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**CONSUMERS' ATTITUDES TOWARDS ONLINE FOOD
DELIVERY PLATFORMS IN GEORGIA**

Bachelor's thesis

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I hereby declare that I have compiled the thesis independently and all works, important standpoints, and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

The document length is 9104 words from the introduction to the end of the conclusion.

Luka Bekauri, 09.05.2024

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ABSTRACT

The aim of the study is to find out the attitude of Georgian consumers towards online food delivery (OFD) platforms. The basis of the study is the OCE-ABC model and six online consumer experience variables are analyzed - Convenience, Product Experience, Privacy and Security, Delivery Experience, Network Effect, and Recovery. The research is conducted based on 210 compatible responses from a sample. The results indicate that the convenience that online food delivery platforms offer is rated at the highest. The six variables from the model can be grouped into two components: the first, OFD product offering quality factor includes convenience, product experience, and delivery experience variables. The second factor - OFD support environment - combines the network effect, privacy and security, and recovery. In terms of the effect on consumer attitudes - convenience, delivery experience, and recovery are proven to have a statistically significant effect, which is consistent with previous research but shows different magnitudes of the relationship in the case of the Georgian population. Finally, the regression analysis indicates that consumers' attitudes affect the repurchase intention on the OFD platforms.

Keywords: Attitudes, Online Consumer Experience, Georgia, OCE-ABC Model

INTRODUCTION

Online food delivery (OFD) platforms have emerged as popular delivery service providers worldwide due to a very convenient factor: They facilitate consumer access to prepared meals and enable food providers to reach a larger scale of consumers (Li et al., 2020). While the introduction of OFD platforms in several countries such as the UK, the US, Australia, and Canada began earlier than the pandemic, exponential growth of the market has only been observed after 2020 when the popularity of OFD platforms and adoption rates by the consumers increased continuously (Ahuja et al., 2021). In Georgia, the trend was slightly different - famous food delivery platforms were introduced only after 2020 but have shown a rapid growth. According to Statista (2023a), the Online Food Delivery market for Georgia is expected to reach 125 million US dollars by the end of 2024.

Although several studies have investigated the attitudes of consumers in different countries (Yeo et al., 2017; Prabowo & Nugroho, 2019; Chen et al., 2020), there is little or no research on the attitudes of Georgian consumers toward online food delivery platforms. Mostly, the previous research was conducted in either developed countries, such as the USA, or Asian countries (Yeo et al., 2017; Prabowo & Nugroho, 2019), however, the Georgian market has its peculiarities that require further research.

Therefore, the research problem is limited information on factors impacting consumer attitudes toward online food delivery platforms in Georgia and the intention of repeated purchases based on consumer attitudes.

The aim of this thesis is to find out factors influencing consumer attitudes towards OFD in Georgia. The research questions are as follows:

1. What factors significantly impact the attitudes of consumers towards OFD?
2. What effect do attitudes have on the intentions for repeated purchases?

As a theoretical framework, the thesis is based on the OCE-ABC model (Anshu et al., 2022) which is an adaption of the Tri-Component Attitude Model (also known as the ABC model), Icek Ajzen's Theory of Planned Behavior which appears in empirical literature as a crucial theory for the assessment of attitudes and their effect (Ajzen, 1991), and Multi-Attribute Utility Model (MAUM).

A quantitative approach is used to assess the effect of OCE variables on attitudes and the repurchase intention. Quantitative approach fits the objective of the research as it is designated for establishing the cause and effect relationship (Polit & Beck, 2010). For data analysis, multiple regression and factor analysis are conducted along with the tests of the model fit and result significance.

The first chapter of the thesis covers the definitions of the key concepts related to the topic, recent developments, and previous research on consumer attitudes, especially towards online food delivery services and platforms. The author outlines relevant theories in consumer attitudes and models on the relationship between attitudes and behavior. In addition, an in-depth overview of the OCE-ABC model is presented.

The second chapter gives an outline of the online food delivery market and methodology of the research. The author justifies the selection of a quantitative approach for the analysis with the primary data collected through a questionnaire. The profile of the sample with 210 compatible responses is reviewed and analyzed.

In the third chapter, in order to estimate the effect of attitudes, the degree of the effect of independent variables, and the outcomes a regression analysis is performed. A multiple regression analysis provides an in-depth insight into the variables significantly influencing consumer attitudes, it estimates the repurchase intention and the scope of the effect on consumer attitudes. In addition to the multiple regression, an exploratory factor analysis was performed to establish any factors behind the variables in the model. The results are presented in tables and summarized. Finally, the findings of the research are discussed with relevant conclusions drawn which are compared to the existing literature. The paper also outlines the limitations and further research perspectives.

1. THEORETICAL BACKGROUND

In this chapter, the author examines the concept of attitudes, the importance of the theory to the research, and existing literature on the attitude-behavior relationship and the theory of planned behavior. Additionally, the OCE-ABC research model is introduced with a detailed overview of the components.

1.1. Theory of Consumer Attitudes

A simple definition of attitude is a mindset or a tendency to act in a particular way due to both an individual's experience and temperament. Attitudes are a combination of things we tend to call beliefs, personality, and values; they are predispositions to behave consistently toward a given object (Pickens, 2005, p. 44; Schiffman et al., 2015, p. 168).

It is generally agreed that attitude is best considered to be a person's degree of favorableness or unfavorableness for a psychological object or a brand (Ajzen & Fishbein, 2000). An attitude characteristically provokes acquisitive or aversive behavior, favorable or unfavorable, affirmative or negative toward the object or class of objects with which it is related. This double polarity of the attitudes is regarded as the most distinctive characteristic (Allport, 1935, p. 7).

Attitudes have an important role in human psychology - they help determine which behavior to engage in and which to avoid (Duckworth et al., 2002). This makes the attitude concept crucial to marketing - there is a constant attempt by companies to influence consumer attitudes to facilitate engagement and purchase.

Altering consumer attitudes is an important marketing strategy. The goal of leading brands is to strengthen and maintain the existing positive attitudes of customers. Influencing consumers' attitudes is challenging, as consumers usually reject the proof against strongly and widely held attitudes or beliefs and interpret ambiguous information in a way that it complements their previous attitudes (Schiffman et al., 2015).

Attitudes help us define how we see situations, as well as define how we behave toward the situation or object (Pickens, 2005, p. 44). Therefore, understanding the concept of attitude and the process of attitude formation is important to researchers and managers interested in altering consumers' evaluation of marketing objects to influence their preferences and tendencies to engage in a particular behavior (Argyriou & Melewar, 2011).

Many researchers have investigated attitudes and their effect on consumer behavior, for that, models have been constructed to better explain the source of attitudes, their determinants, and their effect (Asiegbu et al., 2012). One of the renowned theories on attitude formation includes the Tri-Component Attitude Model, also known as the Trilogy of Consumer Attitudes. According to the theory, which was discussed by Howard & Sheth (2001, p. 97), attitudes consist of and are formed by three major components: Affective, Cognitive, and Conative (Figure 1). It is often referred to as the ABC model or the paradigm of attitudes described by Ellis & Dryden (2007) in the context of rational emotive cognitive therapy. Together, the three components structure the attitudes of consumers.

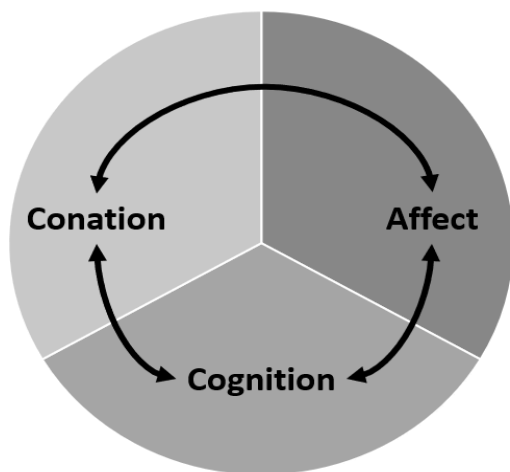


Figure 1. Tri-Component Model of Attitudes
Source: Schiffman et al. (2015, p. 174)

The cognitive component includes the knowledge and beliefs of consumers about the object. A person's cognition is the combination of knowledge and perceptions about the product or brand that are acquired through direct past interaction (experience) and information retrieved from various sources. This knowledge and perceptions are usually expressed as beliefs so the

consumer believes that the attitude object possesses or does not possess specific attributes (Schiffman et al., 2015).

The affective component consists of the consumer's emotions and feelings regarding the attitude object. These are considered evaluations because they capture the consumer's global assessment of the attitude object, for example, the extent to which the individual rates the attitude object as "favorable" or "unfavorable." A person's emotions toward an object can be measured using a semantic differential scale, which is a type of rating scale consisting of a series of bi-polar adjectives (e.g., good/bad, pleasant/unpleasant). It is believed that the attitude can be derived directly from this measure because the differential scales are able to capture beliefs, cognitions, and emotions altogether toward the object (Ibid., pp. 174-175).

The conative component reflects the behavioral tendencies towards the attitude object (Asiegbu et al., 2012). In consumer research, the conative component is regarded as an expression of the consumer's intention to buy. To measure this component, buying intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way. Thus, the conative component reflects the likelihood that an individual will undertake a specific action or behave in a particular way concerning the attitude object (Schiffman et al., 2015, p. 176).

