

Consumer's e-Lifestyle and Repurchase Intention in Online Food Ordering Services: Exploring the Role of e-WOM and Habit

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Business Administration

Eastern Mediterranean University
September 2024
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

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ABSTRACT

This research investigates the factors that influence users' repurchase intentions in online food ordering platforms. The study examines the influence of e-satisfaction on repurchase intention, as well as the mediating effect of attitude and the moderating effects of e-WOM and habit on the relationship between e-satisfaction and repurchase intention. The study collected data online from online food ordering platform users in Turkey and analyzed it by conducting PLS-SEM. The results show that e-satisfaction has a positive and significant influence on repurchase intention and this relationship is mediated by attitude and moderated by e-WOM and habit. The study concludes with theoretical and managerial implications and recommendations for future research.

Keywords: e-lifestyle, e-satisfaction, repurchase intention, attitude, e-WOM, habit, online food ordering.

ÖZ

Bu araştırma, çevrimiçi yemek sipariş platformlarında kullanıcıların tekrar satın alma niyetlerini etkileyen faktörleri incelemektedir. Çalışma, e-memnuniyetin tekrar satın alma niyeti üzerindeki etkisini, tutumun aracılık etkisini ve e-memnuniyet ile tekrar satın alma niyeti arasındaki ilişki üzerinde e-WOM ve alışkanlığın düzenleyici etkilerini incelemektedir. Araştırmada, Türkiye'deki çevrimiçi yemek sipariş platformu kullanıcılarından çevrimiçi olarak veri toplanmış ve PLS-SEM yöntemi ile analiz edilmiştir. Sonuçlar, e-memnuniyetin tekrar satın alma niyeti üzerinde olumlu ve anlamlı bir etkisi olduğunu, bu ilişkinin tutum tarafından aracılık edildiğini ve e-WOM ile alışkanlık tarafından düzenlendiğini göstermektedir. Çalışma, teorik ve yönetsel çıkarımlar ile gelecekteki araştırmalar için önerilerle sona ermektedir.

Anahtar Kelimeler: e-yaşam tarzı, e-memnuniyet, tekrar satın alma niyeti, tutum, e-WOM, alışkanlık, çevrimiçi yemek siparişi.

DEDICATION

To My Family

ACKNOWLEDGMENT

As I reach the end of my PhD journey, I'm reminded of the people who have walked this path with me. This accomplishment wouldn't have been possible without their unwavering support, guidance, and love.

First and foremost, I want to express my deepest gratitude to my supervisor, Assoc. Prof. Dr. Emrah Öney. Your guidance has been an inspiration throughout this journey. Thank you for your wisdom, for always challenging me to think deeper, and for believing in my potential even when I had doubts. I feel incredibly fortunate to have had you as my mentor.

To my co-supervisor and friend, Dr. Iman Aghaei, I cannot thank you enough for your invaluable insights and continuous encouragement. Your thoughtful advice has been pivotal in shaping this work, and your belief in me has pushed me forward on the hardest days. I deeply appreciate the time and effort you put into guiding me, especially when I needed it most.

A special thanks to my jury members, Prof. Dr. Huriye Şebnem Burnaz, Prof. Dr. Ebru Uzunoğlu, Prof. Dr. Orhan Uludağ, and Asst. Prof. Dr. Mehmet İslamoğlu. Your time, thoughtful feedback, and expertise have been instrumental in refining my research. I am truly honored and grateful for the opportunity to present my work to such esteemed scholars.

On a personal note, this journey has been filled with highs and lows, and I would not have made it through without my family and friends. To my family, your love, encouragement, and belief in me, even during the toughest times, have meant more

than I can express. You were my anchor through it all. To my friends, thank you for being a source of joy, understanding, and endless encouragement. Whether it was a kind word or a distraction when I needed it, you've been there every step of the way.

This dissertation is not just mine, it's a reflection of the incredible support I've had along the way. I'm forever grateful.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CA	Cronbach`s Alpha
CB-SEM	Covariance Based Structural Equation Modeling
CR	Composite Reliability
ECT	Expectation-Confirmation Theory
e-WOM	Electronic Word-of-Mouth
HTMT Ratio	Heterotrait-Monotrait Ratio
ICT	Information and communication technology
O2O	Online-to-offline
OFOA	Online food ordering apps
PLS-SEM	Partial Least Squares Structural Equation Modeling
TIB	Theory of Interpersonal Behavior
TPB	Theory of Planned Behavior
VIF	Variance Inflation Factor
WOM	Word-of-Mouth

Chapter 1

INTRODUCTION

Sales revenues in the global online food delivery market reached \$323.30 billion in 2022 and are expected to increase at an annual rate of 7.60%, culminating in a projected market volume of \$466.20 billion by 2027 (Statista, 2022a). In addition, the Turkish online food delivery sector generated \$554 million in sales in 2022 and this revenue is predicted to grow at an annual rate of 2.81% over the next several years, peaking at a projected 636.4 million US dollars in 2027 (Statista, 2022b). This rapid increase may be attributed to both technological advancements and the pandemic caused by COVID-19, which made online food ordering websites and applications become extremely popular.

The repurchase intention of customers plays a crucial part in the online food delivery businesses. Returning customers are the source of a company's competitive advantage, and retaining them is substantially less costly than acquiring new ones (Trivedi et al., 2021). One of the main factors affecting customers' repurchase intention is their satisfaction regarding the product/service they purchased. Several studies have stated that customer satisfaction/e-satisfaction has a positive impact on repurchase intention (Suhaily & Soelasih, 2017; Miao et al., 2022; Law et al., 2022).

An important aspect to consider when studying the relationship between consumer satisfaction and online repurchase intention is the influence of the absence of

electronic word-of-mouth (e-WOM) and habit on this relationship. In other words, how this relationship can be amplified by the moderating effects of the mentioned factors. Hence, it will be beneficial for businesses that operate in the online food ordering market to know how they can utilize e-WOM and habit in order to intensify the online repurchase intention of customers, and as a result, gain a competitive advantage over their competitors in the market. This research aims to examine the aforementioned factors by taking into consideration the users of the websites and applications of the main online food ordering companies (YemekSepeti, GetirYemek, and Trendyol Yemek) operating in the Turkish online food ordering market.

The current study makes several valuable contributions to the existing body of literature. Firstly, scholars and practitioners have acknowledged the importance of e-WOM in influencing purchasing intentions (Jalilvand and Samiei, 2012; Shang et al., 2017). Furthermore, a study conducted by the Pew Research Center indicated that half the online users in the US rely on online reviews prior to making up their minds (Kristen, 2014). However, the moderating effect of e-WOM on the relationship between e-satisfaction and repurchase intention has not been investigated yet. This moderating impact is critical, since many buyers look for online comments/reviews and similar sources to obtain feedback on items before deciding whether or not to purchase/repurchase them. Given the above gap in the literature, the current study intends to expand the current online food ordering literature by integrating e-lifestyle, e-satisfaction, habit, e-WOM, and attitude and repurchase intentions within the same framework. Moreover, by examining the moderating role of e-WOM and habit, the authors seek to understand how repurchase intentions develop in detail.

