

# University of Ibadan Undergraduates' Disposition towards Online Food Delivery Services

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## ABSTRACT

The rapid advancement of technology and e-commerce has transformed various sectors, including Online Food Delivery (OFD) services causing significant shifts in consumer behavior. However, existing research has predominantly focused on specific aspects of Online Food Delivery and consumer behavior, leaving a notable gap in understanding the unique behaviors of undergraduate students, a demographic with high potential to transform the adoption of OFD services into a cultural norm.

Guided by the Technology Acceptance Model and the Theory of Reasoned Action, this study investigates the disposition of undergraduate students at the University of Ibadan towards OFD services, examining the influence of factors such as technology acceptance, social norms, convenience, income, gender, academic level, as well as their expectations, experiences, and satisfaction judgments. A structured survey was administered to a representative sample of 419 undergraduate students across all 9 undergraduate halls, selected using stratified random sampling. Data were analyzed using both descriptive and inferential statistics.

The findings show that while 98% of students have internet access and are familiar with OFD platforms, 32% have never used them. Key barriers to adoption include high costs of food and associated charges, perceived disproportionate portion sizes, health and hygiene concerns, and the environmental impact of takeaway pack. Although the majority of respondents express a preference for home-cooked meals, they also view OFD services as a friendship and status symbol. Over 60% of students would be more inclined to use OFD services if costs are reduced, regular discounts are offered, app usability improves, and delivery speed increases. Health complications, late delivery, food tampering, inaccurate order are some highlights of the mixed experiences noted by respondents. Majority (46%) of respondents expressed moderate satisfaction.

The implications of these findings are crucial for developing targeted strategies that will drive increased adoption, satisfaction, and loyalty among undergraduate students. For OFD platforms operating in the Ibadan metropolitan area, the study suggests actionable recommendations addressing cost, delivery efficiency, hygiene, and environmental concerns.

**Keywords:** Online Food Delivery services, Consumer Behaviour, Undergraduate students.

## INTRODUCTION

### Background to the Study

Over the past two decades, digitization has brought about an optimization of services from the physical to the online space. Since the boom of the digital age, communication has been restructured, norms have been remodeled, economies have been rearranged, as buying and selling have been revolutionized. As a result, today, companies are increasingly shifting base and changing from their traditional business strategies to the online marketplace to suit customer needs. Evinced by technological advancements such as websites and mobile applications development, Internet of Things (IoT), Cloud Computing, Artificial intelligence (AI), digital technologies continue to play a significant role in shaping human operations through innovation across sectors. To date, websites represent a significant evolution in how we access information, communicate,

disseminate information, interact. Likewise, the mobile application era has created a path for new possibilities in today's business operations, thereby disrupting traditional retail and industries (Das, 2018). These two technological innovations have greatly impacted the e-commerce and financial technology space, making transactions, sales and purchases to be mostly digitized.

The emergence of the Online Food Delivery market within the e-commerce space is a result of significant technological innovations tailored to enhance convenience and comfort for consumers. As technology evolved, the foodservice sector adapted by offering digital solutions that allowed customers to order food from a wide variety of restaurants with just a few clicks. This has led to a shift from only traditional dining in restaurants to increasingly convenient options. Initially, consumers moved from eating out exclusively to ordering food for pickup. Now, the trend has evolved further to encompass the modern preference for doorstep delivery. With notable studies highlighting their characteristics and regional adaptations, Online Food Delivery (OFD) services have become ubiquitous across various continents, except Antarctica where Online Food Delivery services do not operate due to the continent's extreme climate, and lack of permanent residents, reflecting a global trend towards streamlined food logistics. The ubiquity of this service is well-documented in the literature.

As the Online Food Delivery market increases exponentially globally, the Nigerian market is no exception. Recent entrants in this market such as, Chowdeck, FoodCourt, Glovo, Heyfood, Jumia Food among others now have outlets in major states and as one of the most populated cities in Nigeria, it is no surprise that Ibadan metropolis is home to a handful of them. Presently operating in Ibadan metropolis and changing the eating habits of consumers are Chowdeck, Glovo, Heyfood, Roppi among others.

This shift in consumer behavior and emergence of Online Food Delivery market in Ibadan metropolis and generally, in Nigeria, could be attributed to several reasons. First, the COVID-19 Pandemic is known to have played a significant role in normalizing this alternative as lockdown and social distancing hindered shopping or out-of-home dining. Attesting to this is a report by World Economic Forum which claims that the 2020 pandemic accelerated e-commerce by five (5) years (TechCrunch, 2020). With dine-in options limited and restaurants facing closures, both consumers and eateries flocked to delivery platforms, leading to a surge in demand and partnerships. As an offshoot of the pandemic, there has since been a decline in socialization in Nigeria (UNDP, socio-economic analysis, 2020). Remote work culture, reduced physical meetups, virtual gatherings have allowed for an increase in social isolation which has invariably caused an aversion towards going to restaurants. This antipathy consequently gave rise to more demand for easy meal solutions, making online delivery a perfect alternative.

The rapidly urbanizing populace is also a major contributor to this shift. By urbanization, reference is made to the social process whereby cities grow, are expanded and societies become more densely populated, encompassing people from different social backgrounds, cultural landscape which leads to an increase in high-end developments. With urbanization comes industrialization which by extension brings about increased spending power, busy schedule, limited leisure time, ultimately leading to a change in lifestyle. So, in a bid to save time, be productive and make ends meet, some consumers are bound to jettison cooking, like other outsourceable activities, for quicker, effective options such as ordering food online. Ibadan metropolis is currently experiencing high-end developments (Roelofs, 2021) and it is only right to see the influx of Online Food Delivery services.

Additionally, the high cost of public and private transportation is a catalyst for the growing use of Online Food Delivery services. Transportation in Nigeria is not only expensive, but unsafe, time-consuming and unreliable (W.H.O, 2016; Nwaedozie, Ugboma, Hassan, and Mogaji, 2023). For those who have cars, the worry of burning scarce expensive fuel, encountering traffic congestion, or the stress of commuting to and from restaurants, for those commuting public transportation, is a frustrating factor for many consumers, not to mention the state of robbery and kidnap. Online Food Delivery platforms fill this void by delivering consumers' order to their preferred location without aforementioned hassles.

Likewise, the steadily increasing cost of foodstuff and cooking materials in Nigeria have given rise to the adoption of affordable Online Food Delivery service alternatives. Some argue that patronizing OFD services

cuts cooking costs and food wastage to a bearable extent. Furthermore, the need for freshly cooked food is another driving factor for this shift. Online Food Delivery offers a convenient solution by saving time on fresh grocery or foodstuff shopping. Providing freshly cooked meals is the leverage Online Food Delivery platforms enjoy because it is a more attractive option for those who do not want junks or stale food. Moreso, consumers for whom the stress of thinking, planning and cooking meals are inequivalent to the gratification gained therein are likely to have an increasing reliance on convenient food delivery options.

Another notable reason for this shift is menu diversity. Ibadan metropolis, once conservative, is now populated with socially and culturally divergent people who have varying cuisine preferences. Online Food Delivery Platforms provide a range of meal options, a choice of restaurants, and diverse cuisines, thus attracting a larger consumer base and satisfying their needs. Consequently, various OFD brands build their unique value propositions around these problems and are fast becoming routine for consumers across Nigeria. These brands have also been able to adapt their offerings to cater to the times, as well as to consumers' changing needs. Chowdeck's 'Pay For Me' feature, for instance, where users could ask friends and family to pay for their meals at checkout by sharing a payment link with them provides customers with a viable alternative of payment even when short on immediate funds. This feature also allows a user to top up the wallet via the available payment channels and use the units or value allotted to them on the wallet to purchase food through the platform. Equally, in a bid to ease delivery fee payments, Glovo, another OFD platform operating in Nigeria and Ibadan metropolis, created the 'Glovo Prime' feature which offers free delivery on all of users' orders for a monthly subscription fee.

From the foregoing, it can be deduced that the OFD market in Nigeria is no longer in its infancy. A report by Globe Newswire (2023) capturing the Nigerian online food delivery market, analyzed on the basis of market segments, platform type, payment mode, business model, end users, and geography/regions forecast a US\$ 1.6 billion worth market reach by 2030. Report by SPER Market Research (2023) also estimated the OFD market in Nigeria to reach US\$ 3.09 billion by 2033. Additional analyses from Statista (2023) show that the Online Food Delivery market in Nigeria is expected to achieve a revenue of US\$2.83 billion by the end of 2024, and anticipated to grow by 37.6% in revenue in the same year. According to the same report, the number of users of OFD services in Nigeria is expected to reach 62.5 million by 2028. Chowdeck, a Nigerian Online food delivery service platform, declared in March 2024 that the platform had crossed ₦2.4 billion (\$2 million) in monthly Gross Merchandise Value (GMV), with over 30 billion in total deliveries across Abuja, Lagos, Port Harcourt, and Ibadan in 2024 (Nairametrics, 2024).

Despite this immense growth, the prognosis of the above reports show that the sector is not yet at its peak. There is a potential for market expansion and more consumer conversion if OFD service brands can appeal to more audience, know their pain points, satisfy them and make them brand loyalists. One of the most effective ways of achieving this is to keep up with the market and consumer trends through consumer behavior research.

### **Statement of the Problem**

In the evolving landscape of the 21st century, marketing research has become indispensable for understanding market dynamics and consumer behavior. As defined by the American Marketing Association (1988), marketing research is integral in identifying market opportunities and problems, refining marketing strategies, monitoring performance, and enhancing comprehension of the marketing process. At the core of this understanding lies consumer behavior research, which entails analyzing the intricacies of consumer decision-making processes—what drives their choices, how they act upon these choices, and why these patterns emerge (Arnould, Price & Zinkhan, 2002). Despite the evident growth of the online food delivery (OFD) sector globally, characterized by an increasing number of service providers and technological advancements, a significant research void persists concerning the consumer behavior of undergraduate students in Nigerian universities towards these services.

Existing research has largely concentrated on general consumer attitudes and behaviors or other aspects of the online food delivery sector. For example, studies have investigated consumer trust and security concerns in online food delivery platforms in Lagos State, Nigeria (Adewumi, 2024), Consumer perceptions on food delivery safety and hygiene in Lagos Nigeria (Omoweloye, 2024), Awareness and Perspective of students of

Federal University Oye-Ekiti, Nigeria, (Oyesomi, & Osuoha, 2024) among others, but a research gap is especially pronounced among undergraduate students in Nigeria, such as those at the University of Ibadan, where an in-depth understanding of their specific consumer behavior is crucial for refining OFD service offerings and improving market strategies. The lack of targeted research on this demographic leaves the factors affecting their acquisition, consumption, and post-purchase experiences with OFD services insufficiently explored, hence this study.

## Research Questions

The research questions for the study are as follows;

1. What disposition do undergraduate students of the University of Ibadan have towards Online Food Delivery services?
2. What factors influence adoption of online food delivery services among undergraduate students of the University of Ibadan?
3. What is the students' appraisal of the performance of online food delivery services in Ibadan metropolis?

## Research Objectives

Generally, the aim of this study is to investigate the perception and behaviour of undergraduate students of the University of Ibadan towards Online Food Delivery. Specifically, the objectives are:

1. To explore the disposition of undergraduate students of the University of Ibadan towards Online Food Delivery services.
2. To examine the factors responsible for the adoption of Online Food Delivery services in Ibadan among undergraduate students of the University of Ibadan.
3. To assess students' appraisal of the performance of online food delivery services in Ibadan metropolis

## Significance of the study

The findings from this study can provide Online Food Delivery (OFD) platforms operating in Ibadan metropolis with critical insights into the decision-making processes of this demographic, allowing them to better anticipate and respond to current and future market trends. By understanding their beliefs, pain points, preferences, and expectations, OFD platforms can tailor their strategies and offerings to enhance purchase, customer satisfaction and foster loyalty. The findings will also offer insights into how younger Nigerians engage with online food delivery services and the factors that shape their behaviours. Moreover, this study will expand the existing literature on online food delivery in Nigeria, providing a foundation for future research. Ultimately, the study will serve as a valuable resource for businesses, policymakers, and academics seeking to better understand the evolving nature of consumer behaviour in the foodservice and e-commerce sector.

## Scope of the study

This research only investigates the consumer behavior of undergraduate students at the University of Ibadan regarding online food delivery (OFD) services, with a deliberate focus on this demographic, excluding graduate and postgraduate students due to their distinct external influences. The emphasis on undergraduates is motivated by the recent expansion and increasing significance of the OFD sector in Nigeria, particularly within markets predominantly frequented by young adults.

The scope of this research is also confined to Online Food Delivery services operating within the Ibadan metropolis that specifically cater to the University of Ibadan community. This focused approach seeks to provide nuanced insights into the unique needs and behaviors of this demographic, thereby contributing to a more targeted understanding and optimization of OFD services for undergraduate students of the University of Ibadan.



## Limitations of the study

This study is specifically concentrated on the consumer behavior of undergraduate students at the University of Ibadan. Consequently, the findings may not be extrapolated to other demographic groups or institutions. While the application of stratified random sampling aims to represent key subgroups within the population, it may not fully encapsulate the entire demographic. Furthermore, the reliance on self-reported data via surveys introduces potential limitations related to the accuracy and quality of responses. These factors may impact the overall validity and generalizability of the study's results.

