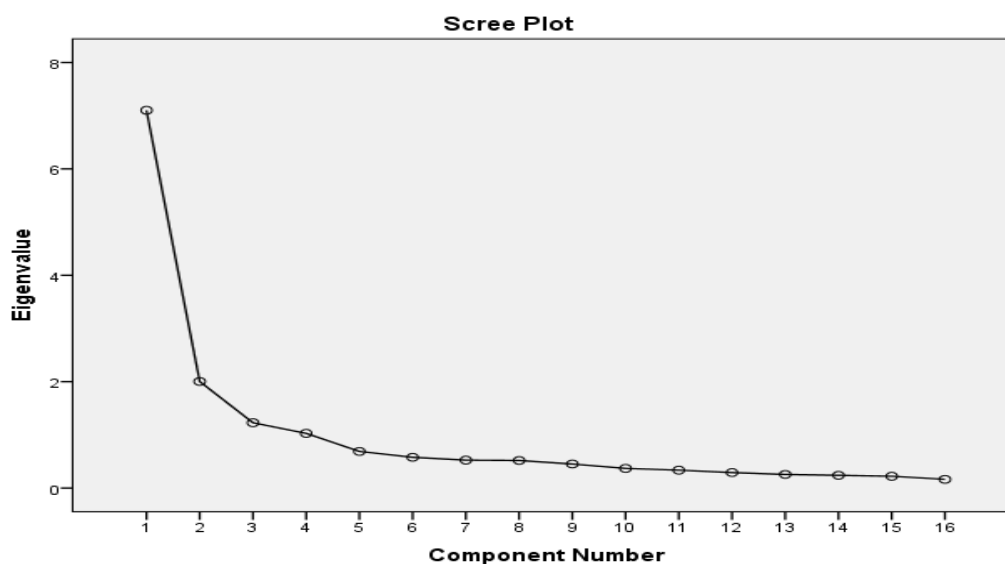


Table VI - Rotated Component Matrix

	Component				
	1 BRAND AWARENESS	2 BRAND LOYALTY	3 PERCEIVED QUALITY	4 BRAND IMAGE	5 PURCHASE INTENTION
BA_2	0.795				
BA_3	0.792				
BA_4	0.778				
BA_1	0.767				
BL_3		0.807			
BL_1		0.790			
BL_2		0.721			
BL_4		0.713			
PQ_3			0.822		
PQ_1			0.779		

PQ_2			0.728		
PQ_4			0.712		
BI_3				0.797	
BI_4				0.715	
BI_2				0.687	
BI_1				0.669	
PI_4					0.787
PI_3					0.701
PI_1					0.659
PI_2					0.621

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Principal Component Analysis under the rotation method (Varimax with Kaiser Normalization), rotation converged in 7 iterations. The result of the rotated component matrix is in Table VI, which shows FIVE factors may be extracted:

Factor 1: BRAND AWARENESS

It is the degree to which consumers are familiar with a brand. It can be measured in terms of recognition, recall, and top-of-mind awareness. Brands with high levels of brand awareness are more likely to be considered by consumers when making a purchase decision. Brand awareness is built through various marketing efforts such as advertising, promotions, and sponsorships. All the factor loadings from BA1 to BA4 are above 0.5 which shows all the 4 items highly influence and contribute to the overall factor Brand Awareness. This factor accounted for a reliability of 89.8%.

Factor 2: BRAND LOYALTY

It refers to the degree to which consumers are committed to a brand and are likely to repeat their purchases. It is the result of a positive experience with a brand and is built through various marketing efforts such as customer service, product quality, and brand reputation. Brands with high levels of brand loyalty are more likely to retain customers and increase their purchase intention. All the factor loadings from BL1 to BL4 are above 0.5 which shows all the 4 items highly influence and contribute to the overall factor Brand Loyalty. This factor accounted for reliability of 87.4%.

Factor 3: PERCEIVED QUALITY

It refers to the consumer's perception of the quality of the product or service. Perceived quality plays a crucial role in building brand equity as it influences consumers' purchase intention. Brands with high levels of perceived quality are more likely to be trusted by consumers and increase their purchase intention. All the factor loadings from PQ1 to PQ4 are above 0.5 which shows all the 4 items highly influence and contribute to overall factor Perceived Quality. This factor accounted for a reliability of 85.7%.