Although past researchers have examined the impact of e-WOM in purchase decision making (Shang et al., 2017), the relationship between e-satisfaction and repurchase intentions, as well as the influence of e-WOM on this relationship, has not been adequately investigated in the context of the online food ordering market.

Secondly, habit is a factor whose effect on executing a behavior (i.e., buying) has been widely supported in the literature (Sung et al., 2019). Consumers' habits are important since they illustrate how they think, feel, and their preferences, and these all affect the consumers' purchasing behavior. In the current study, we examine how the user e-satisfaction and repurchase intention relationship may be moderated by their habits. Although the direct effect of habit on intention to purchase has been investigated in previous studies (Alalwan, 2018; Sholichah et al., 2022), its potential interaction with the drivers of buying intention has yet to be examined.

Thirdly, since attitudes are often recognized as one of the most significant factors impacting purchasing behavior, it is unsurprising that smart marketers try to understand and influence the attitudes of their target consumers. This not only includes understanding and influencing attitudes toward their own products, but also attitudes toward the category, competitors' products, influencers, and any other factors that may influence a purchase decision in the interconnected landscape in which consumers live, work, and play (Duggal, 2019). Hence, it is important to investigate the mentioned mediating effect of attitude. While there has been much attention on how attitudes are related to buying intentions (Garg & Joshi, 2018; Zaremohzzabieh et al., 2021; Nagaraj, 2021; Wang, Cao, & Park, 2019), how attitudes mediate e-satisfaction and repurchase intentions has not been adequately investigated in relation to online food ordering platforms.

The forthcoming chapters of this thesis are as follows:

- The second chapter comprises a comprehensive analysis of the existing literature. This chapter presents a review of the existing literature on online food ordering, including the variables used in this research.
- The third chapter discusses the theoretical background and hypothesis development of the current research. This chapter presents the information gathered from previous researches and theories. This information was used in order to establish the relationships between the variables and develop the proposed hypotheses.
- The fourth chapter covers the methodology employed in the study. This chapter provides details on the measurement of research variables, the sampling process, the method and procedure for data collection, and the demographic profile of the participants.
- The fifth chapter discusses the data analysis of the research. This chapter encompasses the complete process of the statistical analyses performed for this research, as well as the presentation and interpretation of the data derived from those analyses.
- The final chapter, the sixth chapter, comprises the conclusion and the discussion of the results. The chapter presents an in-depth evaluation of the acquired results and the insights they bring regarding the aim and objective of the study. In addition, the chapter discusses the theoretical and practical implications of this research, as well as its limitations. The chapter further addresses the recommendations obtained from this research that can be implemented in future research on online food ordering services.

Chapter 2

LITERATURE REVIEW

2.1 Online Food Ordering

Computers, the Internet, smartphones, tablets, and mobile applications have significantly altered people's everyday lives. When it comes to dining, online food ordering provides a new option: consumers can order food online, wait, receive the delivered food, and then eat (He et al., 2019). Online-to-offline (O2O) services cater to the demands of individuals with busy schedules who utilize websites or apps to place their food orders online and expect prompt delivery. Mobile food ordering applications provide immediate access, enabling busy users to conveniently and expeditiously receive their food. These applications offer a range of options from various restaurants, including online ordering, takeaway, and doorstep delivery (Shah et al., 2022). Online food ordering apps (OFOAs) are smartphone applications that enable clients to buy meals online from a particular restaurant (Chakraborty, 2022). Typically, clients use their mobile phones to explore their preferred restaurants, choose items from the food menu, and specify their desired location. This also enables local sellers to engage in communication with individuals, so enabling them to increase their income (Shah et al., 2022).

2.2 e-Lifestyle

Individuals' lifestyles are efficient predictors of consumer behavior, which includes product preferences and consumption (Murry et al., 1997). The understanding of lifestyle assists businesses and academic researchers in comprehending clients'

backgrounds and obtaining more detailed information about their everyday habits. This allows for an analysis of the contextual variables that influence consumers' acceptance of particular e-commerce services and merchandise (Lu, 2024). Over the last decade, Internet and mobile use have become hyper-integrated, influencing and reshaping the lifestyles of people, particularly young people (Yu, 2011). This has led to the emergence of the e-lifestyle.

The construct of e-lifestyle contains four elements that were originally established by Wells and Tigert (1971), namely e-activities, e-interest, e-opinions and e-values. The activities of consumers in relation to entertainment, social networking and transaction comprise e-activities. The attentiveness of consumers about trends, new technologies, and the Internet indicates e-interest. Consumers have views about the constant development of the Internet services, which comprises e-opinions. E-values symbolize the beliefs of consumers with regard to how they can benefit from the Internet in terms of improving job efficiency, life quality, knowledge, and networking. Various electronic lifestyles can be distinguished and utilized through the examination of individuals' lives in market segmentation and the offering of tailored products or services. By adopting a differentiated approach, mobile commerce service providers can gain a deeper comprehension of customer demands and preferences. This, in turn, allows them to provide customized solutions that respond to the specific requirements of distinct user segments (Lu, 2024).

2.3 e-Satisfaction

Satisfaction is a feeling that comes from evaluating a transaction on both an emotional and a cognitive level (Jameel et al., 2021). In the e-commerce environment, satisfaction refers to as “the contentment of a customer with respect to

his or her prior purchasing experience with a given electronic commerce firm” (Anderson and Srinivasan, 2003, p. 125). E-satisfaction has gained significance in the marketing-related literature as a result of the introduction to the commercial Internet into people's lives. (e.g., Evanschitzky et al., 2004; Szymanski and Hise, 2000). In this regard, Szymanski and Hise (2000) conceptualized e-satisfaction as the judgment of consumers based on their Internet retail experiences compared with the same experiences in the traditional market.

However, in both online and offline environments, meeting consumers' demands by providing high-quality service is critical (Parasuraman et al., 2005; Reichheld et al., 2000). In other words, customer satisfaction is the result of the critical performance of an online retailer in the same way as in traditional retailing; it is a primary means of predicting the success of the Internet retailer (Harris and Goode, 2004; Christodoulides and Michaelidou, 2010). Given the growing significance of e-service delivery, it is crucial to evaluate customer satisfaction by consistently monitoring and regulating the quality of service (Ashiq and Hussain, 2024).