## Operational definition of terms

### I. Consumer Behavior

In this study, consumer behavior refers to the cognitive, emotional, and behavioral responses that influence consumers in their decision-making process. This includes evaluating, selecting, purchasing, and reflecting on their experiences.

### II. Online Food Delivery Services

Online Food Delivery (OFD) services are digital platforms, accessed via websites or mobile apps, that allow customers to order meals from various restaurants or vendors for off-premises consumption. The terms "Online Food Delivery platforms" and "Online Food Delivery Brands" are used interchangeably to refer to businesses providing these services.

### III. Undergraduate Students of University of Ibadan

This term refers specifically to individuals currently enrolled in an undergraduate degree program at the University of Ibadan, working towards their first academic degree.

### IV. Disposition

In the context of this study, "disposition" refers to the attitudes that undergraduate students hold towards online food delivery services, thereby assessing their intention.

## LITERATURE REVIEW

### Introduction

E-commerce, short for electronic commerce, encompasses the buying and selling of goods and services through various channels aided by the internet. One notable offshoot of this digital transformation is the rise of online food delivery services, which have become a prominent feature of the modern retail landscape. The rapid growth of these services has sparked considerable interest in global academic discourse, as they represent a unique intersection of technology, consumer behavior, and the food service industry. This chapter offers a comprehensive review of the existing literature, covering the conceptual, empirical and theoretical dimensions of the study. The review focuses on Online Food Delivery Services (OFDS) within the context of Nigeria's expanding e-commerce sector, exploring the key drivers behind the remarkable growth of this market as well as examining the technological, cultural, and socio-economic barriers.

### Conceptual Review

E-commerce is a vital part of today's global economy. The sector's pervasive influence has reshaped the operational paradigms of both commercial enterprises and consumer behaviors, thereby effectively dissolving traditional geographical constraints. This digital modality empowers businesses of all scales to engage with an expansive global marketplace, thereby fostering heightened competition and stimulating innovation across diverse sectors. Now, different subvariants of E-commerce, namely M-commerce, S-commerce, and Cross-border commerce, exist to further expand the reach of digital business models and tailor the shopping

experience to the preferences of modern consumers. Cross-border e-commerce, for example, addresses the complexities of international shipping, tariffs, local regulations, and language barriers, highlighting the growing importance of global trade in e-commerce. As businesses expand beyond borders, they must navigate these challenges to deliver seamless transactions. The rise of Mobile Commerce (M-commerce), which refers to E-commerce transactions conducted via mobile devices such as smartphones or tablets, is one of the key drivers behind this transformation. The proliferation of smartphones has made online shopping increasingly convenient and accessible, enhancing the reach of businesses and enabling consumers to shop on-the-go. Additionally, Social Commerce (S-commerce) integrates E-commerce with social media platforms like Facebook, Instagram, or TikTok, allowing businesses to promote, sell, and directly engage with customers through influencer marketing and user-generated content. Through influencer marketing, user-generated content, and seamless shopping experiences on social platforms, S-commerce is reshaping how businesses promote and sell their products. Together, these subvariants illustrate the dynamic evolution of e-commerce, adapting to new consumer needs and technological advancements in a constantly changing global marketplace.

While the African continent currently represents a comparatively modest proportion of the global e-commerce volume relative to more industrialized regions, it is nonetheless experiencing a phase of accelerating expansion. Nigeria, as the most populous nation on the African continent and a dominant economic force within the region, serves as a crucial catalyst for E-commerce advancement owing to its digitally adept youth demographic, increasing internet usage, and smartphone usage. Despite the promise and rapid growth, there are still notable challenges that hinder the full potential of e-commerce in Nigeria.

### **Overview of the E-commerce industry and Online Food Delivery services sector in Nigeria**

In recent years, Nigeria's E-commerce industry has undergone a profound transformation, driven by rapid technological advancements and shifting consumer preferences. The nation's commercial landscape is being reshaped by the convergence of increasing internet penetration, the widespread adoption of mobile technology, and the growing integration of digital payment systems, all of which have collectively spurred the growth of online commerce (Okolie & Ojome, 2020). This digital shift has not only broadened the scope of consumer access but has also introduced new business models and opportunities. As highlighted in a 2024 market report, the Nigerian e-commerce market is projected to reach a remarkable \$9.54 billion by 2025, with expectations to surge to \$16 billion by 2030, underscoring the sector's dynamic potential and positioning Nigeria as a critical player in the evolving e-commerce ecosystem across Africa (Mordor Intelligence, 2025).

Empirical studies underscore Nigeria's young, tech-savvy population as a driving force behind the adoption of digital solutions, creating a robust foundation for the e-commerce sector (Ekong, Ifinedo, Ayo, & Ifinedo, 2013; Ajayi, 2024). The eagerness of younger Nigerians to embrace digital technology is undeniably a significant factor in the sector's growth. However, it is important to consider that while the youth population forms a large part of the market, issues like affordability, trustworthiness, digital literacy, and access to reliable internet infrastructure may still limit some individuals' ability to fully participate in digital platforms thereby affecting the inclusivity of e-commerce growth, particularly in rural or less-developed regions.

Nonetheless, the apparent growth of the e-commerce landscape in Nigeria is especially notable within the online food delivery (OFD) sector, which has emerged as a key component of the broader digital economy. Researchers have highlighted how platforms like Jumia Food, Chowdeck, and Glovo have adapted their models to meet the demands of an increasingly urbanized and digitally engaged populace (Bannor & Amponsah, 2024). These platforms' ability to meet consumer demands by offering diverse food options, seamless payment systems, and timely delivery services continues to fuel the sector's expansion. However, a critique of this rapid growth would point to the challenges these platforms face in maintaining consistent service quality, especially in the face of logistical difficulties, infrastructure limitations, and competition. As the OFD market becomes more saturated, ensuring customer satisfaction will become increasingly critical for sustaining long-term growth.

The rise of online food delivery (OFD) platforms has been driven by the growing demand for convenience, particularly among urban dwellers with busy lifestyles. As noted by Chen, Liang, Liao, & Kuo (2020), these platforms enable consumers to easily order meals from a wide array of restaurants and vendors, ensuring fast and efficient delivery to their doorsteps. This appeal is further supported by studies that emphasize the

importance of variety, speed, and convenience in making OFD services indispensable for populations seeking efficient dining solutions (Saad, 2021; Wiastuti, Prawira, Lusiana, Lestari, Masatip, & Ngatemin, 2022; Okunola, Ogunbiyi, & Adejumo, 2023). In an increasingly fast-paced world, these key drivers—convenience and speed—are critical in shaping consumer preferences. However, in a competitive market such as OFD, balancing convenience with consistent service quality remains essential. If platforms focus only on meeting the speed and variety demands, there is a risk of overlooking the importance of service reliability, which is crucial for maintaining customer satisfaction and long-term loyalty, given the uniqueness of Nigerian consumers.

The COVID-19 pandemic further accelerated the growth of OFD services, as movement restrictions and heightened safety concerns made contactless meal delivery a necessity for many households (Dsouza & Sharma, 2021). In the same vein, Akintoye and Bello (2022) emphasized that the pandemic not only normalized online food delivery but also spurred the widespread adoption of e-commerce practices across Nigeria. While the pandemic acted as a catalyst for the sector's rapid growth, it raises an important question: how long can this growth be sustained in a post-pandemic environment? As the immediate need for contactless solutions decreases, consumer behavior may shift back toward traditional dining experiences. This transition presents a potential challenge for OFD platforms, which may no longer benefit from the same external pressures that drove the surge in demand during the pandemic. Thus, for long-term growth, platforms will need to focus on customer retention through consistent service delivery, product innovation, and adapting to shifting consumer expectations.

Despite the remarkable growth of Nigeria's OFD sector, significant structural challenges persist, especially concerning infrastructure. In their study, Oyesomi and Osuoha (2024) identified inadequate road networks and traffic congestion in metropolitan areas as major disruptions to delivery operations. Logistical bottlenecks, including delays caused by traffic jams and order fulfillment inconsistencies, pose substantial barriers to customer satisfaction (Ibrahim & Umar, 2023). These challenges are not unique to Nigeria but are common in many developing countries, where rapid urbanization often outpaces infrastructural development. While technological advancements are a key factor in the success of OFD platforms, addressing these infrastructural issues is critical for ensuring service efficiency. Moreover, OFD platforms must explore alternative solutions, such as partnerships with local delivery services, or even employ newer technologies like drones or motorbikes, which can navigate congested urban areas more efficiently.

In addition to physical infrastructure challenges, Oyesomi and Osuoha (2024) noted the unreliable electricity and internet services, particularly affecting smaller platforms that lack the resources to overcome these operational hurdles. The reliability of infrastructure is fundamental to the seamless functioning of digital platforms. While larger, more established platforms can invest in backup systems or infrastructure improvements, smaller platforms face significant challenges in ensuring consistent service delivery due to limited financial and technological resources. This raises concerns about the scalability and sustainability of smaller OFD platforms, which are critical in fostering competition and diversity within the market. Addressing these disparities is essential not only for the stability of smaller platforms but also for the overall competition in the Nigerian OFD market.

Despite these challenges, technological innovations, such as advancements in geo-location services and route optimization tools, have greatly improved the efficiency of delivery networks (Oyesomi & Osuoha, 2024). These technologies help mitigate some of the logistical issues faced by OFD platforms by enhancing route planning and reducing delivery times. However, technology is not a cure-all, and its adoption comes with new complexities. Continuous investment in technology infrastructure is required to keep up with evolving demands, and technological failures, such as inaccuracies in GPS data or system downtimes. Technological innovations, such as geo-location and route optimization tools, have the potential to significantly enhance the efficiency of delivery networks in the OFD sector. However, for these tools to function effectively, they must be continuously refined and adapted to the local context, ensuring they are responsive to the unique challenges of specific regions (Oyesomi & Osuoha, 2024). In a similar vein, intuitive mobile applications that have enhanced user experiences by streamlining the ordering and payment processes, revealed that user-friendly features, such as simplified navigation, clear menu presentations, and easy payment options, significantly enhance consumer satisfaction and convenience, demonstrating the value of user-centric technological solutions in the OFD sector. This underscores the need for a balanced approach where technological advancements and infrastructural improvements work in tandem to elevate service delivery.

As earlier stated, adopting the latest technology is not a cure-all nor is it the only route to consumer conversion. Beyond technology, competition exists. Bannor and Amponsah (2024) observed that competition within the Nigerian online food delivery (OFD) market is intense, with global players maximising their international brand recognition and financial resources to capture market share. In comparison with global platforms, local platforms like Chowdeck and Heyfood have gained traction by offering tailored services, fostering local partnerships, and focusing on consumer-centric strategies that resonate with the unique preferences and needs of Nigerian consumers. These local platforms, while often more agile, face the challenge of scaling operations and competing with the deep pockets and extensive networks of global players. Thus, success in the OFD market requires more than just cutting-edge technology, it also demands an understanding of local dynamics and the ability to differentiate in a highly competitive landscape.

Furthermore, Oti (2021) argued that cultural and socio-economic barriers present significant challenges to the adoption of online food delivery (OFD) platforms in Nigeria. While these barriers are indeed crucial, it is essential to recognize that skepticism towards online transactions is only one aspect of a broader issue that also includes digital literacy and the general perception of technology across various socio-cultural groups. Many consumers, particularly those from older generations or rural areas, may be unfamiliar with online platforms, which contributes to hesitation in their adoption. This adds another layer of complexity for OFD platforms, which must not only address concerns around fraud and payment insecurity but also focus on educating consumers and building digital trust among a diverse demographic.

The concerns around fraud and payment insecurity, highlighted by Igwe, Olumuyiwa & Abass (2020) are particularly pertinent in the Nigerian context, where cybercrime is prevalent. To address these concerns, OFD platforms have introduced secure payment systems and cash-on-delivery services as means to foster trust among users. However, beyond these measures, there remains a need for platforms to enhance consumer confidence through consistent service quality and transparent operational practices. Moreover, the socio-economic diversity of the Nigerian population necessitates the development of tailored offerings to meet the distinct needs of different consumer segments. As demonstrated by Liu (2023), platforms that offer a range of options, from budget-friendly meals for price-sensitive consumers to premium offerings for more affluent users, are better positioned to succeed in this market. This underscores the importance of recognizing and addressing the varying economic and cultural preferences across Nigeria's diverse consumer base to ensure the growth and sustainability of OFD platforms.

The Nigerian online food delivery sector is ready for more innovation and growth. On one hand, the integration of artificial intelligence (AI) is anticipated to revolutionize personalization, enabling platforms to offer tailored recommendations based on user preferences, bringing about even more convenience. On the other hand, scholars predict that the adoption of drone technology could provide innovative solutions to Nigeria's traffic problems, offering faster and more efficient deliveries in urban centers (Chukwu, Olorunfemi, & Osagie, 2023). Sustainability is another emerging trend in the sector, with OFD platforms around the world exploring eco-friendly packaging and waste reduction initiatives to align with global environmental standards. Research highlights that these efforts not only appeal to environmentally conscious consumers but also enhance the corporate reputation of the platforms involved (Ogunrinde & Alabi, 2023). It remains to be seen if platforms will adopt these practices and cutting-edge technologies at scale, as doing so will require overcoming significant challenges related to infrastructure, regulation, and consumer acceptance.