Factor 4: BRAND IMAGE

It is the overall perception of a brand in the minds of consumers. It includes various aspects such as the brand's personality, values, and attributes. Brand image is built through various

marketing efforts such as advertising, product design, and customer service. Brands with a strong brand image are more likely to be preferred by consumers and increase their purchase intention. All the factor loadings from BI1 to BI4 are above 0.5 which shows all the 4 items highly influence and contribute to the overall factor Brand Image. This factor accounted for reliability 79.7%

Factor 5: PURCHASE INTENTION

It refers to the consumer's intention to purchase a product or service. It is influenced by various factors such as the consumer's needs, attitudes, beliefs, and values. All the factor loadings from PI1 to PI4 are above 0.5 which shows all the 4 items highly influence and contribute to the overall factor Purchase Intention. This factor accounted for reliability 83%.

Regression Analysis: To study the impact of various dimensions of brand equity on purchase intention via food delivery apps

Null Hypothesis: There is no significant impact of various dimensions of brand equity on purchase intention via food delivery apps

Model Summary shows the value of R² and adjusted R² (Table VII). Here, R² is 0.632 with a standard error of estimate equal to 0.400. We can interpret this as 63.2% of the variation in purchase intention is explained by four dimensions of brand equity. The value of the coefficient of determination (R²) is significant and therefore the association can be considered as significant.

Table VII - Model Summary (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	81.535	4	20.384	126.870	0.000^b
Residual	47.397	295	0.161		
Total	128.932	299			
R Square	0.632	Adjusted R Square	0.627	Std. Error of Estimate	0.40083

a. Dependent Variable: PI

b. Predictors: (Constant), BA, PQ, BI, BL

The R² value of the above model is 0.632, which means purchase intention is influenced by all these four explanatory variables by 63.2%, which is a good indicator. Further, it is seen that for the table the significant value (p-value) of the F-test is 0.0000, which means that all four explanatory variables are highly significant with respect to the explained factor, purchase intention via food delivery apps.

Table VIII – Multiple Regression Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.208	0.165		1.262	0.008	

	BA	0.133	0.047	0.132	2.842	0.005	0.579	1.726
	BL	0.236	0.045	0.235	5.207	0.000	0.610	1.641
	BI	0.249	0.045	0.263	5.490	0.000	0.544	1.839
	PQ	0.310	0.041	0.361	7.588	0.000	0.551	1.815

a. Dependent Variable: PI

The multiple regression coefficient analysis has been represented above (Table VIII). The above table determines a satisfactory result. The value of tolerance of all items is more than 0.20 and the value of VIF of all items is less than 5 (Table VIII). Based on the multiple regression output tables of dimensions of brand equity, the following equation can drive:

$$M(Y)=0.208+0.133BA+0.236BL+0.249BI +0.310PQ$$

From the above table, the coefficient of independent variable (PQ) i.e., Perceived Quality is the highest (0.310) which means that it is the most influencing dimension of brand equity that influences purchase intention for ordering food online via food delivery apps and is followed by brand image then brand loyalty and brand awareness. Further, it is seen from the table that the significant value (p-value) of the t-test for all items is less than 0.01, which means that all the four dimensions BA, BL, BI, and PQ of brand equity are highly significant concerning the explained factor, i.e., **“Purchase Intention via online food delivery apps”**. Thus, the null hypothesis is rejected.

CONCLUSION

In conclusion, by shedding light on the relationship between brand equity and customers' purchase intentions in the online food delivery market, the current study adds to the body of knowledge on online food delivery applications. The study emphasizes the importance of brand equity for online food delivery apps since it has a big influence on customer purchase intent. The more powerful/higher the brand equity, the more likely it is that customers would select the app for their food delivery requirements. Online food delivery applications should thus concentrate on building their brand equity by providing a fantastic user experience, on-time delivery, and reputation management. Positive customer testimonials and comments are also very important for building brand equity and should be promoted. Consistent branding should be promoted throughout all marketing platforms, including social media, email marketing, and push alerts via mobile apps, as it may assist develop brand awareness and foster a sense of trust and familiarity with the app. Personalized suggestions based on consumers' prior purchases and preferences can help foster loyalty and encourage repeat business. Vendor and product reviews hosted by an independent third party can be used for exhibiting reputation, integrity, benevolence and competence mobile shopping apps/ vendors, all of which will help build consumer trust (Dulloo, 2018) in online food delivery apps.

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