2.4 Attitude Towards Online Food Reordering

Attitude referred to a person's positive or negative appraisal of a conduct. It denotes a person's aspirations for a certain product. However, when the individual's attitude improves, he or she develops a greater intention to engage in a certain conduct (Ajzen, 1991). Attitude refers to the learned tendency of an individual to evaluate an object, such as a product or service, as either positive or negative, or favorable or unfavorable, in order to adapt to the surrounding environment. Attitude primarily arises from a cognitive process and is only derived from a deliberate or rule-based, analytical, purposeful, and evaluative approach (Anshu et al., 2022). Within the

online context, a consumer's attitude toward a certain website is defined as a predisposition to react positively or negatively to that website (Chen and Wells, 1999). Also, the concept of attitude is crucial to online shopping, as there is a central relation between the way consumers feel about a website (i.e., attitude) and the way they act towards the website through behaviors such as purchasing products and passing information through verbal communication (WOM) regarding the website and its services (i.e., behavior) (Alonso-Dos-Santos et al., 2017).

2.5 Electronic Word of Mouth (e-WOM)

Traditionally, WOM comes in the form of face-to-face or person-to-person communications with regard to products and services (Carl, 2006). e-WOM derives from the concept of WOM and refers to any Internet-mediated informal conversation regarding goods, services, or brands, irrespective of the information valence (Yan et al., 2022). Moreover, e-WOM is also defined as the dissemination of customers' experiences, evaluations, and recommendations of goods, services, or brands through Internet channels (Xiao et al., 2022). In addition, e-WOM can also be described as any informal communications delivered to customers through the Internet, specifically regarding the features, usage, or providers of specific services, products, or new technology. The primary difference between "WOM and e-WOM" is in the extent of influence on individuals and the speed of interactions Al-Okaily (2023). e-WOM has peaked with the arrival of information technology (Cheung and Lee, 2012). Online reviews play a vital role regarding a customer's purchase decision (Lee and Hong, 2019). By using the Internet, consumers have more alternatives for seeking and sharing information before and after making an online purchase (Matute et al., 2016). Consumers now have more access to various types of e-WOM provided by different individuals thanks to digital technology and the Internet (Wang et al.,

2018). Online reviews, particularly for experience services like restaurants and hotels, are a highly appreciated source of information (Naujoks & Benkenstein, 2020). The importance of e-WOM and its influence on consumers purchase decisions have been underlined by academics. There is a growing tendency among consumers search and rely on online reviews prior to purchasing products. Features such as the quantity and valence of e-WOM can considerably affect the sales of new products, thus emphasizing its importance from the viewpoint of marketing (Kautish et al., 2023).

2.6 Habit

De Guinea and Markus (2009) described habits as behaviors that are learned and evolve to become repeated behaviors that occur unconsciously and unintentionally. Moreover, a habit is a taught series of activities that trigger a natural response to a specific environment, which can be beneficial in achieving specific objectives (Nazir et al., 2023). Limayem and Hirt (2003) indicated that habits reveal a person's tendency to repeat formerly developed automatic behaviors. Individuals tend to continue performing their actions due to developing habits and these actions are performed without the individual having a rationale for the behavior. Moreover, Limayem et al. (2007) argued that individuals subconsciously perform particular behaviors as a result of repeated learning. In the context of online shopping, the term "habit" refers to an individual's automatic behavioral response that is triggered by the surroundings or circumstances. This response occurs without any conscious mental process and is a result of previous positive experiences with a specific vendor (Nazir et al., 2023).

2.7 Repurchase Intention

Experiences that satisfy customers enhance their tendencies to repurchase products and services. Customer retention is a crucial source of generating revenue for service firms. Within this particular scenario, the major focus of businesses is to investigate the factors that attract buyers to make a subsequent purchase (Nazir et al., 2023). As defined by Hellier et al. (2003), repurchase intention is the procedure through which a person buys products and services from the same suppliers. Harris and Goode (2010) described it as returning to use the same brand as the services it provides will be needed in the future. Furthermore, repurchase intention refers to the probability that a consumer will continue purchasing a product from the same online seller or will make future purchases from the same company (Majeed et al., 2022). Therefore, as McDougall and Levesque (2002) described, this intention includes the individual's judgment of the same source that satisfies their needs, and it also involves an assessment of the situation of the current service. However, Kaynak (2003) claimed that a customer's repurchase intention depends on the value that is gained due to their former transactions. Customers are more likely to repurchase when they encounter reliable services and are inclined to repurchase when their needs are consistently met (Kim & Baker, 2022).

Chapter 3

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

This chapter focuses on the theoretical foundation and the process of developing hypotheses for the current research. The chapter provides an overview of the prior studies and the theories utilized to justify the developed hypotheses for the present research.

3.1 e-Lifestyle and e-Satisfaction

It has long been known that understanding people's lifestyles is considered to be beneficial when adapting and delivering the right products and services to specific targeted segments of the market. Therefore, it is vital to create an e-lifestyle instrument that can provide marketers with a functional foundation to market and design products and services related with information and communication technology (ICT) according to some practitioners, namely Mary Modahl (Vice President, Forrester Research Inc.) and Jason Chian (CEO, InsightXplorer Co.) (Chen and He, 2006).

Consumer satisfaction literature and consumer satisfaction in traditional channels are the foundation of e-satisfaction. (Evanschitzky et al., 2004; Chen et al., 2008). Furthermore, studies have stated that the main significance of satisfaction and its impact are present even in e-commerce.

Several studies have indicated that the lifestyle of consumers influences their satisfaction. According to Hassan et al. (2017), consumers' e-lifestyle has an impact on satisfaction amongst mobile subscribers. In addition, Naim et al. (2019) found out that consumers' lifestyle has the most significant influence on their satisfaction with regard to Islamic banking services. Based on the above literature, the following hypothesis is developed:

H1: e-lifestyle has a significant and positive impact on e-satisfaction.

3.2 e-Satisfaction and Repurchase Intention

An essential aspect of achieving success in any business is meeting the needs of customers through the delivery of exceptional service quality (Parasuraman et al., 2005). Satisfaction is generally recognized as a quasi-attitudinal construct (Lee et al., 2009) and is frequently taken into consideration as an attitude (Lee et al., 2009).

Satisfaction has been examined as a precursor of continuous intention in e-commerce services and technology acceptance (Thong et al., 2006, Lee et al., 2009). According to Henkel et al. (2006), Chen (2008) and Shin et al. (2013), consumers that are satisfied with the service they receive from the service provider have higher levels of service usage and forthcoming usage intentions. Similarly, several studies (Lin and Lekhawipat; 2014; Gamboa and Gonçalves, 2014; Gonçalves and Sampaio, 2012; Singh, 2017) have found that satisfied consumers have the tendency to purchase more, repurchase and provide positive comments regarding the brand. Satisfaction can be examined in the online context. According to Pappas et al. (2014), e-satisfaction positively influences consumers' intention to repurchase online. Alalwan (2020) recently discovered that there is a positive relationship between e-satisfaction and consumers' repeated intention to utilize mobile food ordering applications.