Despite the challenges, the Nigerian online food delivery (OFD) market exemplifies the potential of e-commerce to drive socio-economic development. Its rapid adoption among urban consumers underscores the resilience and adaptability of the sector (Oti, 2021). Technological advancements and strategic partnerships have enabled platforms to overcome many obstacles, while also creating new avenues for innovation. By addressing infrastructural and cultural barriers, the OFD sector is not only meeting the immediate demand for convenience but is also contributing to the broader digital transformation of Nigeria's economy.

Empirical studies repeatedly emphasize the role of the OFD market as a microcosm of the broader opportunities and challenges facing the Nigerian e-commerce landscape (Adekunle, Bamidele, & Nwosu, 2023). To maintain competitiveness and overcome these challenges, both global and domestic players must effectively differentiate themselves by integrating local marketing strategies and addressing specific cultural nuances (Ezeh, Okoro, & Chukwu, 2023). Among other initiatives, several practicable strategies are outlined



in the recommendations section of this study. Scholars contend that such efforts not only attract new users but also enhance the relationship between platforms and local businesses, thereby fostering a mutually beneficial ecosystem (Olalekan & Adeyemi, 2023).

In essence, the continued success of the OFD sector will depend on its ability to balance innovation with local market demands. As competition intensifies, platforms must go beyond just technological advancements and adopt strategies that resonate deeply with the socio-economic realities and cultural preferences of Nigerian consumers.

Table 1.1: Overview of top OFD brands operating in Ibadan metropolis, Nigeria (Author's own creation)

Platform	Products/Services	Target Demographic	Unique Features
<b>Glovo</b>	Food delivery, grocery delivery, package delivery	Tech-savvy young professionals, busy urban residents	Multiservice app offering food, groceries, and courier services; express delivery options
<b>Chowdeck</b>	Food delivery, curated local Nigerian cuisine	Lovers of Nigerian cuisine, middle-income families	Focus on Nigerian dishes, curated menus by top chefs
<b>Roppi</b>	Food delivery, grocery delivery, alcohol delivery	Young adults, corporate professionals, expatriates	Real-time order tracking, variety of alcohol and grocery options
<b>Heyfood</b>	Food delivery, healthy meal options, meal planning	Health-conscious individuals, fitness enthusiasts	Specializes in on-demand food from local eat outs.
<b>Jumia Food</b>	Food delivery, groceries, essentials, and beverages	Budget-conscious consumers, middle-income households	Comprehensive app for food, groceries, and beverages; discounts and loyalty programs

### Overview of Consumer Behaviour in Acceptance and Resistance of E-Commerce (Focus on Online Food Delivery Platforms)

Consumer behavior towards e-commerce, particularly online food delivery platforms, is shaped by various mutually inclusive factors that either facilitate acceptance or provoke resistance as different demographics possess varying degrees of favourability or unfavourability towards elements of e-commerce, creating a dynamic environment where the adoption of online food delivery services is neither uniform nor entirely predictable (Fatokun, 2023; Banner and Amponsah, 2024). This suggests that the factors influencing consumer behavior are not static and may evolve over time, hence, the need for consistent exploration into how localized factors influence adoption and how these factors interplay in real-time, particularly in the context of Nigerian youth.

Corroborating this, Oti (2021) posited that in Nigeria, this behavior is intricately influenced by socio-economic conditions, cultural norms, and varying levels of technological literacy. This observation, though crucial, overlooks the role of institutional and infrastructural barriers that also impact consumer behavior. Beyond technological literacy, factors such as internet connectivity, electricity supply, hygiene or health preferences and even payment infrastructure, among other factors, play an equally significant role in shaping the adoption of online food delivery platforms (Osaili et al, 2023).

In line with this, Usman & Adamkolo (2020) argued that the acceptance of e-commerce and online food delivery platforms in Nigeria is primarily driven by the benefits they offer in terms of convenience, accessibility, and time savings. While this argument is supported by a considerable body of literature (Fatokun, 2023), it could benefit from further exploration into the nuanced ways in which these benefits are perceived across different consumer groups. Convenience, for example, may hold different weights for urban dwellers compared to rural populations, who may place greater value on affordability over convenience

Another critical factor influencing consumer behaviour is the variety and accessibility of options available on these platforms. Online food delivery services allow users to browse menus from a diverse range of restaurants, compare prices, and make informed choices about their meals. Many platforms also offer discounts and promotions, further enhancing their appeal. This variety and perceived value resonate with consumers

seeking personalized and cost-effective dining solutions. Recent research highlights that these features are particularly attractive to younger, tech-savvy populations, who are more likely to experiment with new dining formats and seek value-added experiences (Ezeh & Oladipo, 2023).

Also, technological advancements have significantly bolstered trust in e-commerce, addressing some of the initial skepticism surrounding online transactions (Ayoade & Ayoade, 2022). Secure payment gateways have emerged as a cornerstone of this trust, providing users with a sense of safety when conducting financial transactions online (Chukwu et al., 2021). Real-time order tracking has also improved consumer confidence, offering transparency and accountability in service delivery (Ibrahim & Sulaimon, 2023). Likewise, customer reviews and ratings significantly enhance consumer trust by providing experiential insights from previous users. This peer-generated feedback is crucial in an online marketplace, where the physical inspection of products is impossible. These technological innovations have played a crucial role in expanding the user base of online food delivery platforms in Nigeria, particularly among middle-income earners who prioritize reliability and security (Okonkwo, Nwachukwu, & Bello, 2023; Olusola & Akinlabi, 2022).

The expansion of affordable smartphones and data plans has indeed revolutionized access to e-commerce platforms, opening new avenues for a broader section of the population to engage with online services. This increased accessibility is especially important for empowering younger, tech-savvy populations who are able to seamlessly integrate these services into their daily routines. However, it is important to recognize that while smartphones and affordable data plans have made significant inroads, they are not a panacea for bridging the digital divide. It is critical to note that the so-called affordable data costs are experienced differently by diverse demographic groups, particularly in terms of affordability. Although Afolabi & Adeyemi (2021) aptly highlight the strides made in Nigeria's telecommunications sector to reduce the cost of mobile internet, potentially enabling greater inclusivity in the digital economy, the concern remains that economic ability to consistently access and benefit from such services is not equally distributed. This urban-rural divide remains a persistent challenge. Although urban areas benefit from better infrastructure and more robust technological literacy, rural communities still face significant barriers to entry. These gaps, such as limited internet coverage and lower levels of technological familiarity, continue to hinder the widespread adoption of e-commerce in these areas, which complicates efforts for universal service adoption. Additionally, the unequal infrastructure and technological literacy that exacerbate these disparities. This disparity points to the broader issue of creating systemic solutions that are sustainable and equitable across both urban and rural settings.

Despite these advancements and the growing acceptance of online food delivery, resistance persists among certain consumer segments. One of the most prominent barriers is the lack of trust in digital platforms. Concerns about data privacy, payment fraud, and unreliable service delivery deter many potential users. Fraud is a significant issue in Nigeria's digital economy, with reports of scams and unauthorized transactions discouraging consumers from fully embracing e-commerce. Platforms have responded by implementing robust security measures, but public perception remains a hurdle, as many consumers still perceive e-commerce as risky (Saikrishnan, 2023). These challenges emphasize the need for continuous trust-building efforts, including better consumer education and stricter regulatory frameworks to enhance the credibility of digital platforms.

Cultural factors also play a significant role in shaping consumer resistance to online food delivery. Nigeria's diverse population has strong cultural preferences for face-to-face interactions and the tactile experience of selecting food in person. For many, the act of buying food is not just a transactional activity but a social and experiential one (Ogunleye and Chukwu, 2023). This preference for direct engagement with vendors and the ability to assess the quality of food visually and physically creates a barrier to the adoption of online platforms. Research shows that these cultural norms are particularly strong among older generations and in rural areas, where traditional practices dominate.

Moreover, economic factors further compound resistance to online food delivery platforms. High unemployment rates and inflation have significantly reduced disposable income for many Nigerians, making such services seem like an unnecessary luxury. Delivery fees and perceived higher costs of meals ordered through these platforms discourage price-sensitive consumers. Many potential users view the costs associated with online food delivery as unjustifiable when compared to cooking at home or purchasing food directly from local vendors. Studies reveal that affordability is a critical determinant of e-commerce adoption in Nigeria,

with lower-income households showing limited willingness to spend on convenience-driven services (Akinbade & Olorunfemi, 2023). The digital divide remains another major obstacle, particularly for rural and economically disadvantaged populations. While smartphone penetration is increasing, significant segments of the population lack the resources or technical expertise to access e-commerce platforms effectively (Oti, 2021).

Additionally, logistical challenges such as late deliveries, incorrect orders, and poor customer service contribute to dissatisfaction among existing users, further impeding the growth of these platforms. These issues, while often seen as operational hiccups, are in fact reflective of deeper inefficiencies within the logistical frameworks of online food delivery platforms which can significantly erode consumer trust. Platforms that fail to address these service deficiencies in a timely and transparent manner will not only risk diminishing consumer trust as Ibrahim & Adewale (2023) noted but also risk fostering a cycle of negative reviews and customer attrition, which in turn impedes their ability to expand.

Essentially, consumer behaviour towards e-commerce and by extension, online food delivery platforms in Nigeria are shaped by a nuanced blend of acceptance and resistance. While convenience, technological advancements, and increased accessibility drive adoption especially among urban populations, issues of trust, cultural norms, economic constraints, and the digital divide hinder widespread acceptance. Understanding these dynamics is essential for platforms seeking to navigate the complexities of the Nigerian market. By addressing the underlying barriers and leveraging the opportunities presented by a growing digital economy, online food delivery platforms have the potential to play a pivotal role in reshaping consumer behaviour and driving e-commerce growth in Nigeria.

## Empirical Review

A wide range of empirical studies have extensively investigated consumer behaviour in e-commerce especially within the online food delivery sector in Nigeria. A study by Rosli and Lani (2021) examined factors influencing students' choices in online food delivery, focusing on attitudes, time-saving, and promotion. Using questionnaires from 265 respondents, data analysed with SPSS revealed significant positive correlations between these factors and consumer behaviour. The study also showed that attitudes, time-saving, and promotion significantly influenced students' behaviour towards online food delivery. The study found a positive correlation between attitudes (correlation 0.581,  $p < 0.05$ ) and consumer behaviour, indicating the influence of early adopters on purchasing decisions. Time-saving was also positively related (correlation 0.594,  $p < 0.05$ ), emphasizing the convenience of efficient delivery systems. Promotion showed the strongest correlation (correlation 1.000,  $p < 0.05$ ), highlighting its role in attracting customers through cost-saving offers and enhancing brand reputation.

Examining the low level of consumer e-commerce adoption in Nigeria, primarily due to a preference for offline transactions and risk perceptions that negatively affect consumer confidence in online shopping, Oti (2021) identified key issues such as e-payment security, and delivery and cancellation challenges. Using a comparative approach with UK and Chinese legal models, the research developed a framework based on the Technology Acceptance Model and the study found that while Nigerian consumers view e-commerce as useful, many lack trust in online merchants.

In another study, Soladoye (2023) examined factors influencing consumer perception of food delivery safety in Lagos, Nigeria, focusing on willingness to pay, packaging, quality, and income. Using probit regression analysis, the study analysed responses from 314 participants collected through a questionnaire survey conducted via Google Forms. The results indicated that consumers who believed food packaging and quality contributed to food safety had a more positive perception of the delivery system. Income was also a significant predictor, with those earning less than \$112 per month being less likely to perceive the delivery system as safe. However, willingness to pay did not significantly influence perceptions of safety. The study concluded that food packaging and quality are key factors in shaping consumer perceptions of food delivery safety.

While extant research on online food delivery in Nigeria has focused on general consumer groups and specific aspects of OFD services, there remains a significant gap in studying younger demographics, particularly university undergraduates. This demographic, shaped by unique factors like tech-savviness, lifestyle, social

influences, and academic pressures, may have distinct behaviors, preferences, and perceptions compared to older populations. This demographic also has a high tendency to make a trans-generational culture out of ordering food online. This study, therefore, seeks to fill this gap, specifically focusing on University of Ibadan undergraduate students in Nigeria.

## Theoretical Framework

To provide a theoretical foundation for this study, the following key theories will be explored.

### Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), conceptualized by Fred Davis in 1989, serves as a foundational framework for understanding how users adopt and utilize technological systems. This model posits that two primary constructs—perceived usefulness (PU) and perceived ease of use (PEOU)—determine a user's decision to accept and engage with technology. PU reflects the extent to which a person believes that using a technology will enhance their performance or improve outcomes, while PEOU measures the degree to which a person finds the technology effortless and straightforward to use. These constructs work in tandem to influence user attitudes, behavioural intentions, and ultimately, the actual use of the technology. TAM's simplicity and adaptability have made it widely applicable across diverse contexts, including the study of consumer behaviour toward online food delivery (OFD) platforms in Nigeria (Davis, 1989). As the OFD market in Nigeria expands, understanding the roles of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) can offer deeper insights into why certain consumer segments embrace these platforms while others remain hesitant.

