

A STUDY TO DETERMINE CONSUMERS MOTIVATIONS FOR ONLINE FOOD ORDERING

Writers

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A Study to Determine Consumers Motivations for Online Food Ordering

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PREFACE

The rapid development of digital technologies has brought significant changes to the way food and beverage services are delivered, as well as to many other aspects of daily life. With the widespread use of the Internet and smartphones, consumers' access to restaurants, menus, and food options has changed considerably. Online food ordering has consequently become an important channel through which consumers access food and beverage products and services. This transformation has created new opportunities for businesses while also increasing the importance of understanding consumers' online food ordering behavior and the factors underlying their ordering decisions.

This book was prepared to examine consumers' motivations for online food ordering. Within the scope of the study, data obtained from 402 consumers who ordered food online in Istanbul were evaluated using a quantitative research approach. Analyses were conducted to examine the structure and internal consistency of the data collection instrument. The findings presented in the study focus on a 13-item structure consisting of two dimensions related to consumers' online food ordering motivations: Quality Perception and Reliability Perception.

The study also examines differences in consumers' online food ordering tendencies according to selected demographic and behavioral characteristics. Variables such as age, gender, educational level, marital status, income level, ordering frequency, preferred application or website, and ordering time are considered within the scope of the research.



Online food ordering should not be regarded solely as a technological development. It also involves issues related to consumer expectations, service quality, reliability, and the ways in which consumers evaluate digitally delivered food services. From this perspective, understanding consumers' perceptions and ordering behavior may provide useful insights for businesses and digital platforms operating in the food and beverage sector, as well as for researchers examining consumer behavior in an increasingly digitalized service environment.

It is hoped that this book will provide a useful resource for researchers, academics, students, and industry professionals working in the fields of gastronomy, food and beverage services, consumer behavior, and digital services, and contribute to further research on online food ordering and consumer behavior.

CONTENTS

PREFACE	V
CONTENTS	VII
LIST OF FIGURES.....	VIII
LIST OF TABLES	IX
1. ONLINE FOOD ORDERING.....	3
2. LITERATURE REVIEW	7
3. METHOD	10
3.1. Research Model.....	13
3.2. Data Collection Tool	13
3.3. Research Hypotheses	14
3.4. Universe and Sample of the Research.....	16
3.5. Findings	17
3.5.1. Findings Regarding Validity	17
3.5.2. Findings Related to Reliability	22
3.5.3. Demographic Findings	22
3.5.4. Item Mean Values.....	32
3.5.5. Findings Regarding Online Food Ordering Motivation	33
4. CONCLUSION AND RECOMMENDATIONS.....	37
REFERENCES.....	40

LIST OF FIGURES

Figure 1. Graph Showing the Increase in the Number of Internet Users Worldwide Between 2000 and 2020 (as cited in Uysal, 2023)	4
Figure 2. Number of Worldwide Smartphone Mobile Network Subscriptions Between 2016 and 2025 and Forecasts for 2025-2028 (Statista, 2025)	4
Figure 3. Research Model	13
Figure 4. Confirmatory Factor Analysis (CFA)	21
Figure 5. Distribution of Participants by Gender	23
Figure 6. Distribution of Participants by Age Group	24
Figure 7. Distribution of Participants According to Educational Level....	25
Figure 8. Distribution of Participants by Marital Status.....	27
Figure 9. Distribution of Participants by Income Level.....	28
Figure 10. Distribution of Participants Based on Frequency of Online Food Orders.....	29
Figure 11. Distribution of Participants According to Their Preferred Application.....	30
Figure 12. Distribution of Participants According to Meal Ordering Time	31
Figure 13. R2 Values Based on Regression Analysis Results	36

LIST OF TABLES

Table 1. Descriptive Statistics of the Survey on the Motivations of Customers Who Order Food Online	17
Table 2. Eigenvalues and Explained Variance Amounts Obtained from EFA Results	18
Table 3. Online Food Ordering Motivation Scale Item/Factor Loadings.....	19
Table 4. Cronbach's Alpha Internal Consistency Coefficient of the Scale and Factors.....	22
Table 5. Item Average Values Based on Responses Provided by Participants	32
Table 6. Results Regarding the One-Sample t-test	34
Table 7. Factor Correlation Values	35

**A STUDY TO DETERMINE
CONSUMERS'
MOTIVATIONS FOR ONLINE
FOOD ORDERING**

1. ONLINE FOOD ORDERING

Human life has undergone numerous transformations in recent years due to technological advancements. Mobile phones, also known as smartphones, are among the most important of these. These devices enable people to communicate via video and audio, play online games, consume visual and audio content such as music and movies, and record and edit audio and video. Thanks to these features, smartphones have added many functional conveniences to people's lives.

The internet and smartphone era have enabled people to access anything, anywhere, and have facilitated the proliferation of websites and applications (Kim et al., 2011). As illustrated in **Figure 1**, internet use, especially after the 2000s, has increased almost exponentially every five years. These rates show that while 5% of the population had internet access in 2000, by 2020, approximately 63% of the total population had internet access. Considering data from 2000 onwards, a proportional growth of more than 12 times has been achieved over the past 20 years (as cited in Uysal, 2023). As is the case globally, smartphone use has become widespread in Turkey. In this context, 45 million citizens in Turkey use smartphones. Over the years, the average age of smartphone users has also increased (Uysal, 2023).

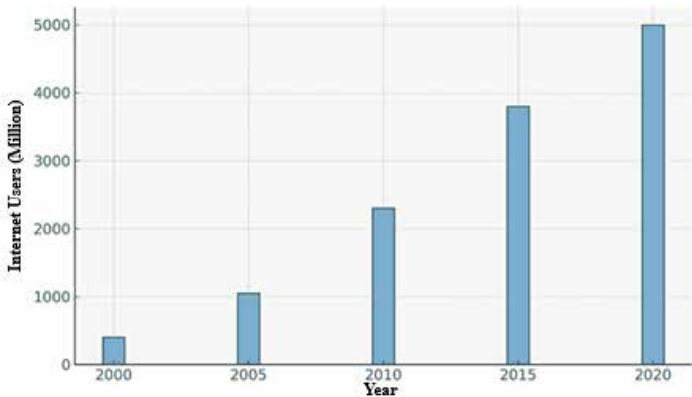


Figure 1. Graph Showing the Increase in the Number of Internet Users Worldwide Between 2000 and 2020 (as cited in Uysal, 2023)

Figure 2 shows the growth rate in the number of smartphone mobile network subscriptions between 2016 and 2025. As with the number of internet users, the number of mobile network subscriptions for smartphones has more than doubled since 2016. If this growth rate continues through 2028, approximately 8 million new subscriptions are expected each year (Statista, 2025).

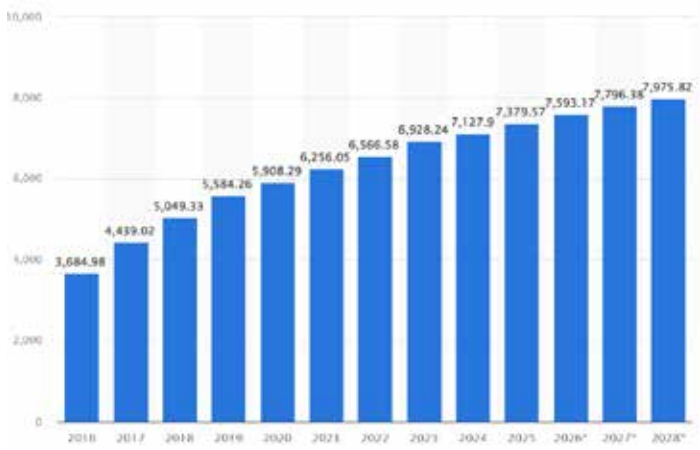


Figure 2. Number of Worldwide Smartphone Mobile Network Subscriptions Between 2016 and 2025 and Forecasts for 2025-2028 (Statista, 2025)

With the increase in smartphone usage, the application market for these devices has grown significantly; over time, this field has become an independent sector supporting smartphones. Applications are generally referred to as “apps,” a term used to describe software running on an operating system (Oh et al., 2010). Consumers can download and use their preferred applications on their smartphones, considering the functions they need. With the proliferation of social media platforms (e.g., Facebook, Twitter, Instagram, TikTok), companies’ interaction with consumers has become significantly easier (Lee & Namkung, 2014).