Likewise, Al-Okaily (2023) suggest that customers that experienced satisfaction when using mobile food ordering applications tend to use those applications again for food ordering. In addition, the impact of e-satisfaction and repurchase intention can be justified according to Expectation-Confirmation theory (ECT), which was proposed by Oliver in 1980. The theory studies customer satisfaction and repurchase behavior. According to ECT, prior to making a purchase, customers have an initial anticipation. Then, they generate opinions on the product's or service's performance that they consumed after their first consumption. Afterwards, consumers make a decision regarding their satisfaction level by comparing their initial expectation of the performance of the consumed product/service with its real performance. As a result, repurchase intentions will be formed by the satisfied consumers (Alawneh et al., 2013). Moreover, in the context of Expectation-Confirmation Theory (ECT), the way customers perceive and anticipate a service has an impact on how they confirm their beliefs about the service and their level of satisfaction with it. There is a significant link between the satisfaction with the service and the confirmation or disconfirmation of beliefs about the service. Furthermore, the perceived performance of the service might play a role in confirming consumers' perceptions and enhancing their overall satisfaction with the service (Oh et al., 2022). Furthermore, as stated by Miao et al. (2022), companies who are able to meet the needs and desires of their consumers have a higher likelihood of retaining them. Additionally, there is a positive relationship between customer satisfaction and the intention to make repeat purchases. Based on the aforementioned findings, the following hypothesis is developed:

H2: e-satisfaction has a significant and positive impact on repurchase intention.

3.3 e-Satisfaction and Attitude

Attitude is considered as a psychological factor that illustrates the state of mind of an individual, which might be positive, negative or impartial. Liking or disliking a product or service is the outcome of an individual's attitude (Fishbein and Ajzen, 1975). A study by Alonso-Dos-Santos et al. (2017), confirmed that e-satisfaction with a website influences the users' attitude towards that website. Furthermore, several studies have found that customer satisfaction has a significant influence on attitude (Laxmi and Sarath Kumar 2016). Choi and Choo (2016) discovered that consumers' perceived social and functional benefits of products had a favorable influence on their satisfaction, and that this satisfaction had a positive effect on their attitude toward buying foreign brands when it came to purchasing goods. Likewise, according to Chang (2002), Lee (2009), and Tian-Cole and Crompton (2003), there is a positive and significant relationship between attitude and satisfaction. Moreover, Huang and Hsu (2009) conducted a study on Chinese visitors in Hong Kong and the results indicated that the visitors' satisfaction had a positive influence on their attitude and revisit intentions towards Hong Kong. According to the aforementioned literature, the following hypothesis is developed:

H3: e-satisfaction has a positive impact on attitude.

3.4 Attitude and Repurchase Intention

Several studies have confirmed the significant effect of attitude on behavioral intention (e.g., Ajzen, 1985; Dickinger and Kleijnen, 2008). This is also supported by the theory of planned behavior (TPB), which was developed by Ajzen in 1985. TPB is based on three theoretical factors: attitude, subjective norms and perceived behavioral control. Attitude indicates a person's psychological feeling and positive or negative assessment of carrying out a particular behavior (Ajzen, 1991).

Moreover, according to Ajzen (1991), a perceived social pressure to do or not perform an action is defined as a subjective norm. Furthermore, Ajzen (1988) defined perceived behavioral control as a person's perception of how easy or difficult it is to accomplish a particular action. Fishbein and Ajzen (1975) stated that when consumers have the right attitude, there will be a strong possibility that they will perform the behavior. Furthermore, a positive attitude regarding a problem forms a positive behavioral intention (Ajzen, 1991). In general, the more positive one's attitude toward a behavior is, the greater one's intention to engage in that behavior (Han, Kim, & Lee, 2019). Karahanna et al. (1999) discovered that attitude towards continuous usage significantly affects behavioral intention to carry on utilizing the Windows technology. A study conducted by Bhattacharjee and Premkumar (2004) illustrated that attitude significantly affects the intention to utilize information technologies in different time periods. Furthermore, Anshu et al. (2022) suggest that individuals' attitude is the most accurate indicator of their intention to purchase groceries and the utilitarian aspect of attitude is the primary catalyst for intentions. Moreover, the study conducted by Loh and Hassan (2022) confirms that the attitude of consumers positively affects their intention to repurchase. In addition, the research conducted by Ji and Ha (2021) validates the direct impact of brand attitude on consumers' intention to repurchase. Based on the literature, the following hypothesis is developed:

H4: Attitude has a positive impact on customer's intention to repurchase.

3.5 Mediating Effect of Attitude

According to a study carried out by Ha and Janda (2014), attitude towards websites related to travel is a potent determinant of consumer behavior in an online setting and has a partial mediating effect on the relationship between satisfaction, trust and

intention to purchase. The theoretical justification for this particular effect was found by Jalilvand and Samiei (2012). This study illustrates that information is evaluated first, which subsequently leads to judgment and then forms attitude and consequently leads to behavioral intention.

In accordance with the study performed by Ha, Janda, and Muthaly (2010) regarding the impact of satisfaction on repurchase intention, the mediating effect of positive attitude on the mentioned impact has been investigated and confirmed. This statement was justified by Eagly and Chaiken (1993), who proposed that a customer's favorable attitude toward good performance is known as positive attitude. Based on the above explanations and the literature, the following hypothesis is developed:

H5: Attitude mediates the relationship between e-satisfaction and repurchase intention.

3.6 Moderating Effect of Habit

In the online shopping context, a habit may be described as an automatic behavioral reaction that is triggered by an external stimulus without requiring conscious thought as a consequence of a previously established relationship between purchasing behavior and positive results (Chiu et al., 2012; Limayem et al., 2007). Jasperson et al. (2005) stated that the post-adoption phenomenon of online customers is the result of their assessment of the quality of the retailer's performance in light of their previous interactions with the company (e.g., habit). The reason for this is that in online situations, in comparison with offline situations, consumers experience further difficulties and vagueness, which causes them to feel unsure and embarrassed about

the quality of their purchase unless they are convinced by the satisfactory results from frequent consumption (i.e., habit).