Applying Technology Acceptance Model (TAM) to the analysis of Online Food Delivery (OFD) platforms in Nigeria offers valuable insights into the behavioural patterns driving adoption and resistance. Perceived Usefulness (PU), for instance, is central to understanding how users perceive the value of these platforms. In a country characterized by bustling urban centres and significant traffic congestion, OFD services provide clear time-saving benefits by eliminating the need to travel to restaurants or food vendors. Consumers appreciate the convenience of browsing through a variety of menu options, comparing prices, and ordering meals with minimal effort. This perceived utility is amplified when platforms address specific consumer pain points, such as offering delivery during peak traffic hours or catering to diverse dietary preferences (Adeniran & Adebayo, 2022).

Perceived ease of use (PEOU) is another critical factor influencing consumer behaviour towards OFD platforms. The ease with which users can navigate an app, place orders, and make payments significantly impacts their willingness to engage with the service. Platforms that prioritize user-friendly designs, intuitive interfaces, and seamless functionality tend to achieve higher levels of consumer satisfaction and adoption. For example, features such as personalized recommendations, real-time order tracking, and multiple payment options enhance the overall user experience. Conversely, technical glitches, cumbersome navigation, or unclear instructions can deter users and lead to negative perceptions of the platform (Ifeanyi & Chijioke, 2021). Poor user experience, especially in the initial stages of adoption, can hinder the long-term success of these platforms.

The interplay of PU and PEOU extends beyond individual user preferences to encompass broader societal and cultural dynamics. In Nigeria, skepticism toward e-commerce remains prevalent due to concerns about data security, payment fraud, and unreliable service delivery. These concerns directly affect the constructs of PU and PEOU, as users are less likely to perceive the platforms as useful or easy to use if they fear potential risks. For instance, occurrences of delayed deliveries, inaccurate orders, and unauthorized financial transactions erode consumer trust and discourage the utilization of these services. Addressing these issues requires platforms to implement robust security measures, transparent operational policies, and responsive customer support systems. By mitigating risks and building trust, platforms can enhance both PU and PEOU, leading to greater acceptance among users.

TAM also highlights the importance of Attitude Toward Use (ATU) and Behavioural Intention to use (BI) in determining actual technology adoption. Positive attitudes, shaped by satisfying experiences and trust in the



platform, encourage repeat usage and foster loyalty. Conversely, negative experiences, such as unreliable deliveries or poor customer service, result in diminished ATU and weaker behavioural intentions. In Nigeria's OFD market, platforms that consistently deliver quality service are more likely to retain users and achieve sustainable growth (Akinyemi & Babajide, 2022). This underscores the importance of not only meeting but exceeding customer expectations to foster brand loyalty. In a competitive market where users have numerous alternatives, maintaining a consistent and positive user experience is essential for ensuring continued usage.

In the Nigerian context, TAM provides a valuable framework for understanding the interaction between socio-economic and cultural factors and perceptions of technology. For instance, the digital divide remains a significant challenge, as many rural and economically disadvantaged populations lack access to smartphones, stable internet connectivity or no network at all, or the technical literacy needed to use OFD platforms. Bridging this divide involves not only improving infrastructure but also designing services that cater to the needs of underserved communities (Nwachukwu, 2022). Educational initiatives aimed at increasing digital literacy, combined with affordable data plans and localized content, can enhance PEOU and expand the reach of these platforms. Moreover, by considering local contexts and addressing unique consumer needs, OFD platforms can better tailor their services to maximize adoption. This holistic approach can ensure that OFD services are not only accessible but also inclusive, helping bridge the gap between urban and rural users.

The Technology Acceptance Model (TAM) provides a comprehensive framework for understanding the adoption and usage of online food delivery (OFD) platforms in Nigeria. By focusing on perceived usefulness (PU) and perceived ease of use (PEOU), TAM effectively captures the factors that influence consumer behaviour, including the convenience, time-saving benefits, and ease of navigation that OFD platforms offer. However, while these constructs are critical in driving adoption, concerns around data security, payment fraud, and unreliable service delivery continue to pose significant barriers, undermining user trust and limiting the widespread acceptance of these platforms. For OFD platforms to thrive in Nigeria's dynamic and competitive market, they must address these concerns by implementing robust security measures, offering seamless user experiences, and ensuring consistent service quality. Additionally, tackling the digital divide and considering cultural and socio-economic factors can enhance the accessibility and relevance of these platforms, particularly in underserved rural areas. By leveraging TAM to identify and address the factors influencing consumer behaviour, OFD services can build trust, enhance user satisfaction, and ultimately foster long-term adoption and growth in Nigeria's burgeoning digital economy. As the sector evolves, TAM's insights will remain vital in shaping strategies to meet consumer expectations and drive sustainable success. This theory and its key components are captured in the table below.

Table 2.1: Technology Acceptance Model and its components (Author's own creation)

Key Construct	Description
<b>Perceived Usefulness (PU)</b>	In online food delivery platforms, PU reflects the ability of these services to save time, provide access to diverse meal options, and offer convenience. Enhanced dining experiences lead to higher adoption
<b>Perceived Ease of Use (PEOU)</b>	The simplicity of navigating an OFD app, placing orders, and making payments influences user adoption. Features like user-friendly interfaces and intuitive designs increase PEOU.
<b>Attitude Towards Use (ATU)</b>	User's overall positive or negative feelings about the technology. Positive experiences such as timely deliveries and quality service strengthen ATU, promoting repeat usage.
<b>Behavioural Intention to Use (BI)</b>	Reflects the likelihood of future use. Constructs like high PU and PEOU contribute to stronger BI, which is a precursor to actual usage of the platform.
<b>Actual Usage</b>	The extent to which users engage with and utilize the platform to place orders, browse meal options, and complete transactions (Davis, 1989).

## Theory of Reasoned Action (TRA)

While the Technology Acceptance Model (TAM) focuses primarily on the individual factors influencing the adoption of technology, specifically its perceived usefulness and ease, it does not fully account for the social

influences or broader psychological factors that play a role in decision-making. The Theory of Reasoned Action (TRA), on the other hand, is essential to this study as it offers a more comprehensive framework for understanding the attitudes and social influences that drive behavioral intentions toward online food delivery services. TRA incorporates the role of subjective norms, such as the expectations of peers, family, and social networks, in shaping individuals' intentions to adopt or reject these services. This integration of cognitive and social dimensions provides a richer understanding of the factors influencing student engagement with online food delivery platforms.

These two components in turn are the most immediate predictors of actual behavior, thus, relying upon the assumption that the consumer undertakes these comprehensive cognitive processing prior to purchase or otherwise. Hale, Householder and Greene (2003) posit that the Theory of Reasoned Action caters to volitional behaviours, that is, conscious decision making on the part of the actor as opposed to spontaneous, impulsive, habitual, or mindless actions. Buying is, fundamentally, a volitional action, characterized by conscious decision-making, personal agency, and the capacity for deliberate choice. Although arguments may be made for external factors such as advertising, social trends, or other marketing tactics that can sway consumers into impulsive behavior, TRA contends that even then, there are cognitive processes involved. This is why the theory posits that the most proximal predictor of volitional behaviour is one's behavioural intention, a result of both an individual influence and normative influence.

The individual influence on intention is a person's attitude toward performing the volitional behaviour while the normative influence refers to subjective norms, which are shaped by an individual's perceptions of the expectations held by significant others in their life, particularly whether these individuals would approve or disapprove of the behavior in question. In itself, a subjective norm is determined by two key factors: normative belief, which refers to the perceived expectations of important others regarding a particular behavior, and motivation to comply, which reflects the real or perceived pressure an individual feels to align their behavior with those expectations (Hale, Householder and Greene, 2003).

Furthermore, in the field of social psychology, subjective norms are commonly categorized into two distinct types: injunctive norms and descriptive norms. Injunctive norms refer to individuals' perceptions of the behaviors that others believe they should engage in, often reflecting societal expectations or moral imperatives (Cialdini, Kallgren, & Reno, 1991). In contrast, descriptive norms pertain to an individual's perception of the behaviors that others typically engage in, which may not necessarily align with what is socially or morally prescribed (Schultz, Nolan, Cialdini, Goldstein, & Griskevicius, 2007). While injunctive norms emphasize prescriptive beliefs about "ought" behavior, descriptive norms are focused on what is actually done by others, regardless of whether it is perceived as appropriate or acceptable.

As a sub-component of Behavioural Intention (BI), Fishbein and Ajzen (1975) further defined attitude as a disposition to respond favorably or unfavorably toward some psychological object. In this context, attitude is typically considered a summation of beliefs, where each belief is associated with specific attributes, and these beliefs are weighed by the salience or importance of the consumer's evaluation. Beliefs play a critical role in the formation of attitudes, as both belief strength and belief evaluation significantly influence attitudinal outcomes. According to Hale, Householder, and Greene (2003), belief strength is the certainty with which a belief is held meanwhile belief evaluation is the extent to which the attribute is judged to be positive or negative. The interplay between these two dimensions—belief strength and evaluation—shapes the intensity and direction of attitudes, as stronger beliefs tend to have a more substantial impact on attitudinal formation, especially when the evaluation of the belief is strongly positive or negative (Ajzen, 2001).

The Theory of Reasoned Action (TRA) suggests that beliefs are combined additively to form attitudes, which, when paired with subjective norms, act as antecedents to behavioral intentions. These intentions, whether positive or negative, then influence actual behavior. In the case of online food delivery services, actual behavior may manifest as either a purchase or non-purchase decision. The likelihood of making a purchase is shaped by several factors, including the number of favorable beliefs an individual holds, the strength of their attitude toward using the service (such as an undergraduate consumer), their motivation to comply with perceived social expectations, and the favorability of their behavioral intentions. The greater the alignment of these factors, the more likely it is that the individual will engage in the behavior, such as making a purchase.

In this context, the Theory of Reasoned Action will be applied to assess the beliefs, motivation to comply, attitudes, behavioral intentions, and actual behavior of undergraduate students at the University of Ibadan towards online food delivery services.

Table 2.2: Theory of Reasoned Action and its components (Author's own creation)

Key Construct	Description
<b>Beliefs</b>	<b>Cognitive assessments about the outcomes of a behavior, shaping how an individual perceives a given action (Fishbein &amp; Ajzen, 1975).</b>
<b>Attitude</b>	An individual's positive or negative evaluation of performing a specific behavior (Fishbein & Ajzen, 1975).
<b>Subjective Norm</b>	This reflects an individual's perception of the social pressure to perform or not perform a particular behavior. This is usually based on their beliefs about what
<b>Behavioral Intention</b>	This refers to an individual's conscious plan or decision to perform a specific behavior. A strong positive attitude towards using online food delivery combined with a perception of strong social pressure to use it will lead to a strong intention to use the service (Ajzen, 1991)
<b>Actual Behavior</b>	Actual behavior refers to the performance of the intended action, which is the outcome of the behavioral intention (Fishbein & Ajzen, 1975).

These theories are pertinent to the study, as the Theory of Reasoned Action (TRA) provides a robust framework for addressing Research Objective One. By "dispositions," the theory will ascertain the students' attitudes, which are shaped by their beliefs about the outcomes of using the service, and the influence of subjective norms, such as the perceived expectations of peers, family, and social networks. Specifically, TRA facilitates the exploration of students' attitudes—whether positive or negative—toward using Online Food Delivery services, and it examines how social influences (e.g., peer usage, family opinions, and societal pressures) affect their behavioral intentions to adopt or reject these services. Moreover, the Theory of Reasoned Action (TRA) is highly relevant for Research Objective 3, which assesses students' appraisals of the performance of online food delivery services in Ibadan metropolis by examining the influence of their attitudes and subjective norms on their behavioral intentions to use these services. These intentions, in turn, are expected to influence their resulting appraisals of performance. Therefore, this approach integrates both cognitive and social dimensions, offering a comprehensive framework for understanding the factors that shape student engagement with online food delivery platforms.

Similarly, the Technology Acceptance Model (TAM) is most applicable to Research Question Two which seeks to assess *"What factors influence adoption of online food delivery services among undergraduate students of the University of Ibadan?"* as it specifically examines the factors that influence the acceptance and use of this technology. It proposes that two key beliefs—perceived usefulness, the extent to which a person believes that using a technology will enhance their performance or useful to their lifestyle, and perceived ease of use, the degree to which a person believes that using a technology will be free of effort—determine an individual's intention to use a technology. Likewise, this theory can also be relevant to Research Question Three as perceived usefulness and ease of use can contribute to overall performance judgments.

In summary, this chapter provides a comprehensive conceptual review and analysis of consumer behavior in the acceptance and resistance to e-commerce, with a particular focus on online food delivery platforms. It also offers an overview of the e-commerce industry and the online food delivery sector in Nigeria, highlighting the rapid growth observed in recent years, driven by technological advancements and shifts in consumer preferences.