1.2. Attitudes and Behavior

Attitudes are defined as having a direct influence on behavior (Breckler & Wiggins, 1989, p. 419). To understand the relationship, research into the attitude-behavior relationship has been devoted to explaining the conditions under which attitudes predict behavior (Bohner & Schwarz, 2001, p. 425).

This relationship is derived from the principle of attitude consistency. The principle of attitude consistency states that in specific situations, affect, cognition, and conation (in the Trilog of Consumer Attitudes model), as a rule, are in line with each other. Thus, our attitudes likely guide our behavioral intentions. This means, for instance, that consumers who feel strongly about the sustainability of a product, its production, and its use, will intend to purchase products accordingly: they will consistently choose sustainable alternatives (Niosi, 2021, p. 202).

There have been elaborate theoretical frameworks developed in order to study the effects of attitudes on behavior, the most prominent and influential one is the Theory of Planned Behavior (TPB) developed by Icek Ajzen, which provides an analysis of antecedents to the behavioral intention and therefore to actual behavior. The theory states that human behavior is guided by three components (Figure 2): beliefs about the likely consequences of the behavior (behavioral beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the presence of factors that may facilitate or hinder the performance (control beliefs) (Ajzen, 2006).

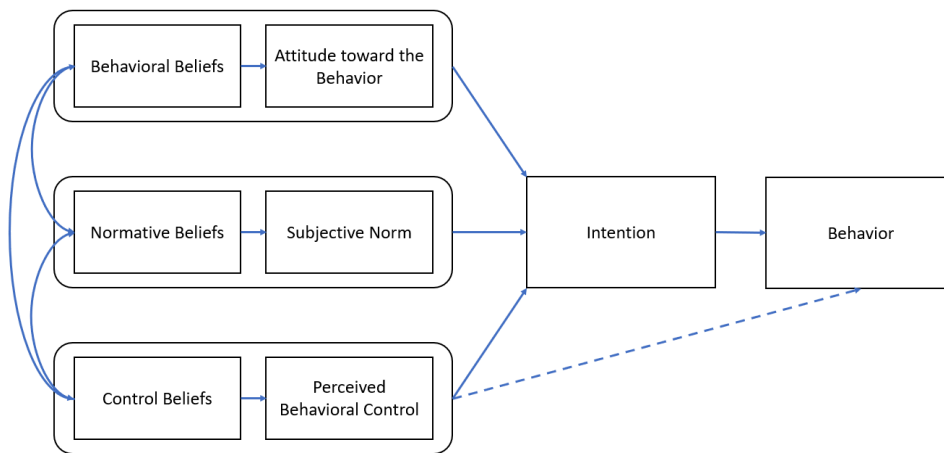


Figure 2. Theory of Planned Behavior
Source: Ajzen (2008, p. 538)

Normative beliefs are the perceived behavioral expectations of reference groups, which can be single individuals or groups. It can refer to the person's family, friends, or other social group. Together with a person's motivation to comply with different referents, normative beliefs form the normative influence on decision-making and consumer behavior (Ajzen, 2008, p. 538).

Unlike in the theory of reasoned action (the predecessor of TPB from which the theory was derived), in the theory of planned behavior control beliefs are introduced. Control beliefs are the perceived presence of factors that can facilitate or hinder the performance of a behavior. An example of a purchase decision can be the financial constraints of the consumers or product availability (Ibid., p. 538).

Behavioral beliefs produce a favorable or unfavorable attitude toward the behavior. Meanwhile, normative beliefs result in perceived social pressure or subjective norms; and control beliefs

facilitate perceived behavioral control. Altogether, attitude toward certain behavior, subjective norm, and perception of behavioral control lead to behavioral intention. As a result, people are expected to carry out their intentions when the opportunity is presented. Intention is thus regarded as the predictor of behavior (Ajzen, 2006). The theory of planned behavior has provided a basis for the study of consumer behavior (Ajzen, 2008, p. 538).

1.3. OCE-ABC Model

The OCE-ABC model was recently developed by Anshu et al. (2022). The model was derived from the original ABC (Trilogy of Consumer Attitudes) model of attitudes and aims to specifically address the effect of online consumer experience on online food retailing. The Online Consumer Experience (OCE) element is broken down into several components that influence consumer attitudes and behavioral intention (Figure 3). The study investigated the OCE effect in the online grocery delivery setting but as the study researches the antecedents of attitudes and behavior in the digital food retail environment, with certain modifications, it can be applied to the overall online food delivery industry (groceries as well as restaurants) (Anshu et al., 2022).

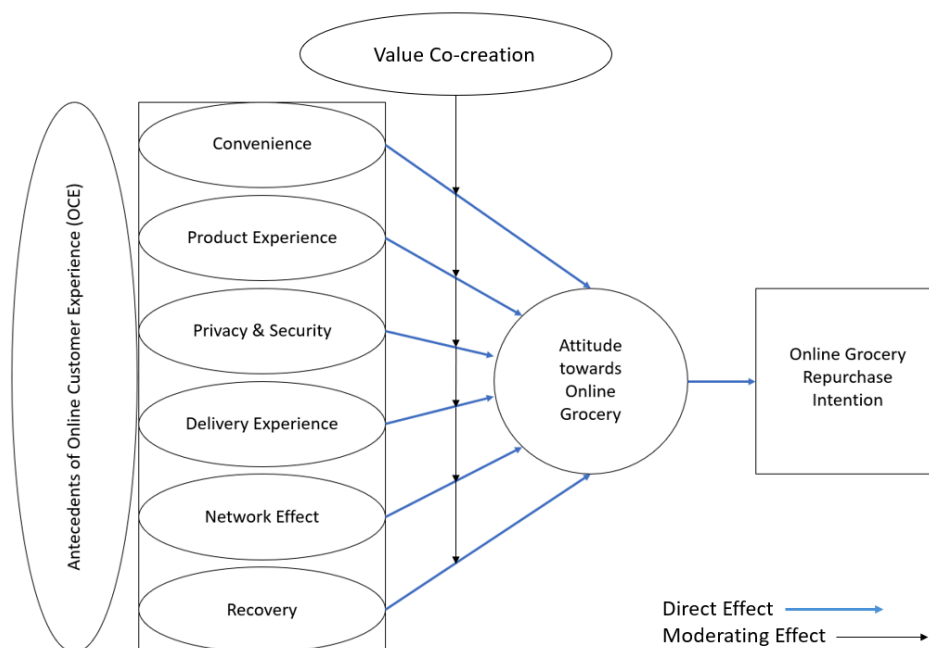


Figure 3. OCE-ABC Model
Source: Anshu et al. (2022)

The model is structured using the Multi-Attribute Utility Model (MAUM) and the ABC model of attitudes. It investigates the effect of seven variables on the attitude toward online shopping: Convenience, Product Experience, Privacy and Security, Delivery Experience, Network Effect, Recovery and Value co-creation (Figure 3). Additionally, the effect of attitudes toward repeated purchases is hypothesized (Ibid.).

Convenience is one of the key factors that facilitated the popularity of OFD platforms in the first place. Not only does convenience pertain to the lack of effort for food preparation, but also cleaning up, kitchen setup, and meal planning all contribute to the convenience factor (Raimundo et al., 2020). As a result, the shoppers save time and effort, which was identified as the primary driver for online grocery delivery service use in the study by Morganosky & Cude (2000). Convenience was also one of the factors that had a significant effect on the attitudes of the sample tested by the author of the model (Anshu et al., 2022).

The product experience factor is usually associated with the experience obtained from previous product use, such as the range of products offered and their features. That includes the diversity of products and in the context of OFD, potentially additional offerings by the service provider (Klaus & Maklan, 2012, p. 14). Although in the model test by the author, the effect of product experience was insignificant, the existing literature on product experience suggests a correlation between product experience and brand attitude, and subsequently, the purchase intention (Anshu et al., 2022; Keng et al., 2016).

The privacy and security element refers to the protection of identifiable and personal data collected by the OFD platform. It is the information retrieved from the consumer during a transaction or registration, which can include sensitive data such as credit card information and personal details such as the address (Anshu et al., 2022). In the study, surprisingly, this element did not have a significant effect on the attitudes either. There is some controversy on the importance of perceived security on platform adoption, for instance, a study by Belanche et al. (2020) concluded that there is a relationship between security and word-of-mouth marketing but did not observe a direct effect of security on attitudes. However, multiple pieces of research suggest a strong causality between the lack of trust and consumer engagement and intentions for continuous purchase (Saleh & Mashhour, 2014; Sudono et al., 2020). Hence, while the relationship in the original model paper was insignificant, due to the regional differences, it may be strong and significant in the case of Georgian consumers.

The delivery experience is a combination of factors relating to the product delivery such as the delivery time, alternatives of re-routing, convenient (hassle-free) delivery process, communication, and flexibility of the courier (Anshu et al., 2022). This factor was incorporated as the previous study by Kumar & Anjaly (2017) identified them as significantly valued ones by consumers shopping online. The importance of the variable is justified as delayed or flawed delivery can have a long-term negative impact on consumer experience and attitudes while fulfillment of expected delivery quality results in satisfaction. It is identified as one of the primary concerns of consumers (Collier & Bienstock, 2006).