According to empirical studies, satisfaction does not necessarily promote continued behavior, and there are other important elements that influence the relationship between satisfaction and continued behavior (Zhao et al., 2012). Furthermore, according to studies on online purchases, having a purchasing habit boosts the influence of satisfaction on repurchase intention (Khalifa and Liu, 2007). Khalifa and Liu (2007) stated that if customers are satisfied with an online store, buying habit will increase the likelihood of repurchase from that specific online store. Furthermore, the theory of interpersonal behavior (TIB) supports the moderating role of habit. TIB was proposed by Triandis in 1977. The theory stipulates that the likelihood that a behavior will be performed depends on the person's habits regarding the situations that simplify the behavior and the individual's intention to perform that behavior (Sung et al., 2019). TIB is seen as an alternate hypothesis that counteracts the flaws of TPB. Non-cognitive factors of behavior, such as habits and emotions, are expressly overlooked by TPB. Nonetheless, there is a growing understanding that many behaviors are controlled by more automatic and emotional processes, such as routines, habits, and emotions. Individuals, according to TIB, often arrive at conclusions by considering both the cognitive and emotional components of a circumstance (Issock et al., 2020). Thus, based on the literature, the following hypothesis is developed:

H6: Habit moderates the relationship between e-satisfaction and repurchase intention.

3.7 Moderating Effect of e-WOM

e-WOM has an exceptionally fast flow and allows multidirectional interactions among communicators and receivers (Cheung & Thadani, 2012; Bulut & Karabulut, 2018). Previous studies have considered e-WOM to be a precursor of customers' buying behavior in online interactions (Jalilvand et al., 2011). Furthermore, Kuo et al. (2013) suggested that e-WOM acts as a moderator in the relationship between satisfaction and online purchase intention. The reason is that satisfaction results in consumers' intention to repurchase and the repurchase intention will be stronger if consumers obtain positive word-of-mouth provided by other consumers.

In addition, based on the subjective norm element of theory of planned behavior, if they obtain positive e-WOM on the quality of their desired products or services, satisfied customers are more likely to repurchase. Based on the literature, the following hypothesis is developed:

H7: e-WOM moderates the relationship between e-satisfaction and repurchase intention.

The study's framework is summarized in Figure 1 as below:

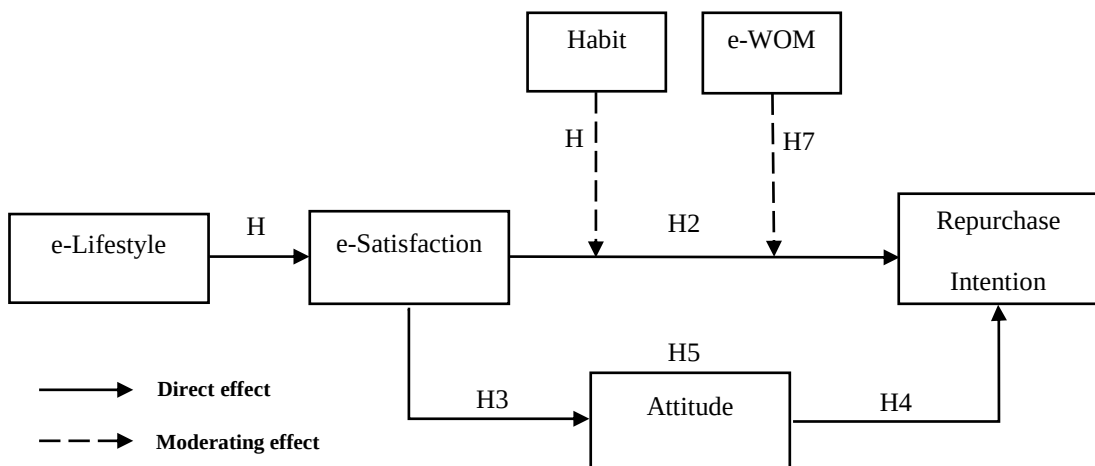


Figure 1: Research model

Chapter 4

METHODOLOGY

4.1 Measures

All the constructs were measured using existing scales in the literature. Variables were measured applying a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7). In order to measure the variables, items were adopted from the previous studies and modified based on the subject of the current study. For e-lifestyle, seven items were adopted from Lee et al (2009a, 2009b), Mitchell (1983), Wells and Tigert (1971), and Yu (2011). Regarding e-satisfaction, six items were adopted from Kotler (2000), Zeithaml et al (2006), Zhang et al (2011), and Zhao et al (2012). Concerning attitude, six items were adopted from Ajzen (1991), Davis et al (1989), and Moon and Kim (2001). With respect to repurchase intention, five items were adopted from Lazarus (1991), M. Lee & Back (2008), S. Lee et al (2005), Ok et al (2007), and Tümer, Aghaei, Öney, & Eddine, (2019). For e-WOM, eight items were adopted from Luo et al (2013) and Cheung et al (2008). Regarding habit, four items were adopted from Venkatesh et al (2012).

In order to collect the data from Turkish and non-Turkish users of online food ordering applications, both English and Turkish version of the questionnaire were prepared. The measurement items used were prepared initially in English and subsequently translated to Turkish, the official language in Turkey (Teimouri et al., 2018), using the back-translation method (McGorry, 2000).

4.2 Procedure and Sample

Data was collected by distributing an online questionnaire to consumers in Turkey who frequently order food online using online food ordering applications. Online surveys have gained significant popularity in educational research as a preferred approach for data collection. The increasing use of online surveys can be attributed to various inherent benefits, including reduced research costs, faster implementation time, less transcription errors, and ease of analysis (Wu et al., 2022). The population of interest in this research is the entire customer base of the restaurants in Turkey that use online food ordering applications. A filter question asking participants if they have ever used any of the mentioned online food ordering platforms to order food online was added in the beginning of the questionnaire in order to exclude unrelated participants. In order to collect data, a snowball sampling technique was used. Snowball sampling is a nonprobability sampling technique in which the initial participants transfer the questionnaire to their associates and they will also become the participants of the study. Snowball sampling helps in reaching the participants that are difficult to reach and it is low-cost and simple. However, sampling bias is a significant issue that researchers may encounter when employing the snowball sampling technique. Because of the risks of face-to-face data collection during the COVID-19 pandemic, the questionnaire was prepared and distributed using Google Forms and social networking platforms such as Facebook and WhatsApp. According to Efthymiou and Antoniou (2012) the social networking platforms are comparatively suitable substitute technique in order to collect data. Participants were given the purpose of the study, assurance of confidentiality and anonymity, and the instructions regarding how to fill the questionnaire. A total of 285 questionnaires were distributed among the respondents, while 251 of those were useful after

removing the ones including missing data, with response rate of 88.07%. The current study followed Hair et al. (2019a, 2019b) recommendations in order to justify the minimum sample size requirements. According to Hair et al. (2019a, 2019b), for PLS-SEM, the minimum sample size is ten times the maximum number of structural relationships directed at a construct. Before beginning the data collection process, a pilot study consists of 30 respondents was undertaken to examine the questionnaire for potential issues. Table 1 illustrates the demographic information of the participants.