Empirical studies underscore the potential of Nigeria's youthful, tech-savvy population as a significant driver of digital adoption, although there remains a dearth of research in this area. Notwithstanding, challenges such as affordability, trustworthiness, digital literacy, health and hygiene concerns, cultural preferences and the availability of reliable internet infrastructure continue to hinder full participation for some individuals. Employing the Technology Acceptance Model and the Theory of Reasoned Action, this study explores how online food delivery platforms can adapt their models to cater to the needs of an increasingly urbanized and

digitally engaged consumer base such as undergraduate students of the university of Ibadan, especially as the market becomes more saturated and competitive.

## RESEARCH METHODOLOGY

### Introduction

In carrying out consumer behavior research, consumer responses are necessary to understand the affective (feelings), cognitive (thoughts) and behavior (actions) of consumers and why they make the choices they do. This chapter provides the structured process for which this consumer behavior research will be conducted.

### Research Design

This study employs a quantitative research design to gather insights into the disposition and behaviors of undergraduate students regarding online food delivery services. The research relies exclusively on quantitative methods, utilizing a structured survey.

### Study Population

All data used in the study were sourced from respondents among the selected population, University of Ibadan undergraduates. As at the time of carrying out this study, according to Information technology and media services (ITEMS), the statistics of undergraduate students enrolled in the last four academic years sums up to 62, 093. The justification for this population choice is due to the potential of student customers to OFD services (Chandrasekhar, Kumar, & Rai, 2019; Sabhani, Khan, & Patel, 2021).

### Sampling Techniques

In this study, the stratified random sampling method was employed to ensure a representative distribution of participants across the various undergraduate hostels at the University of Ibadan. The population was partitioned into strata based on the nine undergraduate halls on campus, namely Mellanby Hall, Tedder Hall, Kutu Hall, Sultan Bello Hall, Queen Elizabeth II Hall, Queen Idia Hall, Independence Hall, Nnamdi Azikwe Hall, and Obafemi Awolowo Hall. By using this technique, each hostel was treated as a separate stratum, ensuring that the sample adequately reflected the diversity of the student population across all residential areas. This approach enabled the research to achieve 100% coverage of the undergraduate halls, allowing for a more comprehensive and representative survey of undergraduate students' dispositions and behaviors toward online food delivery services. This stratification method also enhanced the precision of the sample by ensuring that each subgroup of students from different halls was proportionally represented in the final sample.

### Sample Size

Given that the population for the study is 62,093 undergraduate students, the Taro Yamane formula, was deployed to determine the sample size for this study.

$$\text{Taro Yamane formula: } n = \frac{N}{1 + N(e)^2}$$

Where:

**n**= Sample Size, **N**= Population, **e**= Margin of error

Where  $n$  is unknown,  $N = 62,093$ ,  $e = 0.05$

$$n = \frac{62,093}{1 + 62,093(0.05)^2}$$

$$n = \frac{62,093}{1 + 62,093(0.0025)}$$



$$n = \frac{62,093}{1+155.23}$$

$$n = \frac{62,093}{156.23}$$

$$n = 397.446$$

$$n = 397$$

To address the potential for participant attrition and ensure sufficient statistical power, this study makes an additional 10% provision, a measure considered appropriate due to the dynamic nature of the target population.

Therefore 10 % of 397 = 39.7

$397 + 39.7 = 436.7$ , approximately = 437.

Therefore, the sample size for this study is 437 undergraduate students of the University of Ibadan.

### Instrument of Data Collection

The instrument employed for data collection in this study was a structured questionnaire, designed to capture both quantitative and qualitative data. The questionnaire was organized into five distinct sections. The first section gathered demographic information about the respondents. The second section focused on the respondents' usage patterns of online food delivery services. The third section assessed respondents' perceptions of online food delivery services, utilizing a Likert scale to measure intensity. The fourth section examined factors that may influence the adoption of online food delivery services, identifying key determinants of consumer behavior among respondents. Finally, the fifth section included both closed and open-ended questions, probing respondents' overall judgment of the performance of online food delivery services operating in Ibadan noting their satisfaction level, experiences and expectations.

### Validity of Instrument

To ensure the validity of the instrument, a pre-test was conducted prior to the main data collection phase. The pre-test involved 39 undergraduate students from across different faculties in Lead City University, Ibadan. This procedure was implemented to assess the clarity and comprehensibility of the questionnaire items, ensuring that respondents could easily understand and interpret the questions. Additionally, the pre-test served to verify that the instrument effectively measured the constructs it was designed to measure, ensuring content validity.

### Reliability of Instrument

To further assess the internal consistency of the instrument, Cronbach's alpha was computed for the pre-test data obtained from 39 undergraduate students at Lead City University. The overall Cronbach's alpha coefficient for the entire instrument was found to be **0.78**, falling above the acceptable threshold of **0.70** and indicating a high level of internal consistency, allowing for refinements to the instrument before its administration and use in the full study.

Following a rigorous process of validation by the researcher's supervisor, ambiguities and misinterpretations identified during the pre-test were also addressed.

### Method of Data Collection

Quantitative data for this study was collected through the administration of structured questionnaire, which were distributed with the assistance of a trained research assistant. The research assistant played a key role in ensuring that the questionnaires were distributed to respondents in selected undergraduate halls. Prior to data

collection, the research assistant underwent training on best practices for offline questionnaire administration. This training emphasized the importance of maintaining respect for the respondents, ensuring that their privacy and autonomy were upheld throughout the process. Additionally, the assistant was instructed to avoid any interference in the respondents' decision-making, thereby minimizing potential bias in the responses and ensuring that the data collected remained valid and reliable.

### **Method of Data Analysis**

In the analysis of the collected data, both descriptive and inferential statistics were employed. Descriptive statistics, including simple frequencies and percentages, were used to summarize and analyze the demographic characteristics of the participants. These measures provided a comprehensive overview of the sample's composition. Descriptive statistics were also applied to address the research questions, offering insights into participants' attitudes, perceptions, and behaviors towards online food delivery services.

To explore the factors influencing the adoption of online food delivery services, appropriate inferential statistics were utilized. A t-test for independent samples was conducted to determine whether there were significant differences between male and female students in their adoption of online food delivery services. This statistical test was chosen because the independent variable, gender, has only two categories.

Additionally, a One-Way Analysis of Variance (ANOVA) was performed to assess the influence of level of study on the adoption of online food delivery services. Since the independent variable, level of study, consists of more than two groups, ANOVA was deemed appropriate for comparing the mean differences between these groups.

Finally, a Pearson's  $r$  correlation coefficient was calculated to examine the relationship between students' income or allowance level and the adoption of online food delivery services. This correlation analysis aimed to identify the strength and direction of the association between these two variables, providing valuable insight into how income may influence the likelihood of adopting online food delivery services.

These statistical methods provided a robust framework for analyzing the data, ensuring a thorough exploration of other factors that may influence the adoption of online food delivery services among undergraduate students aside technology acceptance.

### **Ethical Considerations**

This study adhered to strict ethical guidelines to ensure the integrity of the research process and the protection of participants. At the outset, participants were provided with comprehensive information about the study's purpose and procedures. Consent was obtained voluntarily from all respondents, ensuring their participation was informed. The study guaranteed confidentiality and anonymity by ensuring that no personal identifiable information (PII) was collected during the research process. Respondents were also informed of their right to withdraw from the study at any stage without any negative consequences.

## **DATA ANALYSIS AND DISCUSSION OF FINDINGS**

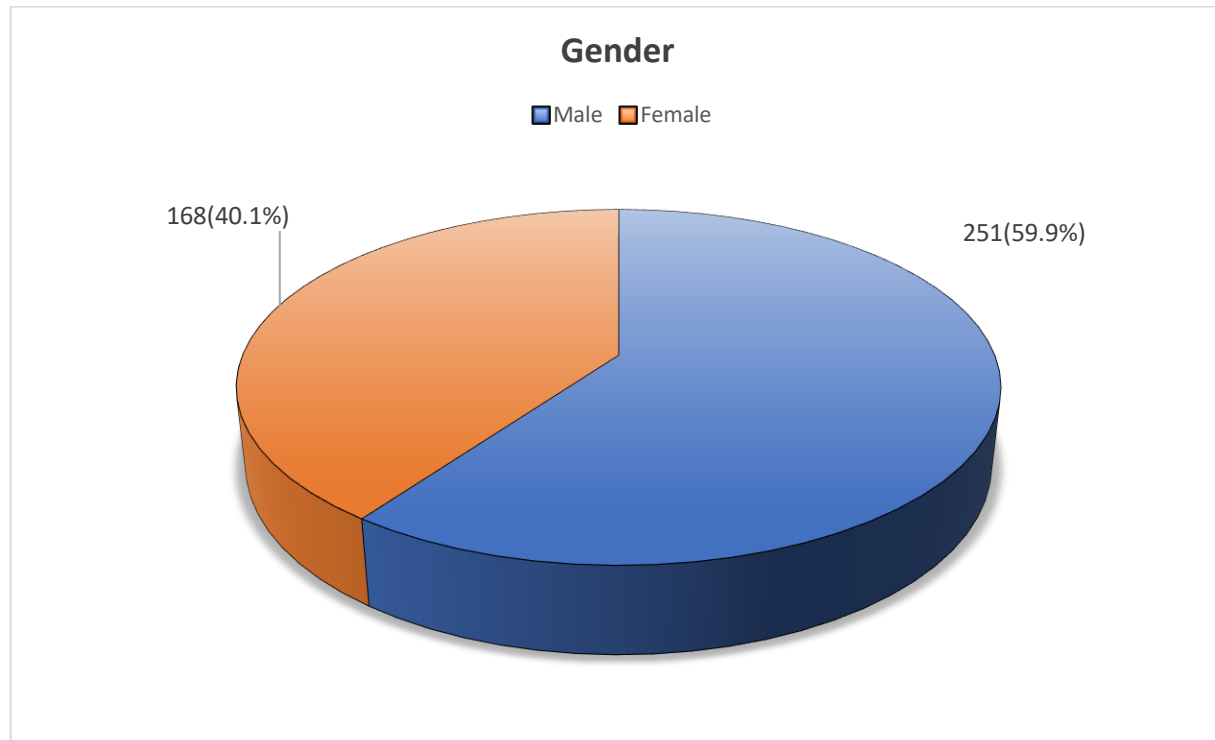
### **Introduction**

This chapter presents results on the consumers' behaviour of undergraduate students of the University of Ibadan towards Online Food Delivery services operating within Ibadan metropolis. Presented in sub-sections are the analysis, interpretation, and discussion of survey findings. The research questions of the study served as the basis for the discussion of the findings, which were presented using charts, tables, graph, frequency counts and percentages. Four hundred and nineteen (419) copies of the survey were answered in total. Therefore, it is on the basis of the information obtained from these responses that all conclusions in this study were made.

### **Demographic Characteristics of Respondents**

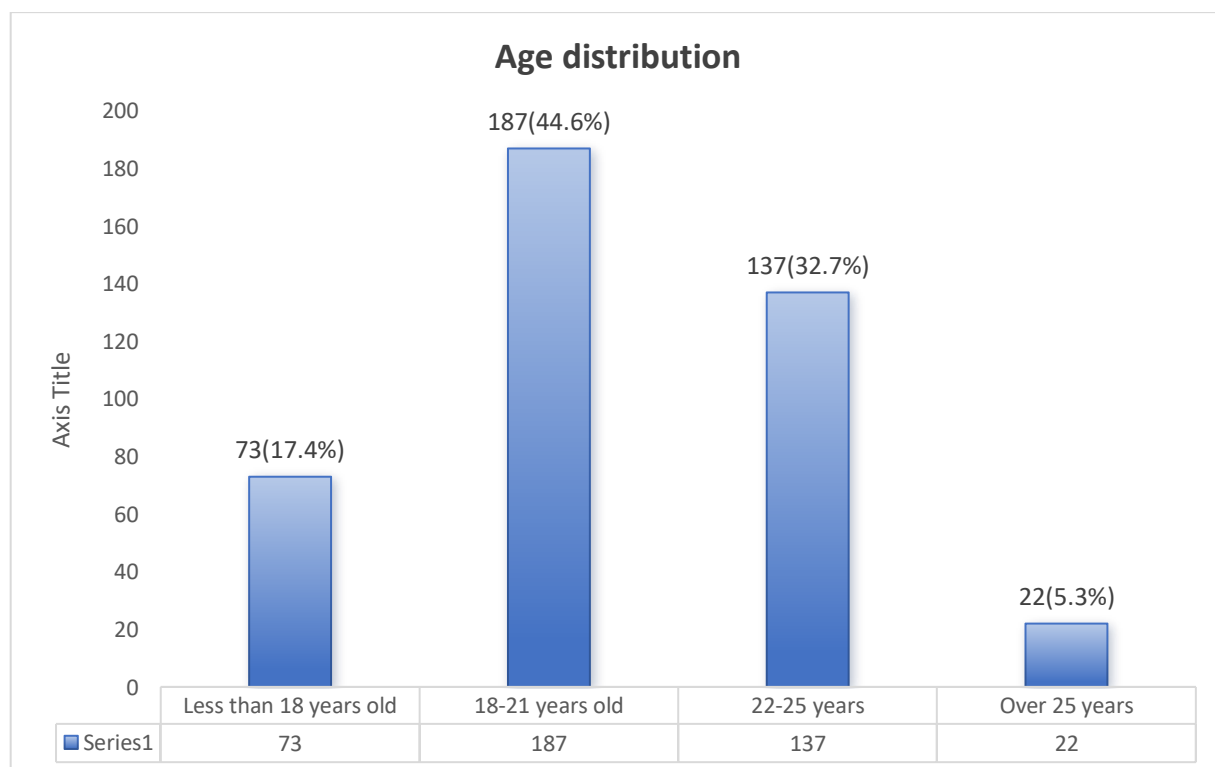
This section presents results on the respondents' demographic characteristics, including gender, age, level, faculty, department, hostel of residence and monthly income/allowance range.