The network effect is the possibility for consumers to express their and access other people's feedback, either directly through the platform or through social media channels, such as Facebook, Instagram, etc (Anshu et al., 2022). This is both an opportunity for a company to improve its services and for consumers to assimilate with the reference groups or online communities and get advice on the platform, product, and delivery quality. This practice is quite common in Georgia, besides the reviews and ratings on the platform directly, there is a huge social media community (group called "Receptor") with a couple of hundred thousand members in a single group, where people share experiences with restaurants and especially online food delivery platforms.

Recovery is the attempt of the company to change failures into positive consumer experiences to ensure the consumers remain loyal to the company and continue to use their services in the future (Ibid.). Negative consumer experience can have negative effects in several ways, it can both cost a company a customer and result in negative word-of-mouth marketing (Lewis & McCann, 2004). While most OFD platforms do not guarantee flawless service, recovery is frequent with the aim of consumer retention.

The original model also introduced the Value Co-Creation factor as a mediator of the relationship between the variables and attitudes (Figure 3). It was included in the model to assess the contribution of the consumers to improve businesses by exchanging ideas during the product purchase, delivery or final consumption. In the study, value co-creation was introduced as the collaboration of customers and businesses which helps producers to retain valuable customers.

To sum up, the OCE-ABC model assesses the effect of OCE variables on consumer attitudes and as a result, the effect of attitudes on the repurchase intention. It includes six OCE variables and a moderator - value co-creation. It was applied to the grocery segment in the study by Anshu et al. (2022) and provides the ground for implications in online food delivery research.

2. ONLINE FOOD DELIVERY MARKET AND RESEARCH METHODOLOGY

This chapter focuses on the OFD market overview, the outline of the research methodology, and the survey design. The market overview consists of a description of the OFD trends worldwide as well as specifically in Georgia, main differences are pointed out. The author describes the research object and the adjusted research model.

In addition, the selection of a quantitative approach is justified. The structure of the survey is described in detail as well as the research method selected for the analysis of factors within OCE and the causality between Online Consumer Experience and attitudes.

2.1. Online Food Delivery Market Overview

With the growth of e-commerce, online food delivery platforms have become extremely popular as they facilitate the current lifestyles of consumers (Ray et al., 2019, p. 221). With the increased popularity and attractiveness of the OFD market, the competition has increased gradually as well.

The online food delivery industry has undergone substantial changes and growth in the 2020s. This was mainly facilitated by the COVID-19 pandemic and the lockdown, which drastically introduced food delivery platforms to new consumers. According to Statista (2023b), the OFD market has shown rapid, sustainable growth since 2020 and is predicted to continue growing at 10.6% annually. By 2028, it is expected that the global number of OFD platform users will reach as much as 2.5 billion and the market volume will exceed 1.7 trillion US dollars.

Online Food Delivery consists of two branches: Food ordered and delivered from restaurants and groceries. While meal deliveries are increasing continuously, grocery delivery has been growing at a much larger pace - 20.3% annually, and revenue from groceries has already reached 800 billion US dollars in 2024 (Statista, 2023b).

In 2021-2023, the OFD market has especially grown in Georgia, considering that there was technically no OFD market in Georgia before the pandemic. The OFD revenue is estimated to reach as much as US\$125.20m by the end of 2024 and annual growth at a rate of 19%. Additionally, the grocery delivery growth rate is noteworthy, as by 2025 Statista (2023a) expects it to reach over 30% annually. Thus, Georgia has facilitated a thriving digital ecosystem for the OFD market, however, due to the novelty of the OFD market introduction to Georgia, there is limited information on Georgian consumer's attitudes towards OFD.

There have been several studies on consumer behavior regarding Online Food Delivery platforms in developed countries, such as the USA and Europe (Gunden et al., 2020; Dolibog, 2020). Additionally, several articles have researched online food delivery in Asia, for example in India (Dsouza & Sharma, 2021). The Georgian market, however, is different from these countries/regions in several aspects.

Unlike the Georgian market, in Asia online food delivery platforms, such as Foodpanda were introduced much earlier and the growth of these platforms was already observed since 2010 in India and later in other Asian countries (Ray et al., 2019, p. 221). In Georgia, most delivery platforms were introduced only after 2020, and until then only one platform (Menu.ge) was present on the market - food delivery was not a popular service among locals (Braun, 2021). Since the COVID-19 pandemic, online food delivery services have been gradually introduced to the market and have been adopted by Georgian consumers. OFD platforms gained special prominence in the Georgian market as they delivered necessary products to consumers during the lockdown of the pandemic (International Trade Administration, 2023a).

Compared to the developed countries, such as, for example, the USA or member states of the EU, Georgia is still a developing country with a small transitional market economy. While there is a big potential for market growth, especially in the food industry, the country's economic situation constrains the purchasing power of consumers (International Trade Administration, 2023b). According to Gbadamosi (2016), these constraints in developing nations can be a basis for differences in general assumptions of homogeneity of consumers. These differences might be observed in attitudes, influenced by beliefs, and personal and social factors.

2.2. Research Methodology

The aim of the research is to find out the OCE factors influencing the attitudes of Georgian consumers, and consequently, to find out whether those attitudes influence the repurchase intention. Following the research aim, research questions are derived. It is important to understand how the variables affect attitudes, whether those variables can be additionally grouped into components (or factors) and how the attitudes of the consumers ultimately influence the repurchase intention on the OFD platforms. Hence, the research questions are:

1. What factors significantly impact the attitudes of consumers towards OFD?
2. What effect do attitudes have on the intentions for repeated purchases?

To answer the research questions, an adjusted research model is introduced based on the one proposed by Anshu et al. (2022). Similar to the original model, the adjusted version includes the OCE variables: Convenience, product experience, privacy and security, delivery experience, network effect and recovery. In the context of this thesis, the value co-creation factor was not included in the model as it is not as relevant to the OFD business compared to the grocery segment researched in the study by Anshu et al. (2022). While some customization of the products is available on the OFD platforms, that specific feature is already assessed through the “product experience” predictor, and other components of value co-creation are not prevalent - therefore the model is adjusted to match the research object.

The approach adopted for the evaluation of consumer attitudes in Georgia is quantitative research. Despite some of the advantages of qualitative research, which offers a detailed analysis along with flexibility in research, a quantitative survey fits the objective of the research as it is designated for establishing the cause and effect relationship and is less prone to misjudgment and bias (Polit & Beck, 2010). Thus, the findings are more reliable and accurate.

The research is conducted with the use of a structured questionnaire (Appendix 1). The questionnaire is based on the research model (Figure 3) and its adjustments described above. It consists of four sections. The first one checks whether the participants are eligible for the research - whether they have used the OFD platforms (question 1). The second section is dedicated to the research of OCE variables and overall attitude towards OFD (questions 2-8). The third section investigates the repurchase intention of the respondents towards online food

delivery platforms (question 9). Finally, the last section is for demographic specifics, such as gender, age, and education level (question 10-12).

The second section of the questionnaire (along with the demographic data) addresses the first research question and helps establish the key OCE factors and their effect on attitudes. The third section answers the second research question by investigating the effect of attitudes on the repurchase intention.

To assess the relationship, mostly numeric scale variables were used. The numerical scale variables (Attitude, Convenience, Experience, Security, Delivery, Network, Recovery) have ranges from 1 to 10 - the 10 scales were selected over 5 or 7-point scales due to increased flexibility and benefits in terms of variance (Dawes, 2008). The Intention variable was evaluated with multiple-choice questions, making the answers clearer and more understandable compared to the scales.

To ensure the reliability of the responses provided, the survey was translated into the native language of the target sample - Georgian and only the Georgian version was made available. Firstly, it ensures that the respondents of the survey were actually Georgian (persons that speak Georgian can be considered a part of the target sample, as that usually implies they are originally from Georgia or permanently reside there) and additionally, it increases the reliability and precision of the responses and hence the findings. The translation was double-sided, with two multilingual researchers translating the questionnaire to eliminate bias and translation errors that could potentially affect the findings. The author has translated the initial English questionnaire to Georgian and the different multilingual researchers translated the Georgian version back to English to check for any inconsistencies. This collaborative translation method addresses the inaccuracy concerns and it is in general an advisable practice in international marketing research (Douglas & Craig, 2007).

The sampling method is a combination of convenience sampling and snowball sampling. Convenience sampling, being a cost-effective and more efficient sampling method, is particularly applicable in this study as it helped reach a higher number of respondents. Despite obvious limitations such as the risk of bias or sample homogeneity, the convenience sampling method is frequently used in scientific literature due to its advantages, such as resource efficiency and effectiveness, and it has been proven to be sufficient for theory tests (Leiner,

2014). Additionally, the snowball sampling allowed the survey to spread further across the population as the participants referred to potentially compatible individuals to take part in the survey. This allowed the author to gather as many responses as possible and reach more diverse respondents in terms of age or education level, which would have otherwise been hard to reach (Dusek et al., 2015).

The survey was distributed through different social media channels (such as Facebook) in Georgia.. It was open for the data collection from the 30th of March 2024 to the 5th of April 2024 and was completely anonymous (the author has not gathered any identifiable personal information which cut off the possibility of following up with the respondents for answer clarification but on the other hand ensured the responses were honest and were not solely socially desirable (Thielmann et al., 2016)). It was compiled and shared through the Google Forms platform.