Table 1: Respondents' demographic profile

Demographics	Percentage
Gender	
Male	59.2
Female	40.8
Age	
18-25	61.2
26-30	25.4
31-35	10.9
36-39	2.5
Education	
High National Diploma	15.9
Undergraduate	58.2
Master`s	21.4
PhD	4.5
Marital Status	
Single	84.6
Married	13.9
Divorced	1.5

Note: N= 251

Chapter 5

DATA ANALYSIS

In order to analyze the data, partial least squares structural equation modeling analysis was conducted using SmartPLS 3 software (Ringle et al., 2015). Before conducting any analysis, the reliability and validity of the constructs were evaluated. Furthermore, a correlation analysis was done in order to appraise the existing linear relationship amongst the variables. Moreover, using SmartPLS, the measurement and structural models, path coefficients, and mediation and moderation effects were tested based on the properties of the software. PLS-SEM is being used in a variety of social science disciplines, including marketing management (Hair et al., 2012). According to Henseler et al. (2014) and Sarstedt et al. (2016), PLS-SEM can overcome issues produced by CB-SEM approach technique such as unacceptable results, converging with compound models, and small samples. Furthermore, by utilizing distinct ordinary least squares regressions the algorithm enables us to assess the partial regression relations exist in the measurement and structural models (Hair et al., 2019a, 2019b). There are two steps in evaluating the results of PLS-SEM. The first step is the evaluation of the measurement model. If the measurement model is adequately approved, then the second step is to appraise the structural model (Hair et al., 2017a).

5.1 Common Method Bias

In order to deal with a possible common method bias, a set of solutions were employed. First, the respondents were informed that their responses will be kept

confidential and anonymous. Furthermore, there were different types of questions included in the questionnaire such as seven-point Likert questions and questions regarding the demographic profile of the respondents. Last but not least, Harman's single-factor method was used. According to this method, the general factor of the common variance should be less than 50% in order not to have common method bias (Khaw et al., 2023). The findings show that the variance is 41.4%. Thus, based on the information above it can be confirmed that there is no concern regarding the existence of common method bias.

5.2 Measurement Model

For the purpose of evaluating the reliability of measurement and structural models, Cronbach's alpha (CA) and composite reliability (CR) were assessed. Composite reliability (CR) variates between 0 (lowest level of reliability) and 1 (highest level of reliability). Cronbach's alpha (CA) should be equal or greater than 0.7 (Garson, 2016). Furthermore, an acceptable threshold for composite reliability (CR) is a value equal or greater than 0.7 (Henseler, Ringle, & Sarstedt, 2012).

Table 2: Measurement model

Construct	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
e-Lifestyle	eLife1	0.792	0.905	0.916	0.676
	eLife2	0.813			
	eLife3	0.808			
	eLife5	0.816			
	eLife6	0.864			
	eLife7	0.840			
e-Satisfaction	eSat1	0.855	0.798	0.881	0.712
	eSat2	0.887			

	eSat3	0.786			
Repurchase intention	RPI1	0.795	0.889	0.924	0.752
	RPI2	0.916			
	RPI3	0.870			
	RPI4	0.885			
Attitude	Att1	0.873	0.894	0.923	0.726
	Att2	0.889			
	Att3	0.907			
	Att4	0.857			
	Att5	0.757			
	Att6	0.864			
e-WOM	eWOM1	0.826	0.909	0.912	0.671
	eWOM2	0.919			
	eWOM3	0.889			
	eWOM4	0.750			
	eWOM5	0.743			
	eWOM6	0.786			
	eWOM7	0.833			
	eWOM8	0.794			
Habit	Habit1	0.851	0.875	0.914	0.704
	Habit2	0.813			
	Habit3	0.851			
	Habit4	0.893			

The results in Table 2 illustrate that the CA and CR values for all the constructs are above the suggested threshold which is 0.7. As a result, reliability of measurement and structural models are confirmed. In order to confirm convergent validity, AVE value should exceed 0.5 and outer loading values should exceed 0.708 (Hair et al.,

2017). According to the results displayed in Table 2, the AVE and outer loading values are above the suggested threshold which confirms the convergent validity. It should be mentioned that due to low outer loading values some items were removed (eLife4, eSat4, eSat5, and RPI5).

Table 3: Fornell-Larcker criterion

	Att	Habit	RPI	e-WOM	e-Life	e-Sat
Att	0.852					
Habit	0.707	0.839				
RPI	0.797	0.743	0.867			
e-WOM	0.506	0.540	0.439	0.819		
e-Life	0.688	0.586	0.620	0.438	0.822	
e-Sat	0.626	0.482	0.530	0.340	0.681	0.844

Notes: Att: Attitude; RPI: Repurchase intention; e-WOM: Electronic word-of-mouth; e-Life: Electronic lifestyle; e-Sat: Electronic satisfaction

Discriminant validity was evaluated by checking the Fornell-Larcker criterion and Heterotrait Monotrait ratio of correlations (HTMT) criterion. According to Fornell and Larcker (1981), discriminant validity is confirmed if the square root of AVE for each latent variable is greater than the correlation of that latent variable with other latent variables.

Table 4: Heterotrait-Monotrait ratio (HTMT Ratio)

	Att	Habit	RPI	e-WOM	e-Life	e-Sat
Att						
Habit	0.738					
RPI	0.873	0.834				
e-WOM	0.538	0.594	0.476			
e-Life	0.747	0.656	0.684	0.471		

e-Sat	0.724	0.570	0.624	0.398	0.788
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Notes: Att: Attitude; RPI: Repurchase intention; e-WOM: Electronic word-of-mouth; e-Life: Electronic lifestyle; e-Sat: Electronic satisfaction

Moreover, the recommended threshold for HTMT ratio is 0.9 (Henseler et al., 2015). Based on the suggested thresholds and the results displayed in Tables 3 and 4, discriminant validity can be confirmed.

5.3 Structural Model

According to Hair et al. (2019a, 2019b), collinearity needs to be investigated ahead of the evaluation of the structural model. Hence, the variance inflation factor (VIF) values were investigated in order to test the collinearity. The suggested threshold for VIF is a value less than and equal to 3 (Hair et al., 2019a, 2019b). As seen in Table 5, all the VIF values are less than 3 and collinearity problem does not exist.

Table 5: Collinearity statistics (VIF)

	Att	RPI	e-Life	e-Sat
Att		1.763		
RPI				
e-Life				1.000
e-Sat	1.000	1.763		

Notes: Att: Attitude; RPI: Repurchase intention; e-Life: Electronic lifestyle; e-Sat: Electronic satisfaction

Based on the R^2 values, 0.464 (46.4%) of the variance in e-satisfaction, 0.392 (39.2%) of the variance in attitude, and 0.638 (63.8%) of the variance in repurchase intention is explained by the model.