Figure 4.1.1: Gender of respondents



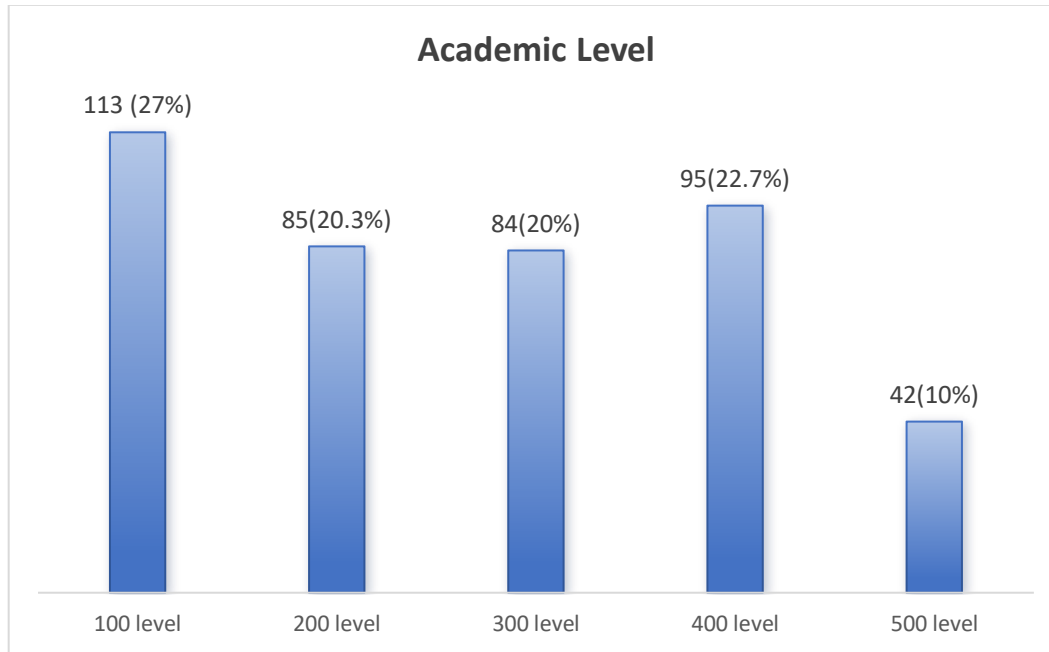
As shown in Figure 4.1.1, more of the respondents 251 (59.9%) are male, while the other 168 (40.1%) are female.

Figure 4.1.2: Age distribution of respondents.



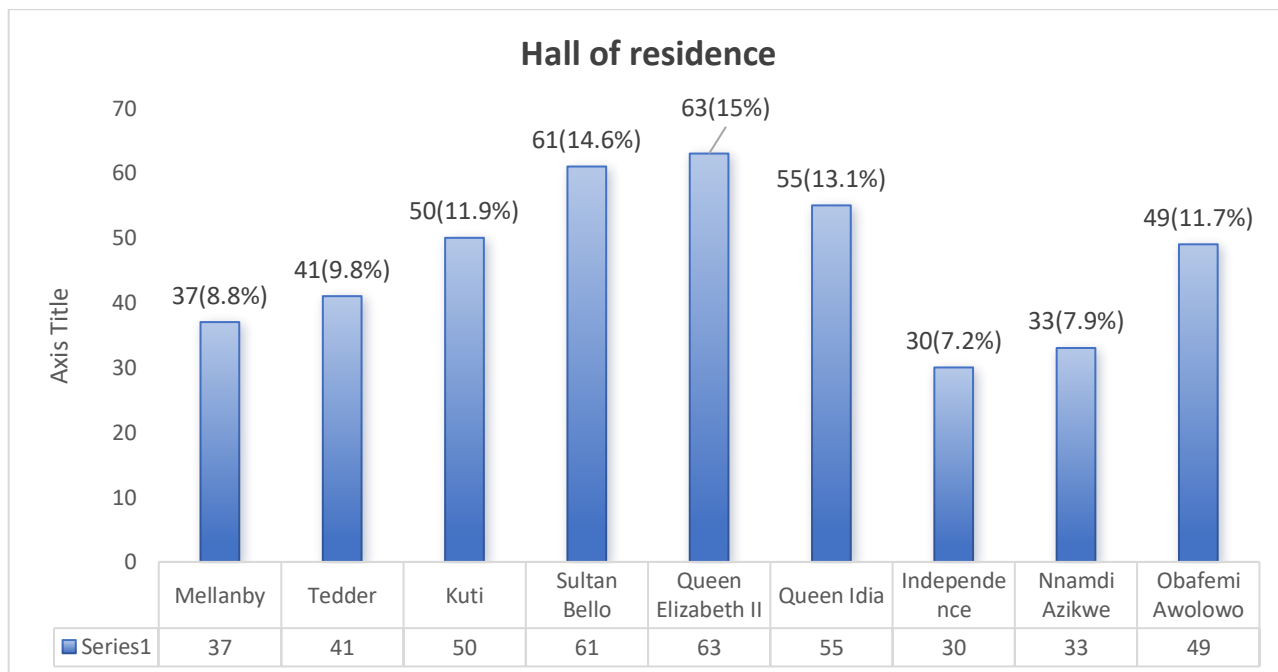
As shown in Figure 4.1.2, majority of the respondents 187 (44.6%) were between the age group of 18 to 21 years old, followed by 137 (32.7%) respondents who were between the ages of 22 and 25 years old, 73 (17.4%) respondents are less than 18 years old, while the other 22 (5.3%) respondents are over 25 years old. This implies that the study primarily captures the consumption patterns of traditional undergraduate students, potentially limiting the generalizability of findings to other age groups.

Figure 4.1.3: Academic Level of respondents.



As shown in Figure 4.1.3, there is a relatively even distribution of respondents across different undergraduate levels. 113 (27%) respondents were 100 level students, 85 (20.3%) were 200 level students, 84 (20%) were 300 level students, 95 (22.7%) were 400 level students, while the other 42 (10%) were 500 level students.

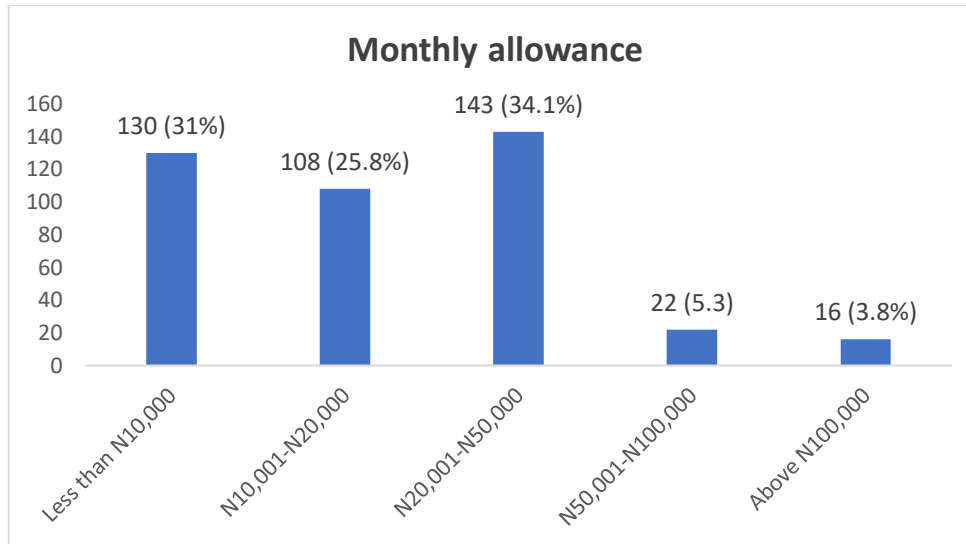
Figure 4.1.4: Respondents' Hostel of Residence



Data from Figure 4.2.4 captures respondents from the 9 undergraduate halls available at the University of Ibadan namely Mellanby Hall, Tedder Hall, Kuti Hall, Sultan Bello Hall, Queen Elizabeth II Hall, Queen Idia Hall, Independence Hall, Nnamdi Azikwe Hall, and Obafemi Awolowo Hall. The uneven distribution of respondents across halls is due to the disproportionate number of male to female halls at the University of Ibadan, with six male halls and only three female halls. Noting this, more questionnaire items were distributed to the female halls in order to capture a more balanced representation of the female student population. Data from the above chart shows that Queen Elizabeth II Hall exhibited the highest representation, followed by Sultan Bello, Queen Idia, and Kuti Halls. Conversely, Independence Hall had the lowest number of respondents.



Figure 4.1.5: Respondents' Monthly Allowance Range



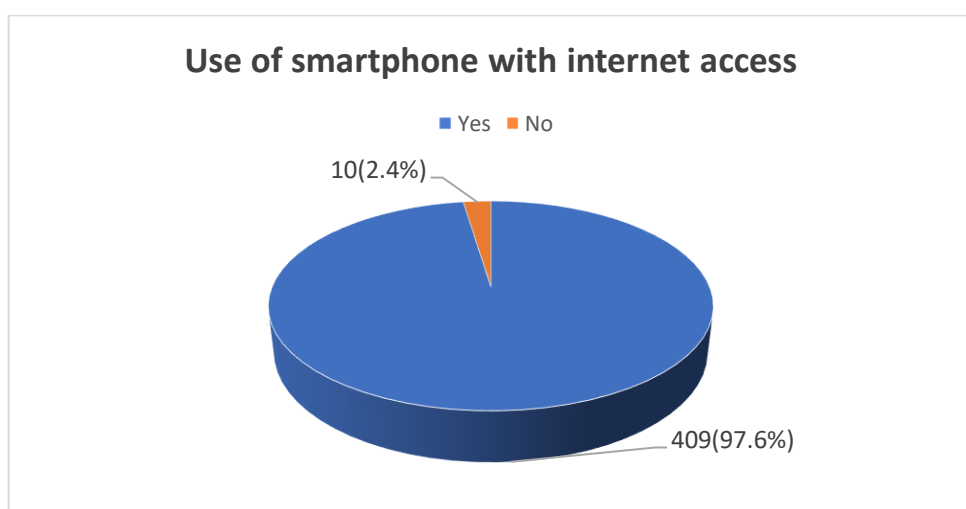
The data in Figure 4.1.5 provides a critical overview of the financial landscape of the undergraduate student population at the University of Ibadan, a key demographic for Online Food Delivery services. The most prominent segment of the student population (34.1%) receives between N20,000 and N50,000 monthly, suggesting a moderate level of disposable income. This group likely represents a significant target market for online food delivery services, possessing sufficient financial resources to engage in discretionary spending. Conversely, a substantial portion of the student body (31%) operates on a monthly allowance or income of less than N10,000. This demographic is likely to exhibit more price-sensitive consumption patterns and may be more inclined to utilize food delivery services during promotional periods or for special occasions.

A small but notable proportion of students (5.3%) earn between N50,001 and N100,000, representing a segment with potentially higher spending power. This group could be a valuable target for premium food delivery services or those offering a wider range of upscale food options. Finally, a relatively smaller but affluent group (3.8%) enjoys a monthly allowance or income exceeding N100,000. This segment represents a market with high disposable income who may be more willing to pay for convenience and quality.