The growing importance of social media applications has increased the significance of marketing strategies conducted via mobile devices, particularly in the food and beverage sector. Businesses aim to establish emotional connections with consumers through mobile applications and to promote their products on these platforms, enabling consumers to obtain information and place orders directly (Lee & Namkung, 2014).

Mobile food ordering applications enable users to browse menus, select dishes, and pay directly through the app (Chung & Nam, 2015). Thanks to these applications, consumers can easily access the food they want, regardless of geographical location and time, within their financial means (Prasetyo et al., 2021). Parallel to the increase in smartphone users, the number of mobile food ordering applications is also growing rapidly, making the impact of digitalization in the food sector even more visible (Uysal, 2023).

Consumers in the food and beverage sector have a highly variable structure, and this change is ongoing. Therefore, companies operating in the sector must continually reinvent themselves to adapt to factors such as consumer preferences, current trends, and ease of access. At this point, the opportunities offered by technology provide significant advantages to companies. Thanks to developments in wireless connection technologies, particularly the internet and internet-based

communication tools, the internet has become both a fundamental source of information and an effective marketing tool for food and beverage businesses (Poddubnaya, 2019).

Over time, there have been many changes in eating habits. In particular, recent developments such as countries' levels of development, business life, time constraints, laziness, women becoming more involved in the workforce, and the increasing appeal of quick and easy meals have accelerated and intensified this change. While people used to prefer restaurants and cafes closest to their homes, developments in the competitive environment have led businesses to try to use technology to reach more customers (Özdoğan & Karakaya, 2024).

In today's world, there has been a significant increase in the use of the internet and technological devices. Consequently, concepts such as speed, time savings, and convenience brought about by technology have become more important. These concepts have also brought many innovations to the food industry. One of these innovations is online food ordering (Almansour, 2020).

Online applications enable restaurants and menus to be created in an online environment, making it easy for customers to place orders. Online food service offers other benefits as well. This makes it easier to track orders, build a customer database, and make organisational improvements based on feedback. Customers can access the online food menu and place orders at any time. Payment convenience also increases demand for online food ordering. Customers can pay in cash or online. Thanks to the database, customers can receive food recommendations they might like for future orders. Food and businesses can also be rated based on feedback (Joshi et al., 2022).

While online food ordering has its advantages, it also has certain characteristics that can be considered disadvantages. Today, there has been a significant increase in obesity and related diseases. The

excessive fat, sugar, and salt in food purchased outside the home cause individuals to consume more energy than necessary. The fact that online food ordering facilitates access to such foods deepens this problem (Maimaiti et al., 2018). In recent years, smartphone use has become quite widespread. This situation also demonstrates the social effects of online food ordering applications (Uysal, 2023).

2. LITERATURE REVIEW

The study conducted by Yavuz and Arslan (2024) examined the factors that determine consumers' acceptance and use of "Online Food Ordering Applications." In this context, the researchers developed an online food ordering attitude scale. A questionnaire was administered to 385 people in Sivas province to perform exploratory factor analysis and to 210 people to perform confirmatory factor analysis. Within this scope, a three-factor structure influencing online food ordering preferences was identified. These factors are listed as "website quality, time savings, and affordability." The study emphasized that local dishes were less preferred. It also highlighted that online food orders were more common in the evening hours. Furthermore, young people, married individuals, and low-income individuals placed more online food orders than high-income individuals.

The study by Özdoğan and Karakaya (2024) aimed to examine the relationship between consumers' intentions to order food online and their eating habits. Within this scope, a questionnaire was administered to 660 participants aged 18-65. It was determined that the vast majority of participants placed online food orders in the evening hours and generally preferred carbohydrate-heavy foods. It was found that women's purchase intentions for online food orders were significantly higher than men's. Furthermore, the perceived convenience scores of individuals who order 1-2 times per week were significantly higher than those who order less frequently. A weak but significant negative relationship was found between food cravings and body mass index.

Uysal (2023) aimed to examine the role of factors influencing the use of mobile food ordering applications on consumer satisfaction and intention to reuse. In this context, data from a survey conducted with 272 participants were subjected to quantitative analysis. Within this scope, it was stated that a positive increase in the information provision variable, the payment and payment convenience variable, the usefulness variable, and the ease-of-use factors positively affected customer satisfaction. In addition, it was stated that customers with a positive attitude intended to reuse.

In a study by Dilek and Öztürk (2021), consumers' attitudes toward online food ordering during the COVID-19 pandemic were analyzed within the Technology Acceptance Model framework. The research data were collected via an online survey; 417 participants were recruited through convenience sampling. Data analysis included frequency and factor analyses in SPSS 25, and confirmatory factor analysis and structural equation modeling in AMOS 21. The findings revealed that perceived ease of use in the online food ordering process positively affected both perceived usefulness and individuals' attitudes. Furthermore, it was determined that perceived usefulness has a positive effect on attitude, but no direct effect on behavioral intention. In contrast, it was concluded that individuals' attitudes toward online food ordering have a significant and positive effect on behavioral intention.

The study by Cinnioğlu and Gündoğdu (2022) examined the relationships among levels of e-trust, e-satisfaction, and e-loyalty among consumers who order food online. In this context, data collected from 455 individuals residing in Hatay province via a survey between May and October 2021 were analyzed. Within this scope, it was concluded that there is a moderate and positive relationship between e-trust and e-satisfaction, a high and positive relationship between e-trust and e-loyalty, and a moderate positive relationship between e-satisfaction and e-loyalty. The study also made some recommendations to industry

representatives. In this context, online food and beverage businesses should build consumer trust, develop strategies that consistently meet their expectations, and create a secure service infrastructure that protects personal information. This will maintain a high level of e-trust among consumers, increase satisfaction, and give businesses a competitive advantage. The study also highlights that trust and satisfaction play a critical role in ensuring sustainable success for businesses in both local and global markets.

The study conducted by Çakaröz and Civelek (2021) aimed to determine consumers' level of interest in online food ordering sites. In this context, the food ordering sites Yemeksepeti and Getir Yemek were compared. Google Trends data was used to identify consumer interests. Supported by secondary data, the study found that consumers' concerns were reflected in their preferences during the COVID-19 period compared to the pre-COVID-19 period.

Özdemir Süzer and Kirişçi (2023) aimed to determine the effects of design factors related to food delivery applications, such as aesthetics, navigation design, and perceived ease of use, on brand love and image. Research conducted on individuals using food ordering applications in Bursa showed that ease of navigation and perceived ease of use in the design of the applications played an important role in users forming a positive impression of the applications and the brands. This positive brand image paves the way for consumers to develop a strong emotional bond with the brand, i.e., brand loyalty. Therefore, a user-friendly, easy-to-navigate application design not only improves the first impression but also increases consumers' tendency to prefer the brand and to show loyalty.