The study aims to evaluate the overall attitudes of Georgian consumers as well as the predictors of those attitudes, namely the online consumer experience items described earlier in the model. Hence, the data is analyzed via a multiple regression model that will provide meaningful insights into the relationship between dependent and independent variables (with multiple independent variables included in the model simultaneously), causality, as well as the effect of demographic factors. Mostly, regression analysis is used for the assessment of random discrete or continuous variables, such as wage, in this study, however, the majority of variables are categorical, additionally, gender is dichotomous and age quantitative. Nevertheless, the interpretation of the coefficients and significance levels remain meaningful and relevant, as long as the categories are converted into numeric data (which was done in the process of the research).

Multiple regression is a technique extremely useful for the research of the effect of independent variables (the ones that are observed and known through the data sampling) on the single dependent one. Additionally, regression analysis in general is a strong statistical tool for the prediction of the dependent variable. More specifically, with the computed weights and coefficients, the regression model can predict the dependent value, in this case, attitudes, based on the given independent variables (Moore et al., 2006).

In the context of consumer attitudes, coefficients can, for instance, predict the importance of certain variables for positive or negative attitude formation (for example, how big of an impact

the delivery experience has on consumer attitudes in OFD). Thus, regression is an ideal technique for the objective of the research - it helps evaluate the importance of different online consumer experience attributes for the formation of attitudes towards online food delivery platforms.

For the coefficients to be based on scientific evidence, the results need to be statistically significant - the p-value should not exceed 0.05 (Andrade, 2019). Besides the statistical significance, several assumptions of linear regression need to be met for the model to be considered viable: There needs to be no multicollinearity between variables, the residuals need to be normally distributed and finally, the assumption of homoscedasticity must hold.

Multicollinearity occurs when the variables in the model are highly correlated with one another - which results in unreliable estimates and affects the findings of the model. It can be tested by comparing the tolerance values. The tolerance represents the percentage of unique variance of the certain variable (variance that can not be accounted for by other predictors of the model) and though there is no specific borderline value that confirms the presence of multicollinearity, values above 0.2 are not considered concerning (Senaviratna & Cooray, 2019). Another two assumptions, homoscedasticity and normal distribution of residual values are tested graphically through a histogram and a scatterplot.

In addition to the multiple regression analysis, the author performed the exploratory factor analysis with the aim of establishing any factors behind the OCE (online consumer experience) variables. Factor analysis is a multivariate statistical method with many applications to empirical research. Factors stand for the “hidden” variables that are unobserved in research but influence the predictor variables, in this case, the OCE. Thus, some of the variables are connected with a common factor - a common cause that interrelates them (Watkins, 2018). In this research, exploratory factor analysis is performed to check for any backend variables influencing the OCE predictors and to see whether these predictors can be further grouped into sub-categories of OCE.

In order to assess most of the relationships of the factors and their loadings, correlation is used. Correlation is considered weak if it is up to 0.3, moderate if it ranges above 0.3 up to 0.6, and strong if it is above 0.6 (Akoglu, 2018, p. 92). Similar to regression analysis, several assumptions

of factor analysis need to be met - in this thesis, the Kaiser-Meyer-Olkin (KMO) Measure of sampling adequacy along with Bartlett's test of Sphericity is investigated.

The Kaiser-Meyer-Olkin (KMO) Measure of sampling adequacy reports on the suitability of the sampled data for the factor analysis, it assesses the fitness of the variables as well as the presence of variables that could potentially distort the analysis. The KMO result needs to be at least in the range of 0.5-0.7 (Kaiser, 1974). The aim of Bartlett's test of Sphericity is to compare the correlation matrix to the identity matrix and establish whether it is significantly different from the identity one. The test must show a statistically significant result and given that these assumptions hold, the factors within the data can be established (Shrestha, 2021).

The multiple regression analysis and factor analysis, along with other supporting statistical reports are performed with the use of SPSS statistical software. SPSS is useful for the compilation of advanced statistics and composite reports on regression coefficients, factors, multicollinearity diagnostics, significance and variable fit. The aggregated results of the data sample are attached under Appendix 2 and the output of the analysis is interpreted later in the paper.

2.3. Survey Design and Data Sampling

In total, 227 responses were gathered, however, 17 respondents were excluded from the analysis due to incompatibility - 15 of those respondents have never actually used OFD platforms which could result in the inaccurate evaluation of the online consumer experience and two of the respondents were under the age of 14. As the survey was anonymous, it was not possible to get the parents' consent for using the data in the research, and therefore due to ethical concerns, those responses were removed (ESOMAR, 2005).

There were additionally some deviations from the originally proposed multiple choice answers in the education variable, some respondents indicated additional categories, which were analyzed and restructured by the author into respective groups. Finally, some values were missing for two participants, one of which refused to indicate the gender and the other - the education level. Those values were replaced with the sample means to complete the information instead of

removing the data altogether (Downey & King, 1998). Thus, the final sample size is 210. The sample size used in this study is adequate both for factor analysis and regression analysis.

The demographic data (including age, gender and education level) is summarized and presented in detail in Table 2. The gender and education level variables are presented based on the responses collected, whereas age is grouped based on the 10-year categories for a general overview.

Table 2. Demographic specifics of the sample

Age	N	%
under 18	17	8.1
18-24	46	21.9
25-34	49	23.3
35-44	57	27.1
45-54	36	17.1
55-64	4	1.9
above 64	1	0.5
Gender		
Male	61	29.0
Female	148	70.5
N/A	1	0.5
Education Level		
School	27	12.9
Bachelor's degree	104	49.8
Master's degree	70	33.5
PhD	8	3.8

Source: Created by the author based on survey results

The average age of the sample was approximately 33.6 and the respondents were mainly concentrated around the ages of 18-44. There was a smaller representation of younger respondents under 18 and older participants over 55, with the smallest part of the individuals above 64 (only 1 respondent).

The majority of the respondents were female (about two-thirds of the sample), male participants were fewer in number and only a small percentage of the sample indicated the other category for gender (1 participant). Finally, the last section on the demographic variables is the education level (completed or in progress) of the sample (Table 2). It turned out that almost 90% of respondents had or were obtaining a higher education.

Thus, interpreting the results it should be taken into consideration that findings represent mostly the opinion of young and middle-aged women with higher education. This means that the study is not representative towards all Georgian population.

3. SURVEY RESULTS AND DISCUSSION

In this chapter, the author presents the results of the data analysis. In addition, the supporting statistics are presented that confirm the validity of the results and the data fit for both factor and regression analysis. The aggregated coefficients and components are presented and compared to the existing literature and previous research. Based on the results, the research questions are addressed and the variables significantly influencing consumer attitudes, as well as the relationship between attitudes and repurchase intention are established.

Based on the results of the research, the findings are summarized along with the implications and potential use for the organizations and companies. The limitations are described and subjects for further research are proposed.

3.1. Factors impacting attitudes of OFD consumers

The basic descriptive statistics on the sample are presented in Table 1. The descriptive statistics table includes an overview of all variables in the research. The number of observations is 210 (209 for Gender and Education due to the missing values). The Attitude variable captures the overall attitude of the consumers. “Convenience” refers to the Convenience OCE factor, “Experience” - to the Product Experience, “Security” stands for the Privacy and Security variable, “Delivery” - to the Delivery experience, “Network” refers to the Network effect and the “Recovery” - Recovery attempts of the OFD platforms. Age, Gender and Education are the demographic variables and finally, “Intention” stands for the Repurchase Intention of the consumers.

Table 1. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	210	1	10	8.13	1.82
Convenience	210	1	10	8.64	1.72
Experience	210	1	10	7.79	1.74
Security	210	1	10	7.20	2.34
Delivery	210	1	10	7.45	1.92
Network	210	1	10	6.97	2.37
Recovery	210	1	10	7.28	2.14
Age	210	15	75	33.55	11.50
Gender	209	0	1	.29	.46
Education	209	1	4	2.28	.73
Intention	210	1	5	4.58	.70

Source: Created by the author based on survey data analysis

The first analysis performed on the coded data was the exploratory factor analysis for the establishment of any factors behind the manifest variables, such as the delivery experience, recovery, and network effect. The factor analysis was conducted on all six OCE variables: Convenience, Product Experience (Labeled as “Experience” in SPSS), Privacy and Security (Labeled as “Security” in SPSS), Delivery Experience, Network Effect (Labeled as “Network” in SPSS) and Recovery.

The analysis consisted of reports on the correlation between variables along with the significance levels. Additionally, the extract of the results includes the Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett’s test of Sphericity. Finally, the scree plot is presented along with the cumulative variance and the component matrix. The factor analysis was initially based on the Eigenvalue, which is indicated to be greater than 1. The Eigenvalue represents the variance that the factor accounts for. In scientific literature, the components that need to be retained have Eigenvalues greater than 1 (Zwick & Velicer, 1986).

Firstly, it is important to establish whether the dataset is suitable for factor analysis in the first place. The correlation matrix (Table 3) reports on the correlation between the variables of interest. It is clear that for all variables, the correlation value exceeds 0.3, which means most correlations are moderate (see the explanation in Chapter 2.2.). It is also noteworthy, that for all of the correlation coefficients, the p-value is less than 0.05 and the correlation results are statistically significant.