### Respondents' Internet Access, Awareness, and Usage Patterns of Online Food Delivery Services in Ibadan

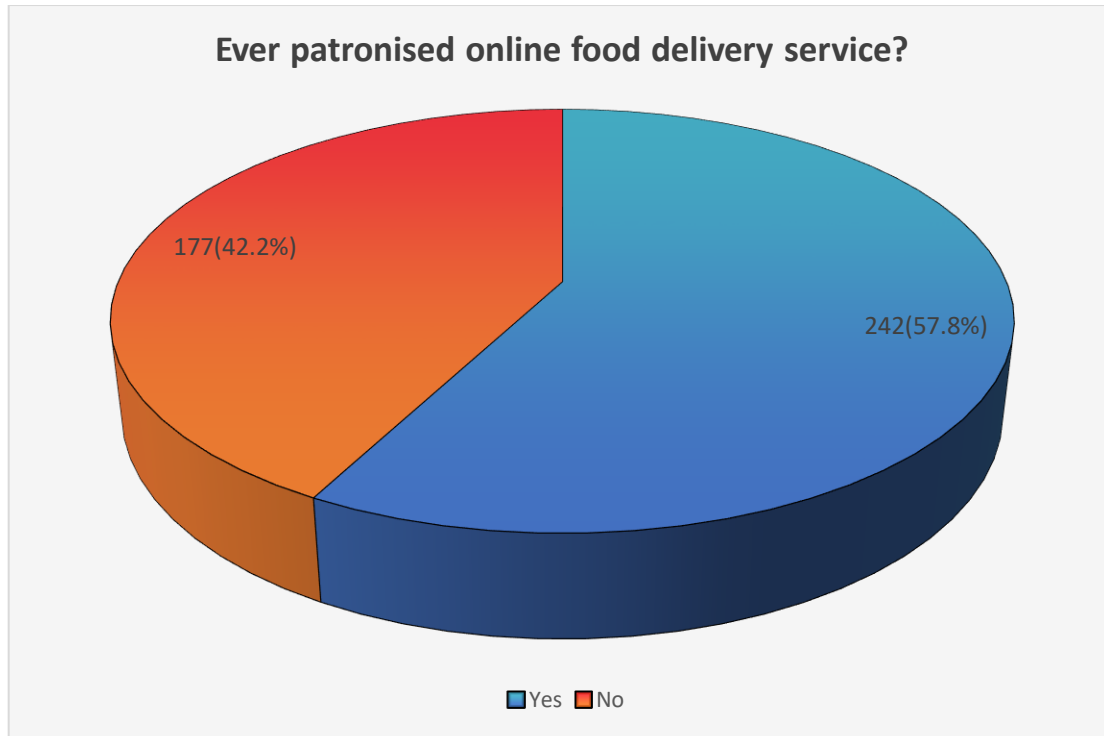
This section presents information on respondents' access to internet-enabled smartphones and their use of online food delivery services operating in Ibadan. It also explores their familiarity with various brands within the Ibadan metropolis and the frequency with which they patronize these services.

Figure 4.2.1: Respondents' Use to smartphone with internet access.



The chart in Figure 4.2.1 reveals that majority of respondents own internet-enabled smartphones, while only a small fraction (2.4%) does not. The widespread use of internet-enabled smartphones among this demographic points to a behavioral shift towards reliance on mobile technology for various aspects of daily life and suggests strong potential for Online Food Delivery services among students.

Figure 4.2.2: Respondents' patronage of Online Food Delivery service operating in Ibadan.



The chart in Figure 4.2.2 shows that a significant 242 respondents (57.8%) have previously patronised Online Food Delivery in Ibadan. Conversely, the other 177 (42.2%) respondents claimed that they have never patronised Online Food Delivery service within Ibadan metropolis.

Table 4.1: Respondents' familiarity with Online Food Delivery brands operating in Ibadan metropolis.

SN	Online food delivery app	Frequency (n = 419)	Percentage %
1	Chowdeck	175	41.8
2	Heyfood	175	41.8
3	Getfood	26	6.2
4	Glovo	166	39.6
5	Others	19	4.5

Findings reveal that Chowdeck and Heyfood are the most recognized Online Food Delivery services among students, each achieving a familiarity rate of 41.8%. Another group of respondents (39.6%) signified familiarity with Glovo. Getfood (6.2%) recorded the least popularity among University of Ibadan students. Other OFD services such as Roppi Jumia Food, Chef Kabs, etc, were mentioned.

Table 4.2: Frequency of Respondents' Patronage of Online Food Delivery service operating in Ibadan.

How often do you patronise online food delivery services?	Frequency	Percentage (%)
Never	134	32
Rarely	115	27.4
Occasionally	116	27.7
Frequently	43	10.3
Always	11	2.6
<b>Total</b>	<b>419</b>	<b>100</b>

A significant 134 (32%) respondents indicated to have had no prior experience with Online Food Delivery services, while 115 (27.4%) rarely patronise them. This indicates that the initial segment of respondents represents an untapped market for Online Food Delivery platforms, while the latter segment offers a potential opportunity for these brands to address and ameliorate their existing pain points. Conversely, 116 (27.7%) respondents occasionally patronise Online Food Delivery services. The relatively small percentages of students who "frequently" (10.3%) or "always" (2.6%) patronise Online Food Delivery services indicate that consistent reliance on these platforms is not prevalent among the population.

## Presentation and Discussion of Findings

All non-demographic data collected in this section are categorized and analyzed under each corresponding research question.

### Research Question One: What dispositions do undergraduate students of the University of Ibadan have towards Online Food Delivery services.

In the context of consumer behavior research, dispositions refer to the relative tendencies, preferences, or inclinations of a consumer which eventually forms how consumers react to products and services (Haws & Poynor, 2022). Dispositions are determined based on a spectrum of how consumers interpret and feel about various aspects of a product or service, including any concerns they might have (perception), what a consumer considers right or wrong, good or bad, important or unimportant based on facts, opinions, or inferences (belief), internal forces that propel fulfilment of desires (motives), their unique psychological makeup (personality), pattern of living (lifestyle), acquired mental constructs that influence individuals to evaluate objects, people, or events with consistent favorability or disinclination (attitude). Therefore, the questionnaire items in this section were designed to elicit respondents' insights into the preferences, decision-making, consumption habits and concerns that manifest in respondents' assessment of the online delivery services serving them at the University of Ibadan.

Table 4.3: Respondents' concerns regarding Online Food Delivery services operating in Ibadan.

SN	Concerns regarding online food delivery services	Frequency (n = 419)	%
1	I just prefer cooking at home.	134	32
2	I have concerns about how the preparation process of ordered food.	78	18.6
3	I have concerns about cost of ordered food.	55	13.1
4	I have concerns about the environmental impact of take-away pack.	45	10.7
5	I have concerns about food quantity.	24	5.7
6	I have concerns about the taste.	20	4.8
7	I have health concerns.	18	4.3
8	Other concerns.	17	4.1
9	I am concerned about the freshness of the ingredients used in cooking the food.	15	3.6
10	I have concerns about the method of payment.	13	3.1

Data in Table 4.3 provides a frequency distribution of concerns expressed by the undergraduate students of University of Ibadan regarding Online Food Delivery services operating in Ibadan, thereby offering insights into their perceptions of these platforms. These concerns regarding online food delivery services primarily probe beliefs and culminates into their overall evaluation of Online Food Delivery services.

Results show that the most prominent concern, expressed by 32% of respondents, is a preference for home-cooked meals. This was closely followed by 18.6% of respondents who identified concerns about the preparation process of food ordered through Online Food Delivery services, which highlights a crucial concern for online food delivery industry operating in Ibadan. Cost is another concern highlighted by the population. 13.1% expressing concerns about the affordability of online food delivery makes the finding about budget constraints earlier indicated by many respondents particularly relevant.

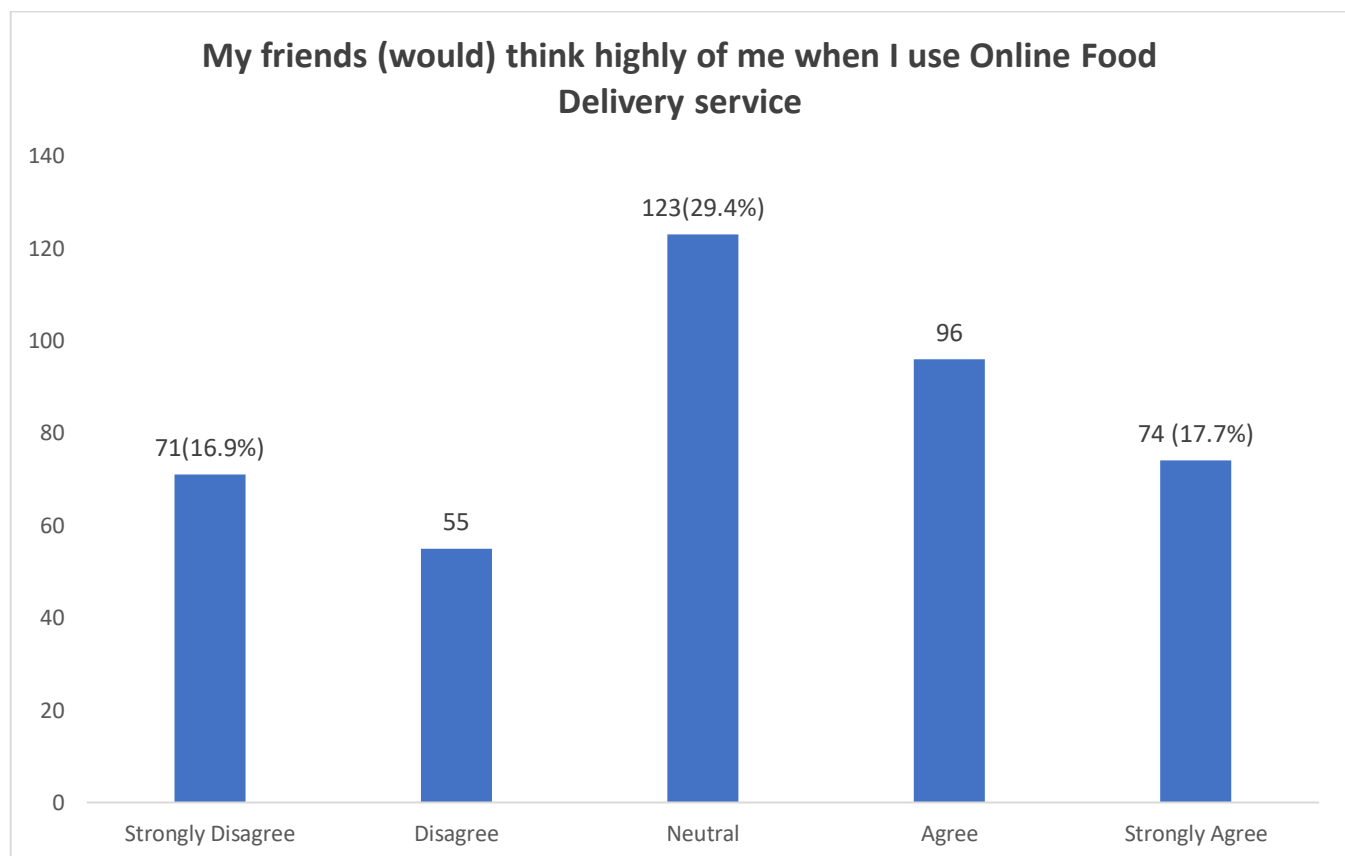
Additionally, the emergence of environmental concerns among 10.7% of respondents is a notable trend that indicates a growing awareness of sustainability issues among young consumers. While 3.6% of the students indicated concerns about the freshness of the ingredients used in cooking the food, 4.8% of respondents expressed dissatisfaction with the taste of the food, another 5.7% expressed concern about food quantity suggesting that students are wary of receiving less than expected portions. These concerns are indicative of a potential gap in quality control or consistency. Respondents indicated health concerns as another 4.3% of the respondents signified that they have health concerns that ordered food may not address. While 3.1% of respondents expressed concerns regarding the method of payment, an additional 17 respondents articulated various behavioral, cultural, and personal concerns. Respondents' 'other' concern feedback included remarks such as:

*"I'm currently learning how to cook and ordering will not help me" "I don't find ordered food intriguing, the cafeteria works best for me" "I don't even know where the food is coming from" "I don't eat food from strangers" "Ordering made me lazy" "I am on a diet"*

### Perception Towards Online Food Delivery Service

Having highlighted the prevailing concerns of respondents towards Online Food Delivery service, this section presents result on the perceptions of undergraduate students of the University of Ibadan. The respondents' perception below highlights the standing of respondents towards Online Food Delivery service operating within Ibadan metropolis.

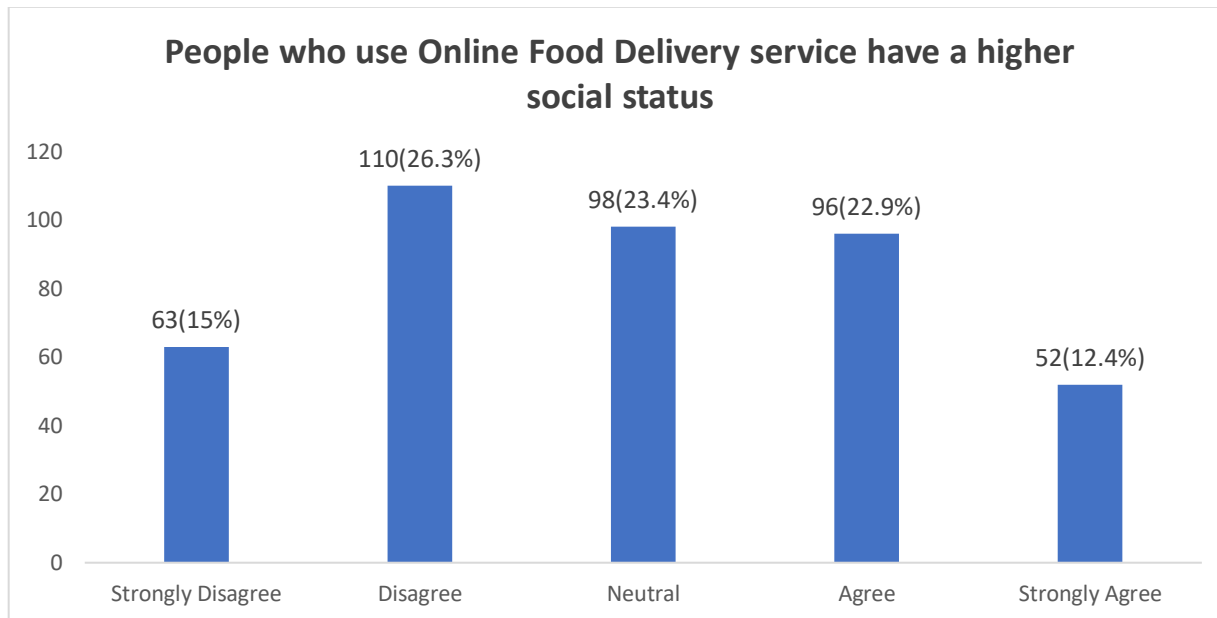
Figure 4.3.1: Respondents' perception towards online food delivery services in Ibadan Metropolis.