In a study examining factors affecting consumer satisfaction with online food ordering applications (Kaman, 2024), a survey was administered to 405 participants. Within this scope, it was determined that mobile trust is the factor that most affects customer satisfaction. The study also indicated that customer service, ease of use, perceived

usefulness, and online ratings are other factors that affect customer satisfaction.

Arı and Yılmaz (2015) examined the factors influencing university students' attitudes and behaviors regarding online food ordering. To achieve this goal, the Technology Acceptance Model (TAM) was used. The data from a survey conducted with 300 students were analyzed using Structural Equation Modeling (SEM). In addition, CHAID analysis was also used. This aimed to identify the relationship between the sub-dimensions of the students' online food ordering scale and their demographic characteristics. The study found that perceived usefulness and perceived ease of use positively influenced individuals' attitudes toward online food ordering behavior. Furthermore, in addition to this positive attitude, personal norms were also effective in increasing students' frequency of online food ordering. According to the findings of the CHAID analysis, variables such as the average number of orders placed per month, when individuals started using the internet, whether they were aware of online food platforms, the university they attended, and their fathers' education level were found to be decisive on the dimensions related to online food ordering.

3. METHOD

This study investigates consumers' motivations for ordering food online. Quantitative methods were used to achieve this objective. A questionnaire was used as the data collection tool. The questionnaire, developed by Van-Dat Tran and Huy Quang Vu (2019), is a 5-point Likert scale. This data collection tool consists of a combination of online intention scales developed by Lee and Lin (2005), Pennington et al. (2004), Singh et al. (2015), Janda et al. (2002), and Parasuraman et al. (1996). The study population consists of customers who order food online. However, there are certain material difficulties in reaching this population. Due to these difficulties, a sample was selected from the population. Using random sampling, 402 consumers who order food online in Istanbul Province formed the study's sample group.

Reliability and validity analyses were first performed on the collected data. The process of determining the internal consistency of the scale statements is referred to as reliability. This process ensures that the characteristic being measured is measured consistently. There are several methods for conducting reliability analysis. Cronbach's Alpha (α) value analysis is the most commonly used of these methods. A value between $0.80 \leq \alpha < 1.00$ indicates that a scale has high reliability (Seçer, 2015). The Cronbach Alpha (α) coefficient must be above 0.50. Values below this ratio are not considered reliable (Coşkun et al., 2017). In this study, Cronbach's alpha was calculated to assess the scale's internal consistency.

Reliability alone is not sufficient for a scale. Validity is also one of the conditions a scale must meet. Validity indicates the extent to which the characteristic to be measured can be measured with the relevant scale. Whether the questions included in the scale measure as required, the determination of correlation levels, and similar issues can be identified through validity analysis. A KMO value above 0.70 is one of the expected characteristics of a valid scale. The KMO value was also examined in this study to determine validity. To assess validity, an exploratory factor analysis (EFA) was first conducted to examine whether the scale items had acceptable factor loadings. Items that do not have the required factor load should be removed from the scale at this stage. This enables accurate results from parametric or nonparametric tests to be obtained in the subsequent stages of the research (Coşkun et al., 2017). As a result of the EFA performed in this study, the number of items was reduced to 13.

Frequency analyses were examined in the stage following the validity analysis. General statistical data about the participants form the basis of frequency analyses. Findings such as the number of male and female participants and the number of participants over 30 can be determined through this type of analysis. Frequency analysis is performed to obtain detailed data about the participants (Coşkun et

al., 2017). In this study, which examined consumers' motivations for online ordering, frequency analyses were also conducted to provide insights into the demographic characteristics of the participants. In addition, descriptive statistical analyses of the data were performed, and meaningful differences were assessed by comparing them with the scale's dimensions.

Before conducting a hypothesis test, the normality distribution of the data must be analyzed. The results obtained determine the types of tests to be performed in subsequent stages. Accordingly, parametric or non-parametric tests can be applied. In this context, kurtosis and skewness values are analyzed. A balanced distribution also indicates that the scale has positive internal consistency. In addition, in the social sciences, it is not expected that responses to statements will be evenly distributed. Nevertheless, tests suitable for normal distribution can be used in the analyses. The t-test is widely used to assess normality (Coşkun et al., 2017). The test results obtained in the study indicate that the data are normally distributed. In this context, parametric tests were used.

The t-test for independent samples and One-Way Analysis of Variance (ANOVA) are parametric tests used in the study. The ANOVA test is used to measure differences across more than one variable. In this study, an ANOVA was used to determine whether age, income level, and education level affect motivation for online food ordering. If any differences are detected in the analysis results, Post-Hoc tests should be used to determine the source of the difference (Coşkun et al., 2017). The Tukey HSD test, one of the Post-Hoc tests, was applied to the variables where differences were detected. Thus, the reasons for the differences were identified.

This section provides information about the research methodology used in this study. It covers the research model, the data collection tool, hypotheses, the population and sample, the research scope, findings, conclusions, and discussion.

3.1. Research Model

The research model is as shown in **Figure 3**.



Figure 3. Research Model

3.2.Data Collection Tool

The study aims to identify consumers' motivations for ordering food online. To achieve this goal, a questionnaire developed by Van-Dat Tran and Huy Quang Vu (2019) was administered to 402 participants who ordered food online in Istanbul. The data collection tool consists of a combination of online intention scales developed by Lee and Lin (2005), Pennington et al. (2004), Singh et al. (2015), Janda et al. (2002), and Parasuraman et al. (1996). The 13-item Likert-type scale was validated, and reliability analyses were conducted using the sample.

Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were conducted to assess the scale's validity using the data collected in the study. In addition, Kaiser-Mayer-Olkin (KMO) and Bartlett's analyses were used to determine that the scale was suitable for EFA. Furthermore, the Varimax orthogonal rotation and principal component analysis were used in the EFA. The correlation coefficients between factors were determined using Pearson correlation. The data obtained through EFA were validated using CFA, and in this context, fit indices and chi-square scores were analyzed. As a result of these procedures, the scale was reduced to 13 items. The analyses resulted in

a two-factor structure. These factors are Quality Perception (9 items) and Reliability Perception (4 items).

Cronbach's Alpha (CA) was calculated to assess the scale's reliability. In the final stage, ANOVA and t-tests were performed to assess deviations from the mean and identify the motivational characteristics of consumers who place online food orders, based on the factors. The results obtained were compared with demographic data, and hypothesis analysis was performed.

3.3. Research Hypotheses

This study sought to identify consumers' motivations for ordering food online. The hypotheses developed based on the literature review are outlined below.

*H₁ Perceived quality positively influences the ordering motivations of consumers who place online food orders.

*H₂ Perceived reliability positively influences the ordering motivations of consumers who place online food orders.

*H₃ There are significant relationships between the scale's overall structure and its sub-dimensions.

*H_{3a} There are significant relationships between the Overall Structure and Perceived Quality factors.

*H_{3b} There are meaningful relationships between the Overall Structure and the Perception of Reliability.

*H_{3c} There are meaningful relationships between the Perception of Quality and the Perception of Reliability.

*H₄ There are significant relationships between demographic characteristics and the scores on the online food ordering motivation scale.

H_{4a} Scores related to Overall Structure differ by gender.

H_{4b} Scores related to the Quality Perception Factor differ by gender.

H_{4c} Scores related to the Reliability Perception Factor differ by gender.

H_{4d} Scores on the General Structure differ significantly across age groups.

H_{4e} Scores on the Quality Perception Factor differ significantly across age groups.