Table 3. The correlation matrix

		Convenience	Experience	Security	Delivery	Network	Recovery
Correlation	Convenience	1.000	.645	.430	.495	.350	.397
	Experience	.645	1.000	.411	.597	.331	.470
	Security	.430	.411	1.000	.487	.455	.356
	Delivery	.495	.597	.487	1.000	.461	.443
	Network	.350	.331	.455	.461	1.000	.589
	Recovery	.397	.470	.356	.443	.589	1.000
	Sig. (1-tailed)	Convenience		<.001	<.001	<.001	<.001
Experience		.000		.000	.000	.000	.000
Security		.000	.000		.000	.000	.000
Delivery		.000	.000	.000		.000	.000
Network		.000	.000	.000	.000		.000
Recovery		.000	.000	.000	.000	.000	

Source: Created by the author based on survey data analysis

Additionally, the output of Bartlett's test of Sphericity is significant ($p\text{-value} < 0.001$), which means that the variables in the research are suitable for the exploratory factor analysis (Appendix 3). As explained in chapter 2.2., the data is considered adequate for the exploratory factor analysis as the KMO output for the sample in this study is 0.805 (Appendix 3), which is meritorious (Kaiser, 1974).

As the output of all statistics suggests that the data is certainly suitable for evaluation through the exploratory factor analysis, the results of the dimension reduction are presented. As shown on the component matrix (Appendix 4), only one component was extracted as for all other components the Eigenvalue was less than 1. This one component alone explains and accounts for 55.2% of the total variance (Appendix 5). On the other hand, the Eigenvalue of the second component reaches to 0.86 and describes the variance in the amount of 14.4%. In addition, the scree plot (Figure 4) that the elbow of the plot flattens after the second factor, which leads to considering a two-factor solution.

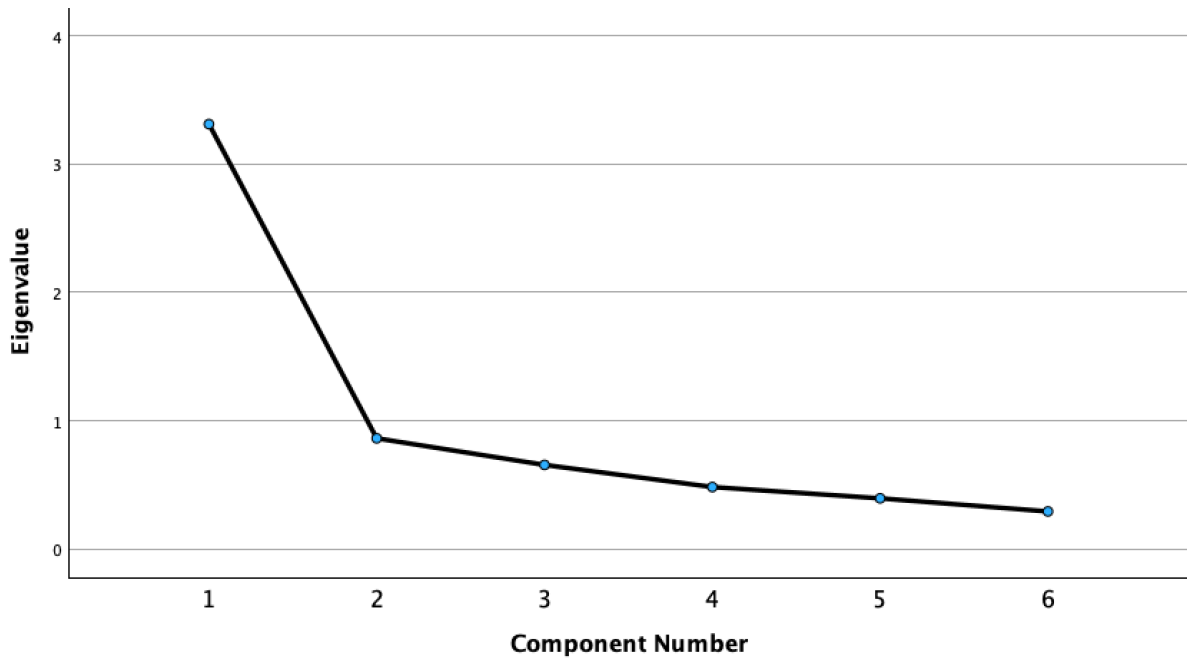


Figure 4. Scree Plot of the Exploratory Factor Analysis
 Source: Created by the author based on survey data analysis

Table 4 presents the coefficients of the rotated components in a two-component solution. For that, the author used principal components as the extraction method and Varimax with Kaiser normalization as the rotation method. In the case of a two-component solution, it is clear that Convenience, Experience and Delivery can be grouped into one component. Security, Network and Recovery, therefore, can be grouped into the second one. The coefficients in Table 4 represent the loadings of each variable onto the factor.

Table 4. Rotated Component Matrix

	Component	
	1	2
Convenience	.842	.175
Experience	.864	.204
Security	.481	.507
Delivery	.677	.426
Network	.151	.899
Recovery	.286	.777

Source: Created by the author based on survey data analysis

The component matrix also showed that the Security variable had particularly similar loadings on both components. For the establishment of whether the inclusion of a Security variable in any way distorted the analysis or changed the component loadings, the sensitivity analysis of the factor analysis was conducted. The sensitivity analysis of initial factor analysis without the variable “Security” (Appendix 6) revealed that the distribution of other variables into components as well as the loadings did not significantly change. Thus, a two-factor solution is appropriate. Analyzing the question formulation related to the variable “Security” in the questionnaire, it can be detected that it is rather closer to variables “Network” and “Recovery”. Therefore, the author decided that it is justified to see “Security” as a part of the second factor – as it initially could be interpreted from the rotated component matrix (Table 4).

While the factor analysis does not suggest what these factors are exactly, based on the characteristics of the variables, it can be assumed that the factors behind the six variables can be labeled as **OFD product offering quality** (including the services, the product features, such as convenience, delivery and everything that the OFD platforms offer their customers) and **OFD support environment** (variables associated with service support - such as recovery attempts, data protection and the network effect - feedback that customers can share to or get from their peers).

3.2. Effect of OCE on attitudes and repurchase intention

The second part of the analysis includes the multiple regression model. It is essential to understand how each of these OCE variables affects the attitudes of the consumers, and consequently, the repurchase intention. The regression model can help identify how each of the variables contributes to the overall consumer attitudes, while also accounting for demographic variables, such as age, gender and education level.

The analysis is done in two steps. The first regression model assesses the effect of OCE variables on attitude as a dependent variable (DV), independent variables are Convenience, Experience, Security, Delivery, Network, Recovery, Age, Education, and Gender. The second model assesses the effect of attitudes on the repurchase intention (repurchase intention as DV). In this case, Attitude is added to the initial set of independent variables and therefore, for the second model,

independent variables are as follows: Attitude, Convenience, Experience, Security, Delivery, Network, Recovery, Age, Education, and Gender.

However, for interpreting the results of the multiple regression analysis, it is crucial to ensure that the data is suitable, the sample fits the model, and the core assumptions of the regression analysis are not violated. The assumption of collinearity can be tested through the incorporation of collinearity diagnostics, namely, the tolerance coefficient (Table 5).

Table 5. Coefficients of the first regression model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.570	.590		.966	.335		
	Convenience	.513	.066	.484	7.774	<.001	.518	1.932
	Experience	.125	.069	.120	1.803	.073	.454	2.204
	Security	.006	.043	.007	.133	.895	.651	1.537
	Delivery	.192	.059	.202	3.229	.001	.511	1.957
	Network	-.026	.046	-.033	-.553	.581	.553	1.810
	Recovery	.120	.051	.141	2.368	.019	.562	1.778
	Age	-.014	.009	-.088	-1.599	.111	.669	1.494
	Education	.174	.137	.070	1.272	.205	.663	1.509
	Gender	.201	.187	.050	1.074	.284	.914	1.094

Source: Created by the author based on survey data analysis

In this model, the tolerance values are far above 0.2 and exceed 0.45 for all of the predictors in the regression analysis (Table 5) - which confirms the assumption that no collinearity holds. Another assumption of the linear regression model is the normal distribution of the standardized residual values, which is tested through a histogram (Figure 5).

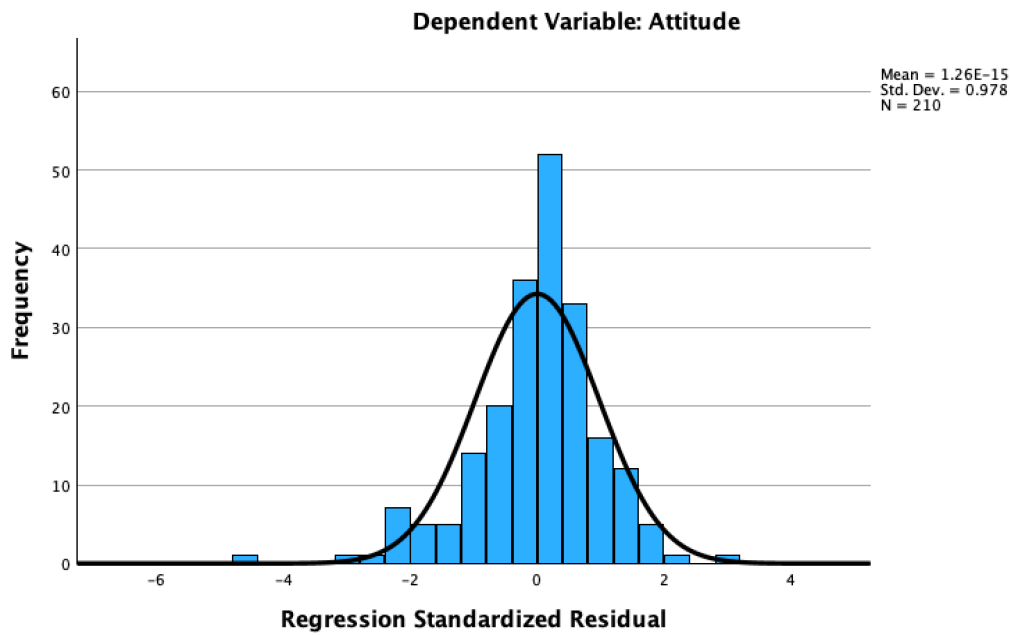


Figure 5. Histogram of residuals
Source: Created by the author based on survey data analysis

Although there is a slight deviation, it is clear that the residual values are normally distributed - so the histogram confirms that this assumption holds as well. Finally, it is important to verify the homoscedasticity - homogeneity of the variance of residual values. As depicted in Figure 6, the residuals are evenly distributed above and below the 0 threshold, meaning the assumption of homoscedasticity holds as well and is not violated. Thus, the assumptions of linear regression are fulfilled.