In addition, in order to examine the significance of the paths and the proposed hypotheses, bootstrapping method was conducted (re-samples = 1000). Based on the results in Table 6, all the path coefficients are significant and as a result, all the proposed hypotheses regarding the relationships among variables in the model are supported.

Table 6: Hypothesis testing

Hypothesis	Path	Path coefficient	t-value	Decision
H1	eLife→eSat	0.682	10.424**	Supported
H2	eSat→RPI	0.534	7.315**	Supported
H3	eSat→Att	0.626	11.206**	Supported
H4	Att→RPI	0.765	12.508**	Supported

Notes: ** $p < .05$; e-Life: Electronic lifestyle; e-Sat: Electronic satisfaction; Att: Attitude; RPI: Repurchase intention

5.4 Mediating Effect of Attitude

The bootstrapping method was conducted to investigate the indirect effects. Based on the results illustrated in Table 7, e-satisfaction indirectly influences repurchase intention through attitude. Moreover, the results indicate that the indirect effect is positive and significant ($\beta = 0.479$, $P = 0.000$). Additionally, at the presence of the mediator, the direct effect of e-satisfaction on repurchase intention is insignificant ($\beta = 0.052$, $P = 0.401$). In other words, the relationship between e-satisfaction and repurchase intention is no longer significant in the presence of attitude. Hence, it can be concluded that attitude fully mediates the relationship between e-satisfaction and repurchase intention, thus H8 is supported.

Table 7: Mediation test results

Hypothesis		Total effect	Indirect effect eSat→Att, Att→RPI	Direct effect	Mediation	Decision
	eSat→RPI	0.531**	0.479**	0.052		
H5	R ²	0.285	0.638		Full	Supported
	ΔR ²	0.353				

Notes : ** p < .05; e-Sat: Electronic satisfaction; Att: Attitude; RPI: Repurchase intention

5.5 Moderating Effect of e-WOM and Habit

The moderating effect of e-WOM and habit were assessed using the product indicator approach. According to the results (Table 8), the moderation effect of habit was significant and positive ($\beta = 0.111$, P-value < 0.01), therefore H6 is supported. Similarly, the moderation effect of e-WOM was significant and positive ($\beta = 0.171$, P-value < 0.01) and this supports H7. Moreover, the effect sizes of the moderation effects can be determined by examining f^2 values. The f^2 value for the moderating effect of e-WOM is 0.078 which is a small effect size and the f^2 value for the moderating effect of habit is 0.047 which is also a small effect size. According to Cohen (2013), $f^2 > 0.02$, $f^2 > 0.15$, and $f^2 > 0.35$ represent small, medium, and large effect sizes, respectively.

Table 8: Moderation test results

Hypothesis	Moderator	β	t-value	Decision
H6	eSat ×Habit→RPI	0.111	2.429**	Supported
H7	eSat ×eWOM→RPI	0.171	3.406**	Supported

Notes: ** p < .05; e-Sat: Electronic satisfaction; e-WOM: Electronic word-of-mouth; RPI: Repurchase intention

Chapter 6

DISCUSSION OF RESULTS AND CONCLUSION

Using data obtained from consumers in the Turkish online food ordering market, this research assessed the relationship between the e-lifestyle, e-satisfaction, and repurchase intention of the consumers. Furthermore, the way in which attitude, e-WOM, and habit affect the relationship between e-satisfaction and repurchase intention was investigated. Our study confirmed that the e-lifestyle of customers positively influences customers' e-satisfaction, which is in line with Hassan et al. (2017). Moreover, customers' e-satisfaction positively impacts their repurchase intention and this finding is consistent with the results of the study conducted by Vijay et al. (2017). Furthermore, the results illustrate that the attitude of customers mediates the relationship between their e-satisfaction and their repurchase intention, which is similar to the finding of Ha and Janda (2014). In addition, e-WOM moderates the relationship between e-satisfaction and repurchase intention and this is in line with Kuo et al. (2013). Furthermore, habit moderates the relationship between e-satisfaction and repurchase intention, which disagrees with the findings of Hsu et al. (2015). This may be due to the fact that there is a difference in the sector and the origin of these studies.

Customer satisfaction plays a vital role for businesses such as restaurants. It is extremely crucial for restaurants to satisfy their customers so they will keep returning. With the recent increase in popularity and usage of online food ordering

platforms, particularly during the COVID-19 pandemic, it has become even more important and more difficult to keep customers satisfied since they constantly communicate and interact with one another with the help of comment sections that exist in the online food ordering platforms. Hence, restaurants need to take advantage of these close interactions and make an effort to make use of the information presented by the customers in order to improve their services and preserve satisfied customers.

6.1 Theoretical Implications

This research makes some theoretical contributions to the current literature. In accordance with some studies regarding repurchase intention (Tandon et al., 2020; Santi and Susana, 2021), the direct effect of electronic word-of-mouth has been investigated. However, an aspect that has not been investigated is the moderating effect of electronic word-of-mouth, specifically in the online food ordering context. Therefore, the results of the current study make a contribution to the literature by shedding light on the moderating effect of electronic word-of-mouth when it comes to repurchase intention in the online food ordering context.

Furthermore, some studies (Tandon et al., 2021; Yang et al., 2019) have investigated the moderating role of habit. Nevertheless, this moderating effect has not been examined in the context of online food ordering. Thus, the results of this research contribute to the literature by illustrating the moderating effect of habit in the online food ordering context.

In addition, some studies (Loh and Hassan, 2022; Braje et al., 2022) have investigated the direct effect of attitude on repurchase intention in contexts other

than online food ordering. Hence, the results of this research can contribute to the literature by demonstrating the mediating effect of attitude on repurchase intention in the online food ordering context.

6.2 Practical Implications

The present study contributes to the existing literature by examining the impact of e-lifestyle on e-satisfaction, as well as the moderating effects of habit and e-WOM on the relationship between e-satisfaction and customers' repurchase intentions in online food ordering platforms. The results of the current research offer useful insights for restaurants operating on online platforms. First, the e-satisfaction of customers is important for repurchase intention in the online food ordering market. Hence, managers and owners of restaurants should try to constantly measure satisfaction and act upon dissatisfaction. This will also be profitable for the Turkish online food ordering companies that are mentioned in this research since increased profits of restaurants operating on these applications results in a growth of the online food ordering platforms' profits. Second, the results indicate that electronic word-of-mouth positively moderates the relationship between e-satisfaction and repurchase intention. This means that positive comments can increase customers' repurchase intention, which leads them to another purchasing decision on a subsequent occasion. Additionally, negative comments can decrease customers' repurchase intentions and the customers will no longer repeat their purchase. Furthermore, other positive and negative effects of e-WOM exist. For instance, although a customer can be satisfied with a restaurant, the next time he/she places an online order, he/she may face negative comments provided by other customers. These comments might turn the satisfied customer into a dissatisfied one and prevent him/her from ordering from that specific restaurant. Similarly, this is true for dissatisfied customers as well. A

dissatisfied customer may observe several positive comments about a restaurant from which he/she previously ordered and this can change his/her opinion towards that restaurant and turn the dissatisfied customer into a satisfied one.