H_{4f} Scores on the Reliability Perception Factor differ significantly across participants' age groups.

H_{4g} Scores for Overall Structure differ significantly by education level.

H_{4h} Scores on the Quality Perception Factor differ significantly by education level.

H_{4i} Scores on the Reliability Perception Factor differ significantly by participants' education level.

H_{4j} Scores on the Overall Structure differ significantly by participants' marital status.

H_{4k} Scores on the Quality Perception Factor differ significantly by participants' marital status.

H_{4l} Scores on the Reliability Perception Factor differ significantly by participants' marital status.

H_{4m} Scores on the General Structure differ significantly by participants' income level.

H_{4n} Scores on the Quality Perception Factor differ significantly by participants' income level.

H_{4o} Scores on the Perceived Reliability Factor differ significantly by participants' income level.

H_{4ö} Scores on the Overall Structure differ significantly by participants' frequency of online food orders.

H_{4p} Scores on the Quality Perception Factor differ significantly by participants' frequency of online food orders.

H_{4r} Scores on the Reliability Perception Factor differ significantly by participants' frequency of online food orders.

H_{4s} Scores for the Overall Structure differ significantly depending on the application or site most preferred by participants.

H_{4t} Scores for the Quality Perception Factor differ significantly depending on the application or site preferred by participants.

H_{4u} Scores on the Reliability Perception Factor differ significantly depending on the application or site preferred by participants.

H_{4v} Scores for the Overall Structure differ significantly depending on when participants order food most frequently.

H_{4y} Scores on the Quality Perception Factor differ significantly depending on when participants order food most frequently.

H_{4z} Scores on the Reliability Perception Factor differ significantly depending on when participants order food most frequently.

3.4.Universe and Sample of the Research

Customers who order food online constitute the study's population. Reaching this entire group is limited by finances and time. Additionally, the limited number of researchers increases the significance of this limitation. In this context, customers who order food online in Istanbul were identified through convenience sampling, and this group was selected as the sample. This sampling method was chosen because

it is economical and facilitates implementation (Benoot, Hannes & Bilsen, 2016). This feature ensures that convenience sampling is frequently used in qualitative and quantitative studies (Suri, 2011). A questionnaire was sent to 402 participants from the selected sample, and they were asked to participate in the study.

3.5.Findings

3.5.1.Findings Regarding Validity

The normal distribution of data and the summability of scale scores are prerequisites for the analysis (Özdamar, 2016). The analyses conducted for this purpose are presented in **Table 1**.

Table 1. *Descriptive Statistics of the Survey on the Motivations of Customers Who Order Food Online*

Frequency	402
Arithmetic Mean	3,62
Standard Deviation	0,79
Minimum Score	1,15
Maximum Score	5,00
Range	3,85
Skewness	-,464
Kurtosis	-,015
Median	3,7692
Kolmogorov-Smirnov	,077
p	,000
KMO	,930
Bartlett's Test	,000

Çalışmada elde edilen veriler SPSS 22.0 programına işlenmiştir. Bu kapsamda 402 veri programa girilmiştir.

To ensure that the analyses yield statistically reliable results, they were tested for normality. Çokluk, Şekercioğlu, & Büyüközürk (2012) stated that kurtosis and skewness values should be between -1 and +1. George & Mallery (2010) stated that skewness and kurtosis values between -2 and +2 are acceptable. The kurtosis and skewness values obtained from the analysis conducted in the study are shown in **Table 1**. The skewness and kurtosis values for the scale were -0.464 and -0.015, respectively. As indicated in the text, these values are consistent with the criteria in the literature. As a result of the analysis, the data in the scale are normally distributed.

The Kaiser-Meyer-Olkin (KMO) test was used to measure the adequacy of the sample size. The KMO value must be between 0 and 1. A value close to 1 indicates that the sample size is adequate for the analyses (Seçer, 2015). A KMO value above 0.60 indicates the validity of factor analysis (Nakip, 2017). In addition to the KMO value being greater than 0.60, it is desirable and necessary that the significance value of Bartlett's test be less than 0.05 ($p < 0.05$) (Kalaycı, 2010). As shown in **Table 1**, the KMO test yielded a value of 0.930. The significance value of the Bartlett's Test result is 0.000. These data indicate that the necessary criteria for conducting Exploratory Factor Analysis (EFA) have been met. The EFA data are presented in **Table 2**.

Table 2. Eigenvalues and Explained Variance Amounts Obtained from EFA Results

Factor	Eigenvalue	Variance	Cumulative Sum
Perceived Quality	6,377	49,050	49,050
Perceived Reliability	1,128	8,675	57,725

As a result of EFA, a two-factor structure emerged with eigenvalues greater than 1. These factors explain 57,725% of the variance. The data in this context are presented in **Table 2**. The Varimax orthogonal rotation technique was used to determine the distribution of items

across factors. As a result, a two-factor structure named Quality Perception (9 items) and Reliability Perception (4 items) was formed. Item factor loadings are presented in **Table 3**. The loadings of these items should be higher than 0.30 (Kline, 1994). The items on the scale also meet this criterion.

Table 3. *Online Food Ordering Motivation Scale Item/Factor Loadings*

No	Factors/Items	Factor Loadings (FL)	Skewness	Kurtosis
<i>Perception of Quality</i>				
1	It is important to receive what I ordered from the online business	,757	-,545	-,487
2	It is important for the online business to provide in-depth information about the product/service	,685	-,563	-,420
7	It is important for the online business to protect my privacy	,650	-,554	-,488
8	It is important for the online business to respond to questions quickly	,682	-,578	-,382
10	It is important for the online business to have access to the information necessary to handle transactions appropriately	,794	-,733	-,305
12	It is important for the online business to be fair in its customer service policies after a transaction	,684	-,463	-,617

13	It is important for the online business to be open and understanding of customer needs	,670	-,522	-,542
14	It is important for the online business to protect its customers' interests in the best possible way during transactions	,666	-,484	-,776
19	I encourage my friends and relatives to place orders with online businesses that I am satisfied with	,660	-,569	-,666
<i>Perception of Reliability</i>				
16	In general, it is important for an online business to be reliable.	,854	-,175	-,911
15	It is important for most online businesses to make a sincere effort to address customer concerns.	,779	-,219	-,603
17	I will tell others positive things about online businesses that I am satisfied with.	,660	-,263	-,831
5	It is important for me to feel secure when conducting transactions with an online business.	,522	-,503	-,561

*KMO:.930

*Barlett's Test: .000

As indicated in **Table 3**, the lowest factor loading on the scale is 522, while the highest factor loading is 854. Additionally, the table includes item skewness and kurtosis values. Following EFA, Confirmatory Factor Analysis (CFA) was conducted to validate the factor structure. For this analysis, the data were processed using the AMOS program.