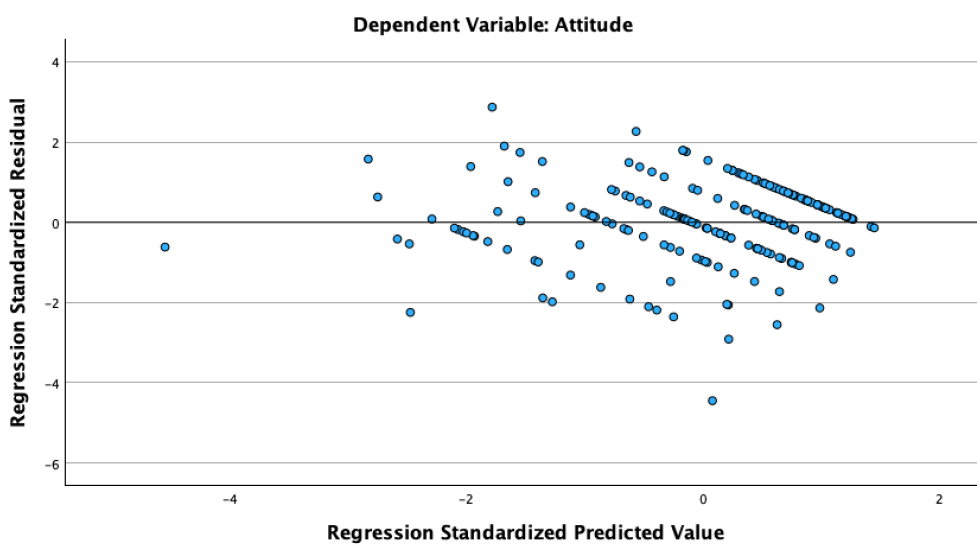


Figure 6. Scatterplot of Standardized Residual and Predicted Values
Source: Created by the author based on survey data analysis

The second multiple regression analysis was dedicated to assessing the effect of consumers' attitudes on the repurchase intention. The fit of the data and model validity were tested similarly. The diagnostics for collinearity (Appendix 7), homoscedasticity (Appendix 8) and normality of the standardized residuals (Appendix 9) once again confirm the assumptions are not violated for the second model either. The output of the second regression model is attached under Appendix 7.

The results of both the first and the second linear regression models are summarized in Table 6. The results confirm that three OCE variables (Convenience, Delivery and Recovery) had a statistically significant effect on the attitudes and based on the second regression model, attitudes have positively affected the repurchase intention. Gender, education and age were found insignificant in both models.

Table 6. Results of the Regression Analysis

	DV: Attitude		DV: Intention	
	Coefficient	Significance	Coefficient	Significance
Convenience	0.513	<0.001	0.099	0.010
Experience	0.125	0.073	0.040	0.264
Security	0.006	0.895	-0.005	0.812
Delivery	0.192	0.001	-0.074	0.018
Network	-0.026	0.581	0.016	0.486
Recovery	0.120	0.019	-0.007	0.775
Age	-0.014	0.111	-0.001	0.776
Education	0.174	0.205	-0.032	0.645
Gender	0.201	0.284	0.039	0.684
Attitude	-	-	0.137	<0.001

Source: Created by the author based on survey data analysis

In the first model (DV: Attitude), out of the OCE variables, Convenience had the strongest statistically significant effect with a coefficient of 0.513, followed by Delivery (coefficient of 0.192) and Recovery (with a coefficient of 0.120). The effect of other variables in the model, Experience (Past product experience), Security, Network (Network Effect), Age, Education level and Gender was insignificant.

The results of the second model (DV: Intention) show that attitudes positively affect the repurchase intention among Georgian consumers - the coefficient for attitudes makes up 0.137 (Table 6). This means that for one unit increase in reported attitudes, consumers' repurchase intention increases by 0.137.

The results of the regression analysis suggest a positive effect of the OCE variables on consumer attitudes (Figure 7), which then impacts the repurchase intention.

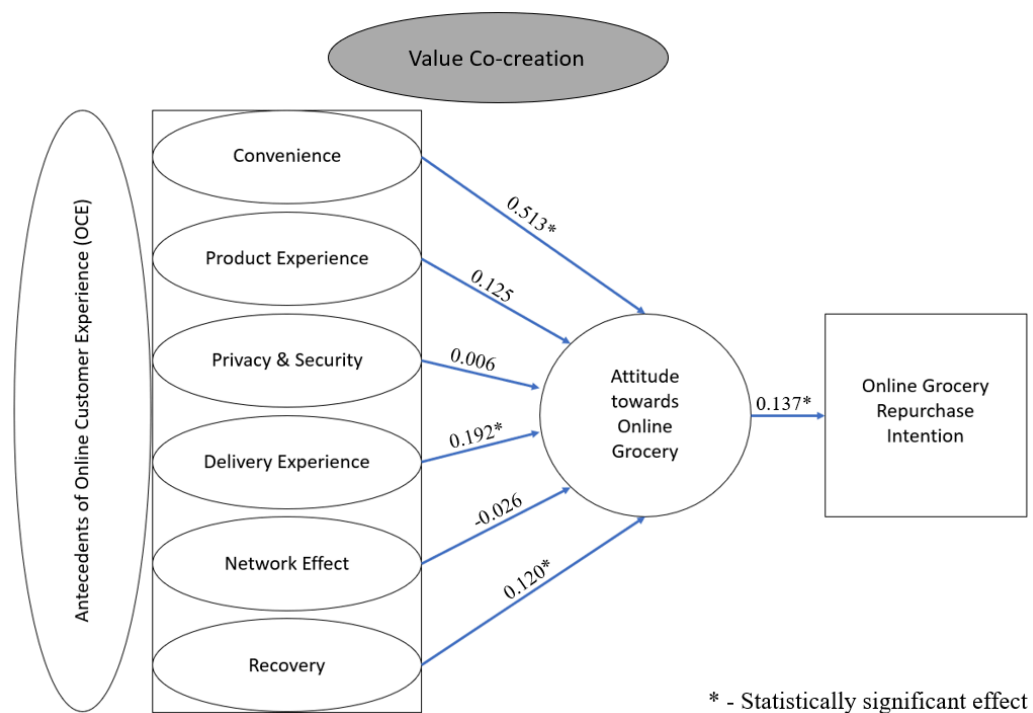


Figure 7: Results of the multiple Regression Analysis
Source: Created by the author based on survey data analysis

The results help answer the research questions of the thesis. To sum up, convenience is the strongest factor impacting the attitudes of consumers towards OFD followed by delivery experience and recovery. If one would like to have a more generalized picture of attitudes, OFD product offering quality factors and OFD support environment factors could be distinguished - Convenience and delivery experience are categorized into the OFD product offering quality while recovery - into the support environment.

3.3. Discussion, suggestions and limitations

Even though the initial study on the OCE-ABC model was limited to the grocery segment and to the Indian population, it is evident that the results of the research in Georgia were mostly consistent with the previous literature - the Convenience, Recovery and Delivery affect the attitudes of the Georgian consumers (Anshu et al., 2022).

The strength of the relationship, however, was different in the case of the Georgian sample (important to mention also that value co-creation was not included in this research). For Convenience, the effect was stronger - 0.513 compared to the 0.11 coefficient in the research by Anshu et al. (2022) (and the significance level was not as high in the previous research either, the p-value was equal to 0.06). On the other hand, the effects of recovery and delivery were found to be stronger in the paper by Anshu et al. (2022) (coefficients of 0.45 and 0.28), and in the case of the Georgian sample, the results were weaker with the coefficients of 0.120 and 0.192 - which may demonstrate some structural differences in the adopted samples.

The results of the thesis contribute to the understanding of factors shaping consumer attitudes toward OFD platforms and address the gap in research on consumer attitudes towards OFD platforms in Georgia. Based on the results of the research, the product offering quality factor was found as an important contributor to the attitudes of consumers. More specifically, convenience was the most influential variable towards the attitude of the OFD platforms. Subsequently, organizations and companies should prioritize improving the convenience of their customers. That can be done, for example by simplifying the food ordering and delivery and reducing the need for the customer's intervention in the process. Companies should keep in mind, that convenience is defined from the consumer perspective, which means that success depends on how convenient the customer perceives the service. Therefore, using extremely new and innovative technologies may not be the right direction.