Generally, users read the comments before ordering food from restaurants to gain an insight into the quality of the restaurant. Furthermore, as a result of the COVID-19 pandemic, customers prefer not to have face-to-face interactions and use online food ordering platforms instead. Hence, it is essential for the owners and managers of restaurants who offer online ordering service to pay detailed attention, listen to the voices of customers, address customers' complaints and recover from a service failure, reduce risks of purchase and build loyalty.

6.3 Limitations and Suggestions for Future Researches

The current study is subjected to certain limitations. First, the study considers only the online food ordering platforms. Future studies can be conducted regarding other platforms in different sectors. Second, the current study specifically focused on Turkey. Forthcoming studies can be conducted in other countries and the results can be compared. Third, only quantitative analyses have been conducted for this research. A qualitative approach can assist to grasp the underlying motives of the e-WOM phenomenon. Fourth, the research employed a non-probability sampling technique (snowball sampling). Furthermore, due to employing snowball sampling, most of the respondents are between the ages of 18 and 25. In future studies, probability sampling can be used to achieve more precise results. Fifth, the current research used a cross-sectional research design. Future researchers may choose to undertake longitudinal research in order to observe consumers' repurchase intention in greater depth. Last but not least, future studies can be conducted on the same topic

and a comparison can be made regarding the usage rate of the online food ordering during and after the pandemic, which may indicate how much it affected the habits of customers.

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APPENDIX

Questionnaire

This academic project is concerned with the impact of e-lifestyle and e-satisfaction on re-purchase intention in food service industry. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

Have you ever ordered food through Yemek Sepeti? (Please continue if your answer is YES)

Yes ☐ No ☐

Which restaurant is your recent and/or frequent choice to order from Yemek Sepeti? (Please specify the name and answer all the related questions based on this restaurant.) _____

Q1: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I use the online food ordering application services because I am very interested in discovering new things online.	1	2	3	4	5	6	7
b) I use the online food ordering application services because I feel happy to use the newest technology.	1	2	3	4	5	6	7
c) I use the online food ordering application services because I like gaining knowledge through the Internet.	1	2	3	4	5	6	7
d) I use the online food ordering application services because I enjoy online shopping.	1	2	3	4	5	6	7
e) Continued development of online food ordering services is positive for the society.	1	2	3	4	5	6	7
f) Continued development of online food ordering services is bringing more happiness to our daily life.	1	2	3	4	5	6	7
g) I believe that using the online food ordering application enhances the convenience in my life which I have benefited from the impact.	1	2	3	4	5	6	7

Q2: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) My recent and frequent online food order meets my needs.	1	2	3	4	5	6	7
b) I am satisfied with the service provided by my recent and frequent online food order.	1	2	3	4	5	6	7
c) I think that my recent and frequent online food order's service has not met my expectations.	1	2	3	4	5	6	7

d) The food ordering process is pleasant, interesting, fair, and convenient.

1	2	3	4	5	6	7
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e) The food process is without personal security concern.

1	2	3	4	5	6	7
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f) The transaction processes from the online food ordering application are satisfied.

1	2	3	4	5	6	7
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Q3: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I think ordering food from my favourite restaurant through Yemek Sepeti is appropriate for me.	1	2	3	4	5	6	7
b) I think ordering food from my favourite restaurant through Yemek Sepeti is beneficial for me.	1	2	3	4	5	6	7
c) I have positive opinion on ordering food from my favourite restaurant through Yemek Sepeti.	1	2	3	4	5	6	7
d) I am happy with ordering food from my favourite restaurant through Yemek Sepeti.	1	2	3	4	5	6	7
e) Ordering food from my favourite restaurant through Yemek Sepeti is valuable.	1	2	3	4	5	6	7
f) Overall, my attitude toward ordering food from my favourite restaurant through Yemek Sepeti is favorable.	1	2	3	4	5	6	7

Q4: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I prefer to order food from my favourite restaurant through Yemek Sepeti more than any other available applications.	1	2	3	4	5	6	7
b) I intend to order food again from my favourite restaurant through Yemek Sepeti in the future.	1	2	3	4	5	6	7
c) I would strongly recommend my favourite restaurant on Yemek Sepeti to everyone.	1	2	3	4	5	6	7
d) I would like to come back to my favourite restaurant on Yemek Sepeti in the future.	1	2	3	4	5	6	7
e) Negative reviews of other social media users about my favourite restaurant on Yemek Sepeti decrease my purchase intention.	1	2	3	4	5	6	7

Q5: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I think that consumers' recommendations about restaurants on Yemek Sepeti are credible.	1	2	3	4	5	6	7
b) I think that consumers' recommendations about restaurants on Yemek Sepeti are believable.	1	2	3	4	5	6	7

c) I think that review information about restaurants on Yemek Sepeti is trustworthy.	1	2	3	4	5	6	7
d) The comments about restaurants on Yemek Sepeti are current.	1	2	3	4	5	6	7
e) The consumers' reviews about restaurants on Yemek Sepeti have sufficient breadth and depth.	1	2	3	4	5	6	7
f) The consumers' reviews about restaurants on Yemek Sepeti are relevant to my food ordering decisions.	1	2	3	4	5	6	7
g) The consumers' reviews about restaurants on Yemek Sepeti are reliable.	1	2	3	4	5	6	7
h) The consumers' reviews about restaurants on Yemek Sepeti help me in my food ordering decisions.	1	2	3	4	5	6	7

Q6: Please indicate the extent to which you agree or disagree with each of the following statements.
(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) The use of Yemek Sepeti to order food from my favourite restaurant has become a habit for me.	1	2	3	4	5	6	7
b) I must use Yemek Sepeti to order food from my favourite restaurant.	1	2	3	4	5	6	7
c) Using Yemek Sepeti to order food from my favourite restaurant has become ordinary to me.	1	2	3	4	5	6	7
d) Online food ordering from my favourite restaurant using Yemek Sepeti for me is without thinking.	1	2	3	4	5	6	7

Q7: Please specify below your: (Please tick only one box per question)

a) Gender: Male ☐ Female ☐

b) Age: _____

c) Marital Status: Single ☐ Married ☐ Other: _____

d) Education Level: Primary School ☐ Secondary School ☐ High National Diploma ☐
Bachelor's Degree ☐ Master's Degree ☐ PhD ☐ Other: _____

e) Annual Income (optional): Up to 2324 TL ☐ 2325-4500 TL ☐
4501-6500 TL ☐ More than 6500 TL ☐

Thank you for your participation