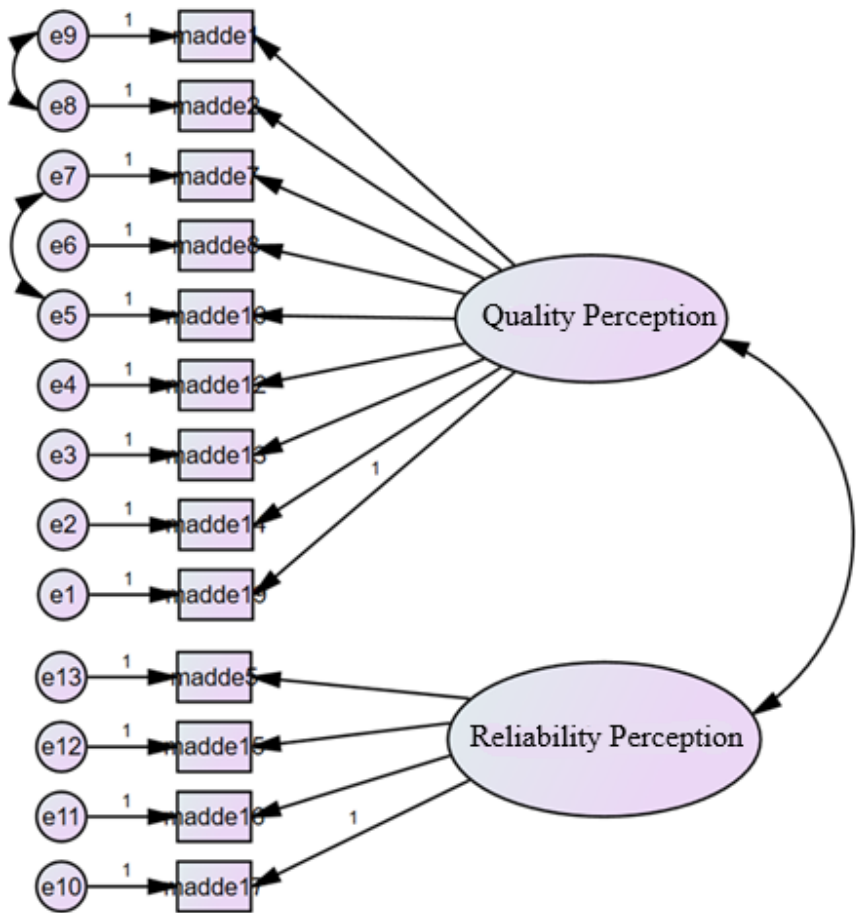


Figure 4. Confirmatory Factor Analysis (CFA)

The chi-square value of the test with CFA ($\chi^2/df = 184.884 / 62 = 2.982$), GFI (0.935), AGFI (0.904), CFI (0.950), RMR (0.057), and RMSEA (0.070) results were obtained. These values are seen to be in line with the required standards (Barret, 2007; Byrne, Shavelson & Muthén, 1989; Jöreskog, 2024; Kline, 2011; Maydeu-Olivares & Garcia Forero, 2010; Tabachnick & Fidel, 2007).

3.5.2. Findings Related to Reliability

To determine the scale's reliability, Cronbach's Alpha internal consistency coefficient (CA) was calculated for the overall structure and its subfactors. A Cronbach's Alpha internal consistency coefficient of 0.70 or higher is desirable. The test findings are presented in **Table 4**.

Table 4. Cronbach's Alpha Internal Consistency Coefficient of the Scale and Factors

Scale	CA Internal Consistency Coefficient
General Structure	,912
Quality	,904
Reliability	,759

As shown in **Table 4**, the CA internal consistency coefficient for the scale was generally .912. When considering the subscales specifically, the CA coefficient for the Quality Perception subscale was 0.904, while that for the Reliability Perception subscale was 0.759. The obtained values indicate that the scale is reliable overall and across its subscales (Özgenel, Metin, & Bahat, 2019).

3.5.3. Demographic Findings

This section of the study presents information about the demographic characteristics of the participants. Subsequently, the scores for the General Structure, Perceived Quality, and Perceived Reliability dimensions were analyzed using t-tests and ANOVA to

determine whether they differed significantly across demographic characteristics.

402 participants took part in this study. Of these participants, 44.3% (178) were women and 55.7% (224) were men. The relevant data is presented in **Figure 5**.

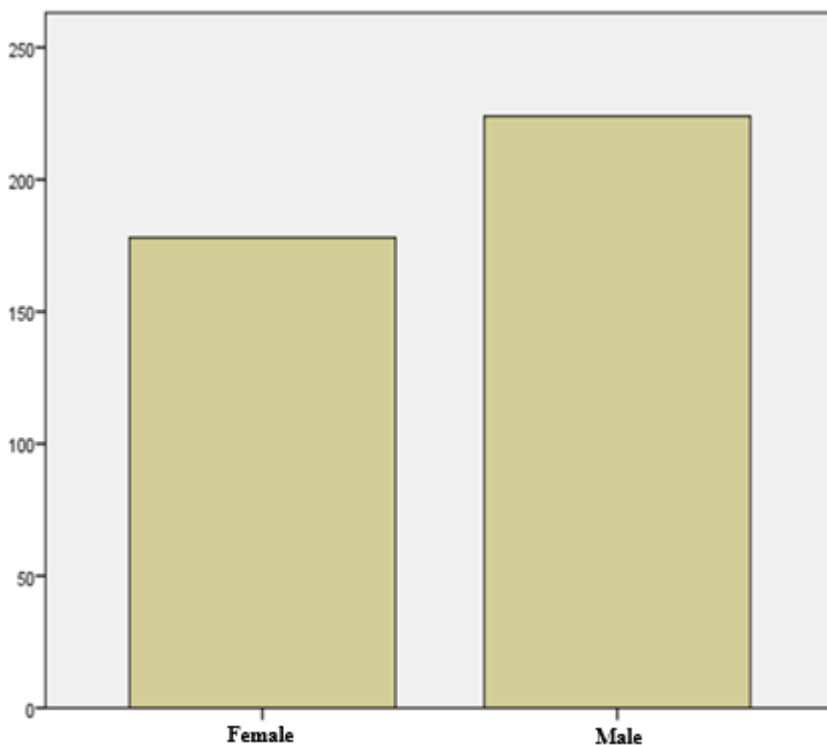


Figure 5. *Distribution of Participants by Gender*

The study analyzed whether scores on the General Structure, Perceived Quality, and Perceived Reliability factors differed significantly across participants' gender groups using the Independent Samples t-Test. According to the test, scores related to Overall Structure did not differ significantly according to participant gender ($F = 1.862$, $t(400) = -.177$, $p > .05$). Furthermore, the scores for the Perceived Quality

($t(400)=-0.19, p>.05$) and Perceived Reliability ($t(400) = -0.96, p>.05$) factors did not differ significantly according to gender distribution. In this context, Hypothesis 4a, Hypothesis 4b, and Hypothesis 4c are rejected.

The distribution of participants by age was determined using the t-test. The results of the analysis are also shown in **Figure 6**. According to the findings, the majority of participants (64.2%) were over 51 years old.

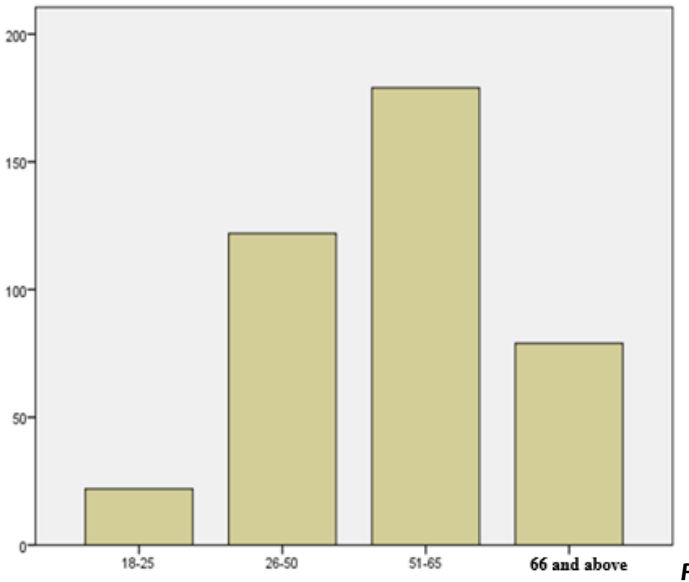


figure 6. Distribution of Participants by Age Group

A one-way ANOVA was performed to determine whether the scores for the factors of Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across age groups. According to the analysis results, there were no significant differences in Overall Structure ($F(3,398) = 0.908, p > .05$), Quality Perception ($F(3,398) = 0.426, p > .05$), and Reliability Perception ($F(3,398) = 2.205, p > .05$).

factors. Therefore, the ages of the participants did not have a significant effect on these factors. In this context, Hypothesis 4d, Hypothesis 4e, and Hypothesis 4f were rejected.