In spite of the fact that delivery experience showed a weak relationship towards the attitude of the customers, OFD companies should also focus on the improvement of delivery experience. This could include meeting the expected delivery times, expanding the number of staff to decrease delays and investing in training of couriers and customer support to ensure a smooth delivery process (which would additionally contribute to convenience).

Research showed a statistically significant effect of recovery which has an influence on consumer attitudes. Following that, companies and organizations should come up with effective strategies to transform customers' bad experiences into positive ones and handle customer complaints properly. This can be achieved by issuing refunds, discounts or other types of compensation to maintain customer loyalty.

The results of the thesis also revealed statistically insignificant effects of demographic variables. These findings suggest that demographic specifics have a smaller role to play in the formation of consumer attitudes towards OFD platforms (they are rather directly influenced by the OCE variables) and the repurchase intention. It is important to remember that the most of respondents of the survey were young and middle-aged highly educated women, which may be the reason why demographic characteristics seemed to have a smaller role.

Finally, the effect of attitudes on repurchase intention was researched and a statistically significant result was returned. This causality between attitudes and consumer repurchase intention once again outlines the importance of understanding the antecedents of attitudes among consumers of OFD platforms and lays out the relevance of the theory of attitudes for companies and enterprises.

However, there are some limitations to the research and findings of the thesis. One of the main restrictions on the applicability of the findings is the sample specifics - research was done using an unrepresentative sample of Georgian customers, which may prevent the generalization of the findings to the whole Georgian population as well as to other populations because of the cultural differences. Additional research could analyze various cultural backgrounds to make the findings more universal.

The OCE-ABC model additionally has its limitations. Anshu et al. (2022) highlight that the geographic sample findings may not have represented the population as a whole or could provide limited insights into the attitudes and behavioral intentions of consumers from other geographic areas (The study respondents were predominantly from India). This research tests the model assumptions in a completely different sample in Georgia, which can be a valuable contribution to the research of the OCE-ABC model.

Another limitation is the lack of model use in academic literature. Though the model has been used and tested in other studies, there is limited literature and research on the applicability of the model due to its novelty (though the model is based on two major attitude theories, it was published only recently in 2022) (Ahmad et al., 2022). Yet, the model was empirically tested by the author and provides detailed insights into the significance of findings, which can be a strong base for further research. Furthermore, the model is suited for and has only been tested in the B2C environment, thus the findings of this research may not be directly applicable to B2B consumers (Anshu et al., 2022).

Although this study only analyzed six online consumer experience variables from the research model, there may also be other factors affecting attitudes toward OFD that are worth considering for further research. It is suggested to include and analyze additional variables that contribute to online consumer experience and shape the attitudes of the consumers towards OFD platforms to provide a deeper understanding of consumer behavior.

Using a cross-sectional data sample created additional limitations as it does not give an opportunity to analyze consumer attitudes over time. Following that, future research could consider using longitudinal studies by gathering data from the same individuals across time to get valuable insights into how consumer attitudes develop over time.

Finally, adding elements of the qualitative analysis to quantitative data could provide a deeper understanding of consumer attitudes toward OFD platforms. Mixed methods research can help researchers to get stronger conclusions as the qualitative method can provide greater depth, while the quantitative method can provide greater breadth. Additionally, focus groups and interviews can approach the understanding of motives from a different angle (Pole, 2007, p. 37). For future research, it is recommended to extend the research approach and incorporate both qualitative and quantitative methods.

CONCLUSION

The aim of this paper was to find out the factors influencing consumer attitudes towards OFD in Georgia. The research was based on the OCE-ABC model proposed by Anshu et al. (2022) and focused on the effect of online consumer experience variables on attitudes and repurchase intention. Through the exploratory factor analysis and multiple regression analysis, the study has addressed the research questions of the thesis: The factors behind the OCE variables were identified, the relationship between OCE variables and attitudes was tested and finally, the causality between attitudes and repurchase intention was determined.

The results of the paper indicate that the OCE variables can be grouped into two components: product offering quality (including convenience, product experience, and delivery experience) and the support environment (including recovery, security and network effect). Out of the six variables researched, convenience was identified as the most influential OCE variable and it had a statistically significant positive effect on the attitudes of Georgian consumers. Additionally, delivery experience and recovery were found to have a positive effect on the attitudes towards online food delivery platforms. These findings suggest that demographic specifics are not so impactful in the formation of consumer attitudes towards OFD platforms as well as the repurchase intention, and attitudes are rather influenced by the OCE variables.

The findings of the thesis are valuable for the companies and organizations operating in the OFD industry. As this research has shown, the attitude of consumers has a statistically significant and positive effect on the repurchase intention among Georgian consumers, which makes it crucial to understand the antecedents of online consumer experience that shape those attitudes.

The results outline the importance of OFD product offering, especially convenience which ought to be improved by simplifying the food ordering and delivery and reducing the need for the customer's intervention in the process. Besides convenience, as the effect of the delivery variable was found statistically significant, it is important to continuously meet the expected delivery times, which can be done by expanding the number of staff to decrease delays and investing in

training couriers and customer support to ensure a smooth delivery process. Finally, among the support environment in OFD, recovery was identified as an important element in the formation of consumer attitudes. As a result, it is vital to create effective strategies for the transformation of customers' bad experiences into positive ones and to handle customer complaints properly, for instance, by issuing refunds, discounts or other types of compensation to maintain customer loyalty.

Some of the limitations of the research include restricted generalisability of the findings to other populations because of the cultural differences - as the sample was only Georgian, the findings may not be applicable to consumers from other cultural or geographic backgrounds. An additional limitation is the lack of model credibility due to its relative novelty, and the use of a cross-sectional data sample. Furthermore, sole quantitative analysis limits the depth of understanding of factors that shape consumer attitudes and consequently the repurchase intention.

For future research it is recommended to use a representative sample with various cultural backgrounds to make the findings more universal, it is also suggested to include additional variables for a deeper understanding of the factors that form attitudes of the consumer and to incorporate a qualitative approach together with the quantitative one. Finally, it is advised to collect the data from the same individuals across different periods to get valuable insights into how consumer attitudes are shaped and developed over time.

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APPENDICES

Appendix 1. Survey questions

Section	Questions	Answers
Prior use	გამოგიყენებიათ თუ არა ონლაინ საკვების მიწოდების პლატფორმები (როგორცაა გლოვო, ვოლტი, ელვისი და სხვა)?	კი
		არა
Attitudes and OCE	მთლიანობაში, როგორია თქვენი დამოკიდებულება ონლაინ საკვების მიწოდების პლატფორმების მიმართ?	Scale from 1 to 10 (1=უკიდურესად უარყოფითი, 10=უკიდურესად დადებითი)
	რამდენად მოსახერხებელია ონლაინ საკვების მიწოდების პლატფორმები თქვენთვის?	Scale from 1 to 10 (1=უკიდურესად არამოსახერხებელი, 10=უკიდურესად მოსახერხებელი)
	როგორ შეაფასებდით თქვენს წარსულ გამოცდილებას ონლაინ საკვების მიწოდების პლატფორმების პროდუქტების მიმართ (მრავალფეროვნებას, ხარისხსა და მახასიათებლებს)?	Scale from 1 to 10 (1=უკიდურესად უარყოფითი, 10=უკიდურესად დადებითი)
	თქვენი აზრით, რამდენად დაცულია ონლაინ საკვების მიწოდების პლატფორმები (იგულისხმება ბარათის ინფორმაციისა და პირადი მონაცემების უსაფრთხოება, როგორცაა მისამართი, ტელეფონის ნომერი)?	Scale from 1 to 10 (1=არ არის დაცული, 10=დაცულია)
	როგორ შეაფასებდით მიგანის/მიწოდების გამოცდილებას ონლაინ პლატფორმებზე შეკვეთისას (რაც მოიცავს მიგანის დროს, მოსახერხებლობას, კურიერის მოქნილობას)?	Scale from 1 to 10 (1=უკიდურესად უარყოფითად, 10=უკიდურესად დადებითად)
	რამდენად მარტივია სხვა მომხმარებლების შეფასების ნახვა და თქვენი შეფასების გაზიარება ონლაინ საკვების მიწოდების პლატფორმასთან დაკავშირებით (უშუალოდ ონლაინ საკვების მიწოდების პლატფორმაზე ან სხვა გზით, მაგალითად სოციალური ქსელებით)?	Scale from 1 to 10 (1=უკიდურესად რთული, 10=უკიდურესად მარტივი)
	როგორ შეაფასებდით გამოსწორების მცდელობებს ონლაინ საკვების მიწოდების პლატფორმების მიერ (გამოსწორება გულისხმობს პლატფორმის მცდელობას რომ გამოასწოროს უარყოფითი გამოცდილება რაც მიგანისას მიიღეთ - ნაკლები პროდუქტი ან დაზიანებული მიწოდება)?	Scale from 1 to 10 (1=უკიდურესად ცუდი, 10=უკიდურესად კარგი)

Appendix 1. Continuation

Demographic data	გთხოვთ დააფიქსიროთ თქვენი ასაკი	Open-ended
	გთხოვთ დააფიქსიროთ თქვენი სქესი	მამრობითი
		მდელობითი
		სხვა
	გთხოვთ დააფიქსიროთ განათლების უმაღლესი საფეხური (დასრულებული ან ამჟამად პროცესში)	სკოლა
		ბაკალავრიატი
		მაგისტრატურა
		დოქტორანტურა
		სხვა

Appendix 2. Survey results

N=225

Have you ever used the online food delivery platform services? (such as Glovo, Wolt, Ofoodo, Elvis and others?)	Number of respondents (N)	Proportion (%)
Yes	210	93.3
No	15	6.7

1=Extremely unfavorable, 10=Extremely favorable, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Overall, how would you rate your attitude towards online food delivery platforms?	1	0.5	1	0.5	1	0.5	4	1.9	19	9.0	8	3.8	27	12.9	53	25.2	31	14.8	65	31.0

1=Extremely inconvenient, 10=Extremely convenient, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How would you rate the convenience that online food delivery platforms offer?	1	0.5	0	0.0	3	1.4	2	1.0	1	5.2	6	2.9	13	6.2	46	21.9	34	16.2	94	44.8

1=Extremely unpleasant, 10=Extremely pleasant, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How would you rate your past product experience when ordering food online (including product diversity, features and quality)?	1	0.5	1	0.5	1	0.5	5	2.4	19	9.0	15	7.1	33	15.7	61	29.0	35	16.7	39	18.6

Appendix 2. Continuation

1=Not at all secure, 10=Extremely secure, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How secure do you think online food delivery platforms are (including the protection of card data and personal data, such as address, phone number)?	7	3.3	3	1.4	5	2.4	7	3.3	33	15.7	14	6.7	34	16.2	37	17.6	27	12.9	43	20.5

1=Extremely bad, 10=Extremely good, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How would you rate the delivery experience when ordering food on online food delivery platforms (including delivery time, delivery convenience, courier flexibility)?	2	1.0	2	1.0	5	2.4	5	2.4	21	10.0	19	9.0	37	17.6	56	26.7	32	15.2	31	14.8

1=Extremely hard, 10=Extremely easy, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How accessible is other consumers' feedback and how easy is it to share your feedback with other consumers about online food delivery experience (either on the online food delivery platform directly or otherwise, for example, on social media)?	8	3.8	3	1.4	8	3.8	8	3.8	30	14.3	25	11.9	27	12.9	41	19.5	23	11.0	37	17.6

Appendix 2. Continuation

1=Extremely bad, 10=Extremely good, N=210

Statement	1		2		3		4		5		6		7		8		9		10	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
How would you rate the recovery attempts that online food delivery platforms offer you (the recovery refers to the platform's attempt to fix the negative experience you had during the delivery - either a missing product or flawed delivery)?	5	2.4	2	1.0	4	1.9	5	2.4	31	14.8	20	9.5	34	16.2	45	21.4	26	12.4	38	18.1

N=210

Are you planning on using online food delivery services in the future?	Number of respondents (N)	Proportion (%)
Yes	143	68.1
Probably yes	48	22.9
Maybe	18	8.6
Probably not	0	0.0
No	1	0.5

N=210

Section	Characteristics	Number of respondents (N)	Proportion (%)	
Socio-demographic	Age	Under 18	17	8.1
		18 - 24	46	21.9
		25 - 34	49	23.3
		35 - 44	57	27.1
		45 - 54	36	17.1
		55 - 64	4	1.9
		Above 64	1	0.5

Appendix 2. Continuation

Section	Characteristics		Number of respondents (N)	Proportion (%)
Socio-demographic	Gender	Female	148	70.5
		Male	61	29.0
		N/A	1	0.5
	Level of Education	School	27	12.9%
		Bachelor's degree	104	49.5%
		Master's degree	70	33.3%
		PhD	8	3.8%
		N/A	1	0.5%

Source: Based on the author's survey results

Appendix 3. KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	465.906
	df	15
	Sig.	<.001

Source: Created by the author based on survey data analysis

Appendix 4. Component matrix

	Component 1
Convenience	.749
Experience	.785
Security	.696
Delivery	.790
Network	.706
Recovery	.727

Source: Created by the author based on survey data analysis

Appendix 5. Component total variance explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.312	55.203	55.203	3.312	55.203	55.203	2.251	37.517	37.517
2	.862	14.374	69.576	.862	14.374	69.576	1.924	32.059	69.576
3	.655	10.922	80.498						
4	.483	8.047	88.546						
5	.395	6.578	95.124						
6	.293	4.876	100.000						

Source: Created by the author based on survey data analysis

Appendix 6. Factor sensitivity analysis

	Component	
	1	2
Convenience	.848	.168
Experience	.875	.210
Delivery	.686	.412
Network	.168	.896
Recovery	.311	.807

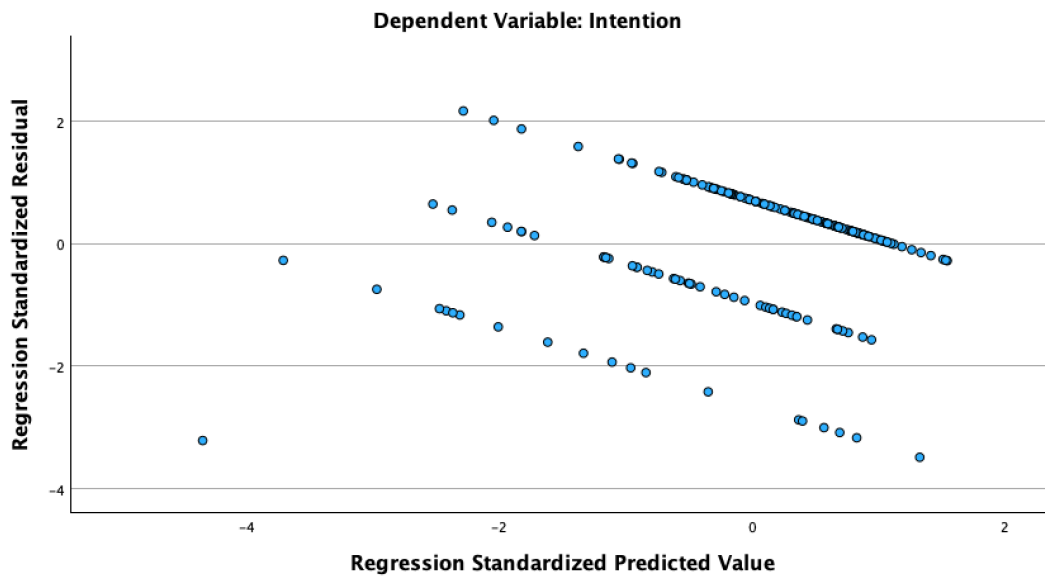
Source: Created by the author based on survey data analysis

Appendix 7. Coefficients of second regression model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.923	.300		9.751	<.001		
	Convenience	.099	.038	.245	2.602	.010	.398	2.515
	Experience	.040	.035	.099	1.121	.264	.447	2.240
	Security	-.005	.022	-.017	-.238	.812	.651	1.537
	Delivery	-.074	.031	-.203	-2.384	.018	.486	2.059
	Network	.016	.023	.056	.697	.486	.552	1.812
	Recovery	-.007	.026	-.023	-.287	.775	.547	1.828
	Age	-.001	.004	-.021	-.285	.776	.661	1.513
	Education	-.032	.069	-.034	-.461	.645	.657	1.521
	Gender	.039	.095	.025	.407	.684	.909	1.100
	Attitude	.137	.036	.359	3.837	<.001	.401	2.492

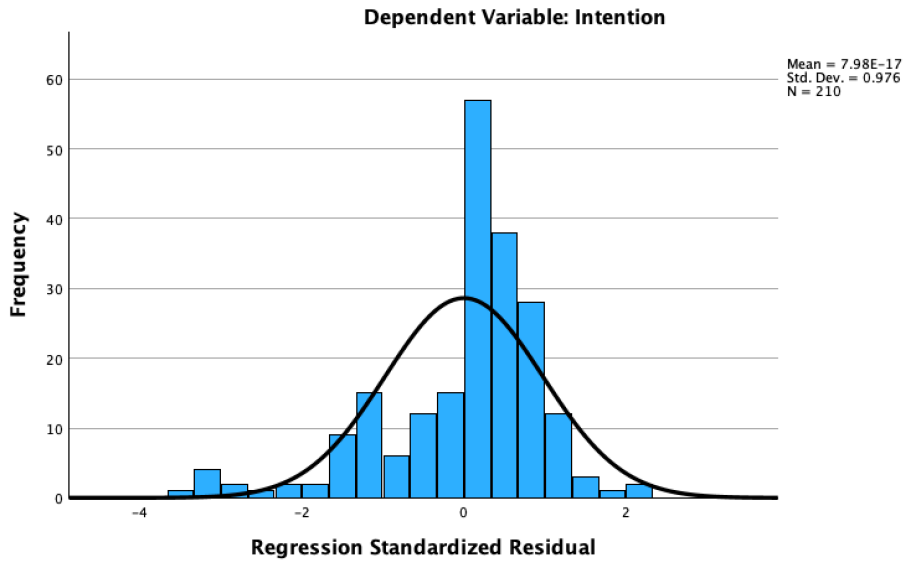
Source: Created by the author based on survey data analysis

Appendix 8. Scatterplot of standardized residuals and predicted values



Source: Created by the author based on survey data analysis

Appendix 9. Histogram of standardized residuals



Source: Created by the author based on survey data analysis

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