Information about the educational level of the research participants is shown in **Figure 7**. As indicated in the figure, 37.3% of the participants had a middle school education. 51% of participants had a bachelor's degree or higher.

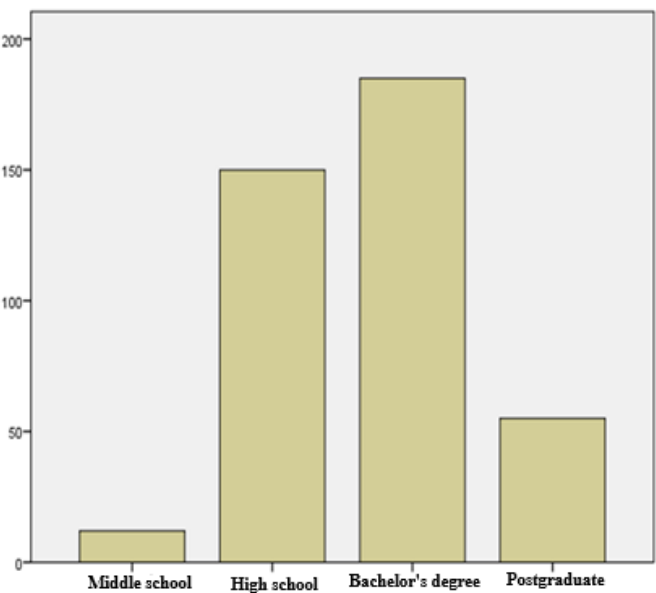


Figure 7. Distribution of Participants According to Educational Level

A one-way ANOVA was performed to determine whether scores on the factors of Overall Structure, Perception of Quality, and Perception of Reliability differed significantly across participants' educational status.

According to the analysis results, scores on Overall Structure ($F(3,398) = 3.151, p < .05$) differ significantly by participants' educational status. The results of the Tukey HSD test, conducted to determine

which educational background showed differences in scores related to Overall Structure, indicate that the scores of participants with a high school education level ($X = 3.69$, $SD = .76$) were significantly higher than those of participants with a postgraduate education level ($X = 3.35$, $SD = .84$), and the scores of participants with a bachelor's degree ($X = 3.67$, $SD = .76$) were significantly higher than those of participants with a postgraduate education level ($X = 3.35$, $SD = .84$).

According to the analysis, scores on Perceived Reliability ($F(3,398) = 3.553$, $p < .05$) differ significantly by participants' educational status. The results of the Tukey HSD test conducted to determine which educational background showed differences in Reliability Perception scores indicate that the scores of participants with a high school education level ($X = 3.57$, $SD = .82$) were significantly higher than those of participants with a postgraduate education level ($X = 3.18$, $SD = .92$).

In contrast, no statistically significant difference was found between the Quality Perception factor and educational status ($F(3,398) = 1.712$, $p > .05$). Based on these results, Hypothesis 4g and Hypothesis 4i were accepted, while Hypothesis 4h was rejected.

The results of the t-test used to determine the distribution of participants' marital status are shown in **Figure 8**. According to this, 51.7% of participants were married.

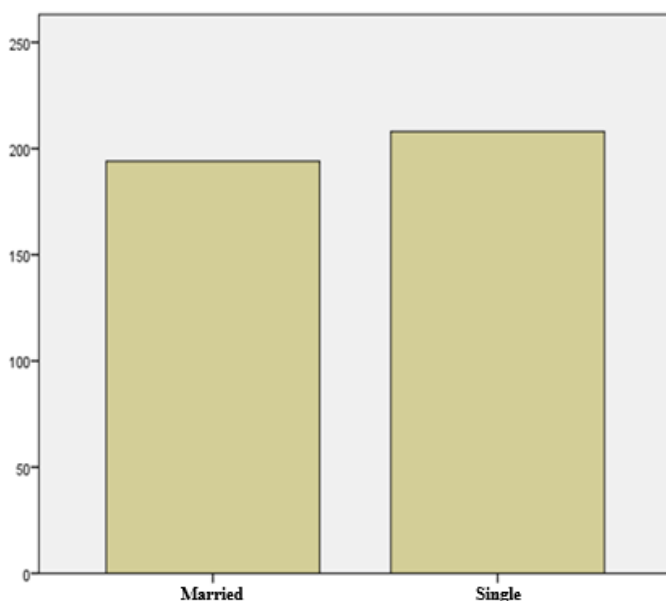


Figure 8. Distribution of Participants by Marital Status

The study analyzed whether scores on the factors of Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across participants' marital status groups using the Independent Samples t-Test. According to the test, scores on Overall Structure did not differ significantly by participants' marital status ($F = 0.657$, $t(400) = 1.951$, $p > 0.05$). In addition, the scores for the Quality Perception ($t(400) = 1.902$, $p > .05$) and Reliability Perception ($t(400) = 1.580$, $p > .05$) factors did not differ significantly across marital status groups. In this context, Hypothesis 4j, Hypothesis 4k, and Hypothesis 4l are rejected.

Information regarding the income level of the research participants is shown in **Figure 9**. As indicated in the figure, 85.1% of the participants have an income above 70,000 TL.

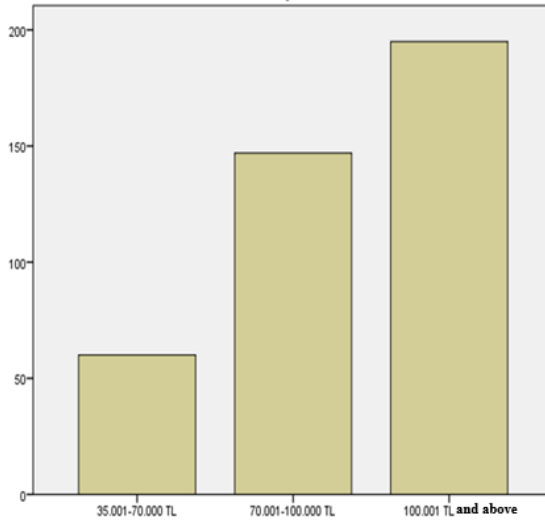


Figure 9. Distribution of Participants by Income Level

A one-way ANOVA was performed to determine whether the scores for the factors of Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across participants' income levels. According to the analysis results, there were no significant differences in Overall Structure ($F(2,399) = 0.209, p > .05$), Quality Perception ($F(2,399) = 0.406, p > .05$), and Reliability Perception ($F(2,399) = 0.022, p > .05$) factors did not differ statistically significantly according to income level. Therefore, participants' income level did not have a significant effect on these factors. In this context, Hypothesis 4m, Hypothesis 4n, and Hypothesis 4o are rejected.

The results of the t-test conducted to determine participants' frequency of online food ordering are shown in **Figure 10**. According to this, 61.7% of participants order food online at least once a week.

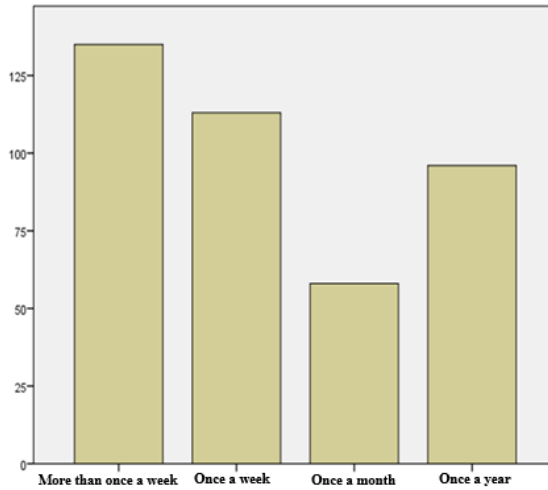


Figure 10. Distribution of Participants Based on Frequency of Online Food Orders

A one-way ANOVA was performed to determine whether the scores for the factors of Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across participants' online food ordering frequency. According to the analysis results, there were no significant differences in Overall Structure ($F(3,398) = 1.023$, $p > .05$), Quality Perception ($F(3,398) = 0.975$, $p > .05$), and Reliability Perception ($F(3,398) = 0.728$, $p > .05$) factors did not differ statistically significantly based on the frequency of online food ordering. Therefore, participants' frequency of online food ordering does not significantly affect these factors. In this context, Hypothesis 6ö, Hypothesis 6p, and Hypothesis 6r are rejected.

The results of the t-test conducted to determine the most preferred online food ordering site among participants are shown in **Figure 11**. Accordingly, it was determined that Trendyol Yemek had the highest number of food orders at 28.4%. This application is followed by Restaurant sites (26.4%), Tıkla Gelsin (22.1%), Migros Yemek (11.2%), Getir Yemek (8.5%), and Yemeksepeti (3.5%).

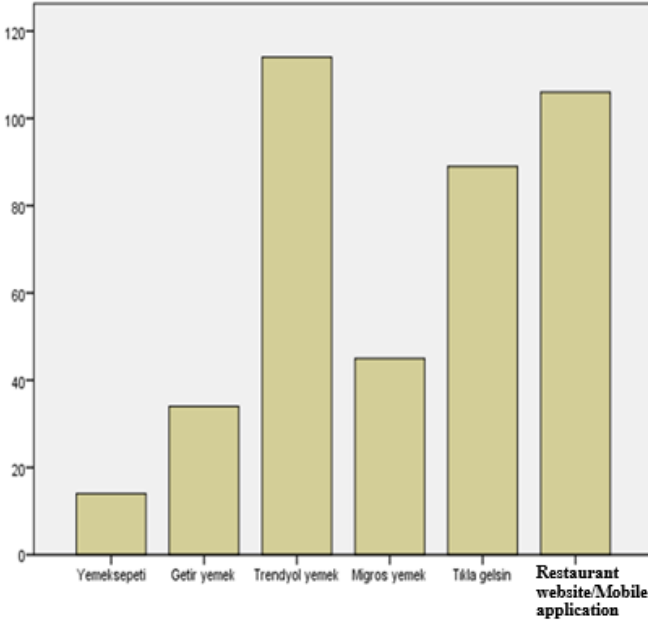


Figure 11. Distribution of Participants According to Their Preferred Application

A one-way ANOVA was performed to determine whether the scores for the factors of Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across the applications most preferred by participants. According to the analysis results, there were no significant differences in Overall Structure ($F(5,396) = 1.133, p > .05$), Quality Perception ($F(5,396) = 1.199, p > .05$), and Reliability Perception ($F(5,396) = 0.684, p > .05$), which did not differ statistically significantly based on the most preferred application. Therefore, the most preferred application among participants does not have a significant effect on these factors. In this context, Hypothesis 6s, Hypothesis 6t, and Hypothesis 6u are rejected.

The results of the t-test conducted to determine the times when participants most frequently ordered food are shown in **Figure 12**. According to this, 39.82% of participants ordered food in the evening,

while 36.8% ordered at night. This indicates that online food orders are generally placed later in the day.

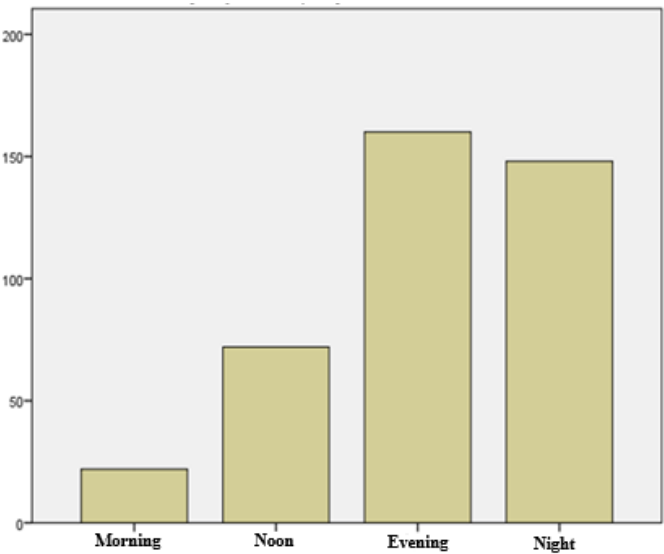


Figure 12. *Distribution of Participants According to Meal Ordering Time*

A one-way ANOVA was performed to determine whether scores for Overall Structure, Perceived Quality, and Perceived Reliability differed significantly across the time participants most frequently ordered food. According to the analysis results, there were no significant differences in Overall Structure ($F(3,398) = 0.913, p > .05$), Quality Perception ($F(3,398) = 0.440, p > .05$), and Reliability Perception ($F(3,398) = 2.224, p > .05$) factors did not differ statistically significantly according to the time when meals were most frequently ordered. Therefore, the time when participants most frequently order food does not have a significant effect on these factors. In this context, Hypothesis 6v, Hypothesis 6y, and Hypothesis 6z are rejected.

3.5.4.Item Mean Values

In this section of the study, findings were presented on noteworthy issues based on the scale's average values. The lowest possible score for each item is 1.00, and the highest is 5.00. The average value obtained is 3.00 points. The data related to this analysis are presented in **Table 5**.

Table 5. Item Average Values Based on Responses Provided by Participants

Online Food Ordering Motivation Scale		
Item no	Quality	Item Averages
1	It is important to receive what I ordered from the online business	3,7363
2	It is important for the online business to provide in-depth information about the product/service	3,6716
3	It is important for the online business to protect my privacy	3,5672
4	It is important for the online business to respond to questions quickly	3,6393
5	It is important for the online business to have access to the information necessary to handle transactions appropriately	3,7960
6	It is important for the online business to be fair in its customer service policies after a transaction	3,7413
7	It is important for the online business to be open and understanding of customer needs	3,6194
8	It is important for the online business to protect its customers' interests in the best possible way during transactions	3,7463
9	I encourage my friends and relatives to place orders with online businesses that I am satisfied with	3,7587

Reliability		
10	In general, it is important for an online business to be reliable.	3,3806
11	It is important for most online businesses to make a sincere effort to address customer concerns.	3,4552
12	I will tell others positive things about online businesses that I am satisfied with.	3,3383
13	It is important for me to feel secure when conducting transactions with an online business.	3,7289

According to the analysis, the statement that participants perceived most positively was “It is important to have access to the information needed to handle online business transactions appropriately,” with a score of 3.79. In contrast, the statement with the lowest positive perception level was “In general, it is important for online businesses to be reliable,” with an average score of 3.38. This analysis shows that all items and the overall structure scored above 3.00, indicating a positive level.

3.5.5. Findings Regarding Online Food Ordering Motivation

An attempt was made to determine the overall structure and sub-dimension perception level of Online Food Ordering Motivation. The highest possible average score on the scale designed for this purpose is 5.00. Furthermore, the lowest possible score on the scale is 1.00. The average score that could be obtained is 3.00. Analyses show that the overall test has a normal distribution curve. The relevant data in question are also presented in **Table 6**.

The data obtained in this context were subjected to a One-Sample t-test to determine perceptions regarding the General Structure, Quality Perception, and Reliability Perception factors. The results are presented in **Table 6**.

Table 6. Results Regarding the One-Sample t-test

	N	Arithmetic Mean	Standard Deviation	p	Mean Difference	df	t
General Construction	402	3,6292	,79083	,000	3,62916	401	92,011
Quality	402	3,6973	,85096	,000	3,69735	401	87,116
Reliability	402	3,4757	,86739	,000	3,47575	401	80,342

*Norm value=3.00

Data obtained from 402 participants were analyzed using a t-test. The mean scores for the factors were calculated accordingly. The analysis revealed arithmetic means of 3.63, 3.70, and 3.47 for the General Structure, Quality Perception, and Reliability Perception, respectively. The t-statistic values determined within this test were 92.01 for General Structure, 87.11 for Quality Perception, and 80.34 for Reliability Perception. The significance level for the General Structure, Quality Perception, and Reliability Perception was determined as 0.000 ($p < 0.05$). These results indicate that the General Structure, Quality Perception, and Reliability Perception differed significantly and positively compared to the norm. Therefore, Hypotheses 1 and 2 were accepted.

Table 7 presents the Pearson correlation coefficients for the scale's construct validity.

***Table 7.** Factor Correlation Values*

	General Construction	Quality	Reliability
General Construction	1	,967	,828
p		,000	,000
Quality	,967	1	,659
p	,000		,000
Reliability	,828	,659	1
p	,000	,000	

As shown in **Table 7**, all factors exhibit positive, significant correlations with one another at the 0.01 level. Accordingly, the highest correlation is between General Structure and Quality Perception, at 0.967. The lowest correlation is between Quality Perception and Reliability Perception, at 0.659. Furthermore, there is a significant positive correlation between General Structure and Reliability Perception, at 0.828.

A simple regression analysis was conducted to determine the effects of the factors on one another. The values obtained from this test are presented in **Figure 7**.

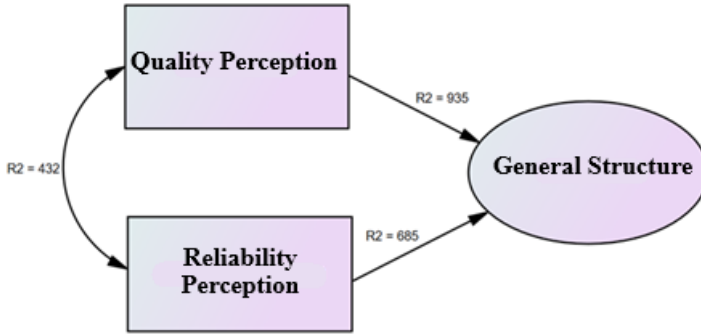


Figure 13. R^2 Values Based on Regression Analysis Results

The effect of Quality Perception on the General Structure was analyzed using a simple regression test. The R^2 values for these tests are presented in **Figure 13**. According to the test, the Quality Perception Factor explains 93% of the General Structure (adjusted $R^2 = .935$). Using the standardized regression (β) method, a positive and significant relationship was found between the Quality Perception Factor and the General Structure ($\beta = .967$, $p < .001$). This result confirmed the acceptability of Hypothesis 3a.

The effect of Reliability Perception on the General Structure was analyzed using a simple regression test. The R^2 values for these tests are presented in **Figure 7**. According to the test, the Reliability Perception Factor explains 68% of the General Structure (adjusted $R^2 = .685$). Considering the standardized regression (β), a positive and significant relationship was found between the Perception of Reliability Factor and the General Structure ($\beta = 1.005$, $p < .001$). This result confirmed Hypothesis 3b.

The regression coefficients for Perception of Reliability and Perception of Quality were analyzed using a simple regression test. The R^2 values for these tests are presented in **Figure 13**. According to the test, the Perception of Reliability factor and Perception of Quality

explained 43% of each other (adjusted $R^2 = .432$). Considering the standardized regression (β), a positive and significant relationship was found between the Perception of Reliability Factor and Perception of Quality ($\beta = 1.452$, $p < .001$). This result confirmed the acceptance of Hypothesis 3c.

4. CONCLUSION AND RECOMMENDATIONS

The current century has been marked by accelerating technological advancement. The most significant of these developments occurred in the mass media. In the early 2000s, communication was primarily conducted via wired telephones, but later, it began to be carried out via mobile phones and smartphones. Significant changes have occurred in smartphone technology, sales, and functionality, particularly since the first decade of the 2000s. These developments have exponentially increased smartphone use.

The rise of smartphones has also led to the development of applications, one of the most important features of these devices. Software developers have added new applications every day. One of the most important of these application groups is food ordering apps and websites. The surge in demand for ready-made meals during this period has driven demand for food ordering apps. Developers of these apps are updating them in line with consumer preferences.

One of the most frequently considered factors in updating food ordering apps is consumer preferences and motivation. However, while the literature contains numerous studies on online ordering motivation in general, few specifically address consumer motivation for online food ordering. In this context, this study aimed to determine consumers' motivations for online food ordering. For this purpose, data were collected through a survey administered to 402 consumers.

The obtained data were analyzed, and a structure consisting of 13 items and 2 factors was identified. These factors were considered in two dimensions: Perception of Quality (9 items) and Perception of

Reliability (4 items). The study population consists of consumers who order food online. However, there are financial limitations in reaching this population. Therefore, 402 online food ordering consumers in Istanbul were selected as the study's sample through convenience sampling. Data obtained from the survey were subjected to validity and reliability analyses. These analyses revealed that the scale was valid and reliable.

Following the validity and reliability analyses of the scale, t-tests and ANOVA were conducted to test hypotheses and provide descriptive findings. The tests revealed that:

- * Quality perception positively affects the ordering motivations of consumers who order food online,
- * Reliability perception positively affects the ordering motivations of consumers who order food online,
- * Significant relationships exist between the sub-dimensions of the scale and the overall scale.

Analyses conducted based on demographic data:

* Significant differences exist in consumer motivation perceptions based on education level. In this context, individuals with a high school education show greater sensitivity to quality and reliability when ordering food than those with undergraduate or graduate degrees. Furthermore, individuals with undergraduate degrees are more sensitive to quality and reliability when ordering food than those with graduate degrees. Reliability sensitivity was also higher among individuals with a high school education than among those with a graduate degree. An examination of demographic data points reveals that middle-aged and older individuals, singles, high-income individuals, and men are more likely to order food online than others. The survey also found that most food orders are placed in the evening and at night. An examination of the most popular apps and websites reveals that Trendyol food, online

restaurant apps/websites, and click-to-deliver apps are the three most popular online food ordering apps, respectively.

This study has made significant contributions to the literature on consumer motivations for online food ordering, the demographic characteristics that shape these motivations, and various consumer characteristics related to online food ordering. Future studies are recommended to replicate this study in more cities. The study is expected to contribute to software developers, online food ordering enthusiasts, restaurants, and the academic community.

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