Data from figure 4.3.1 reveals that 170 respondents (40.6%) are of the perception that their friends think highly of them when they use online food delivery. This indicates a strong social desirability bias, that is, the tendency of this demographic to present themselves in the most favorable light among their peers. However, the counter perception, expressed by 30% of respondents who disagreed with this belief suggests that a considerable segment of the student population is less susceptible to social pressures when making food-related decisions. The remaining 29.4% who expressed uncertainty highlight the notion that Online Food Delivery services are also social symbols, not necessary for satisfying hunger alone.

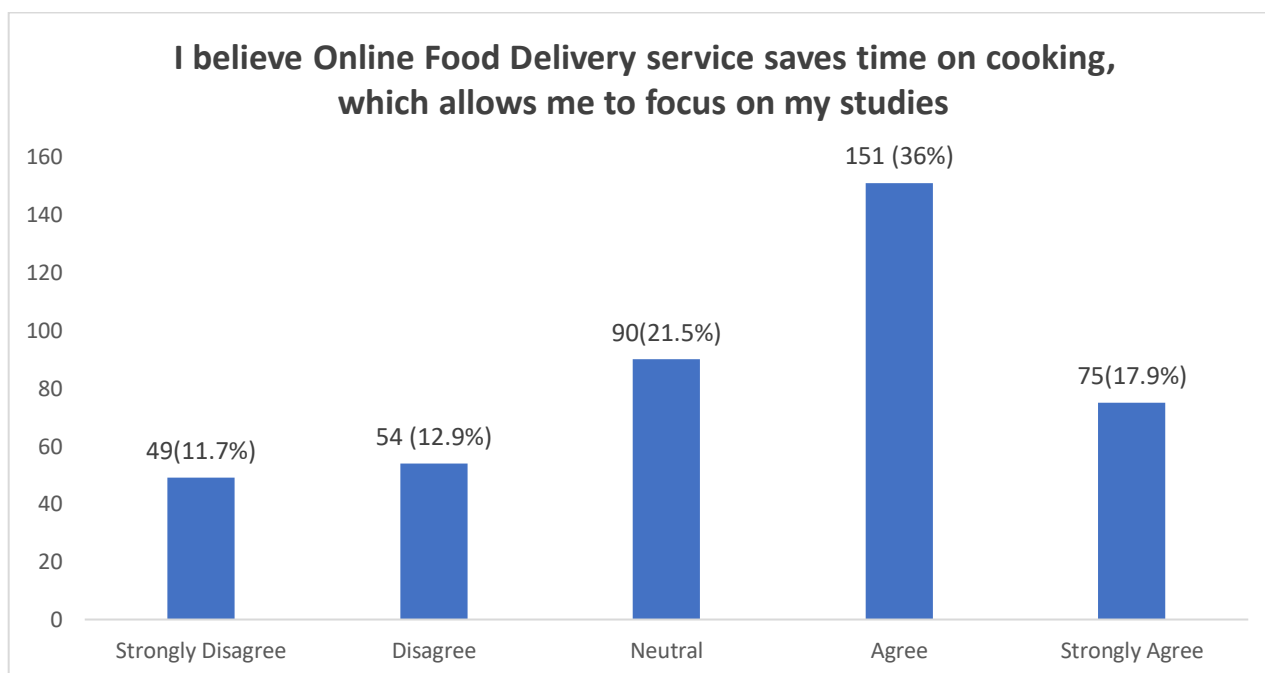


Figure 4.3.2: Respondents' Perceptions of Social Status Associated with Online Food Delivery Service Usage.



In addition, a significant discrepancy exists between the perception of Online Food Delivery services as a status symbol and the actual attitudes of respondents. While 35.3% of respondents associate patronage of Online Food Delivery with higher social status, aligning with the societal notion of consumption as a status marker, a substantial 41.3% disagree with this perception. Though not pervasive, this divergence indicates the belief by a subset that utilizing such services confers elevated social standing or prestige within this demographic.

Figure 4.3.3: Respondents' Perceptions of Time-Saving benefit Associated with Online Food Delivery Service Usage.

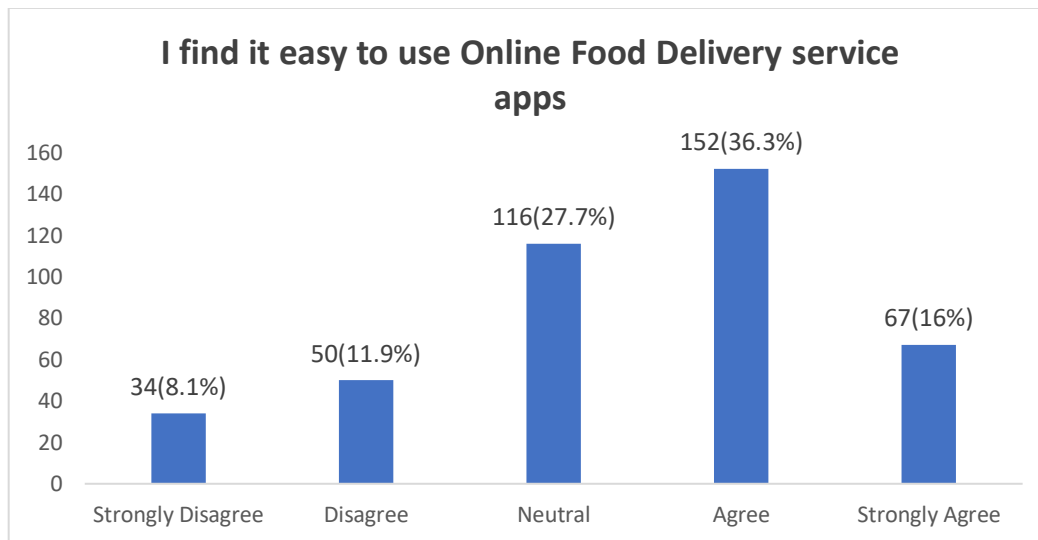


Another perception metric in Figure 4.3.3 indicates that 54.5% of the students believe that Online Food Delivery services save them time on cooking, which allows them to focus on their studies. This perception aligns with the core proposition of time-saving often associated with Online Food Delivery services. Conversely, 24.6% disagree with this belief while another 21.5% remain neutral. That almost half of the respondents disagree or are uncertain indicates that while time-saving may be a significant benefit, it does not appear to be a universally accepted advantage among all users. In another probe, more respondents (37.7%)

agreed that Online Food Delivery services reliably deliver within the estimated time frame which generally reveals a positive perception of the speed and efficiency of these services. However, indicating a persistent lack of consistency that negatively impacts customer satisfaction are 35.6% of respondents who are uncertain and 26.7% of respondents who agreed that online food delivery services take longer than estimated time.

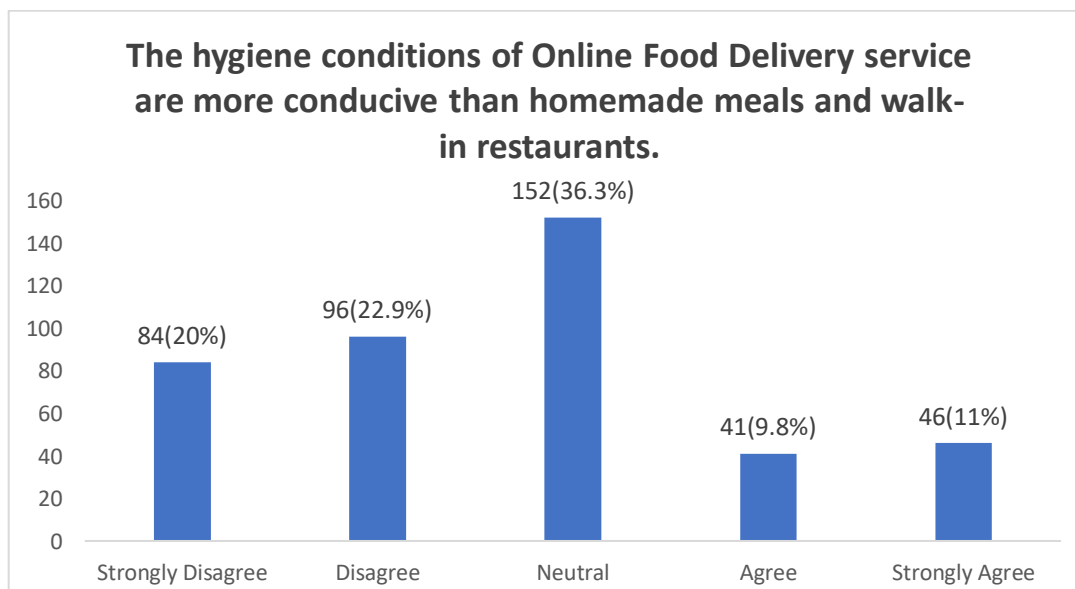
In agreement with the belief that Online Food Delivery service operating in Ibadan affords greater variety, the greater majority of respondents (46.1%) agree whereas 32.4% of respondents believe homemade or cafeteria meals afford more options. Also, while a significant (47.2%) agree that the variety of restaurants available through Online Food Delivery service is an important factor, a smaller group (21.7%) disagree and 31% are uncertain. This suggests that a good number of respondents are not fully aware of the availability of diverse culinary options afforded by Online Food Delivery services, a factor which may enhance the platform's appeal.

Figure 4.3.4: Respondents' Perceptions of ease of use associated with Online Food Delivery Service apps.



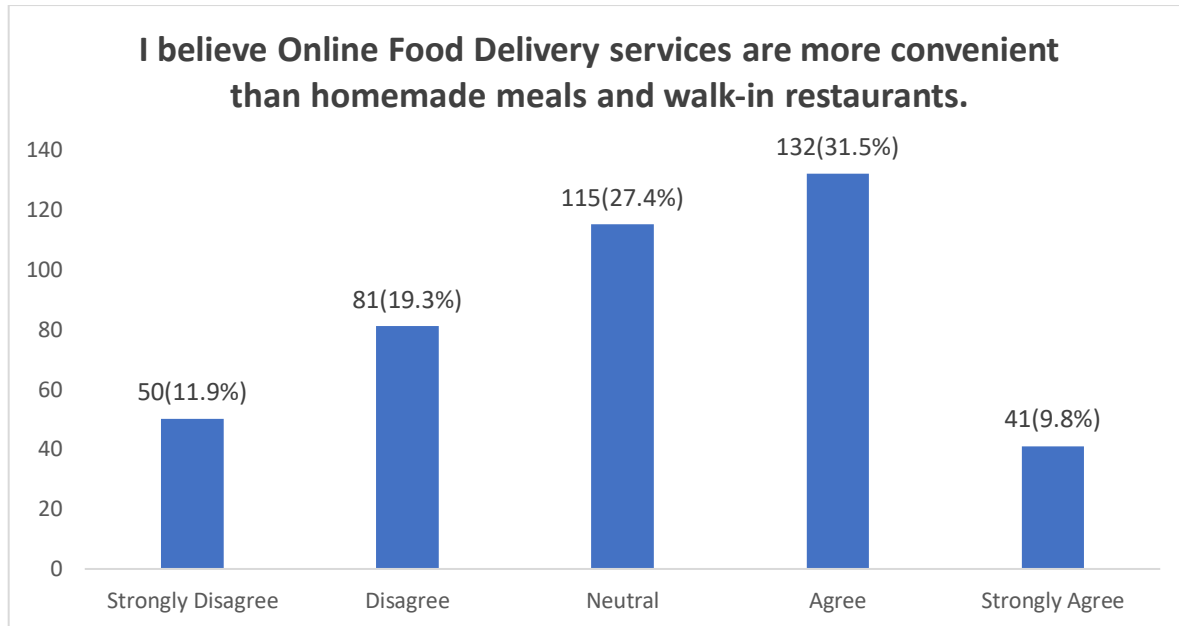
Further attesting to the belief that Online Food Delivery applications are user-friendly are 52.3% of the respondents, while a smaller group (20%) disagree. A notable group (27.7%) are neutral. That majority of respondents find the apps accessible is a positive indicator for driving non-users' adoption and loyalty among users, but almost half of the respondents disagreeing or unsure highlights a key issue with platform user-friendliness.

Figure 4.3.5: Respondents' belief in the hygiene conditions of Online Food Delivery Services compared to Homemade Meals and Walk-In Restaurants.



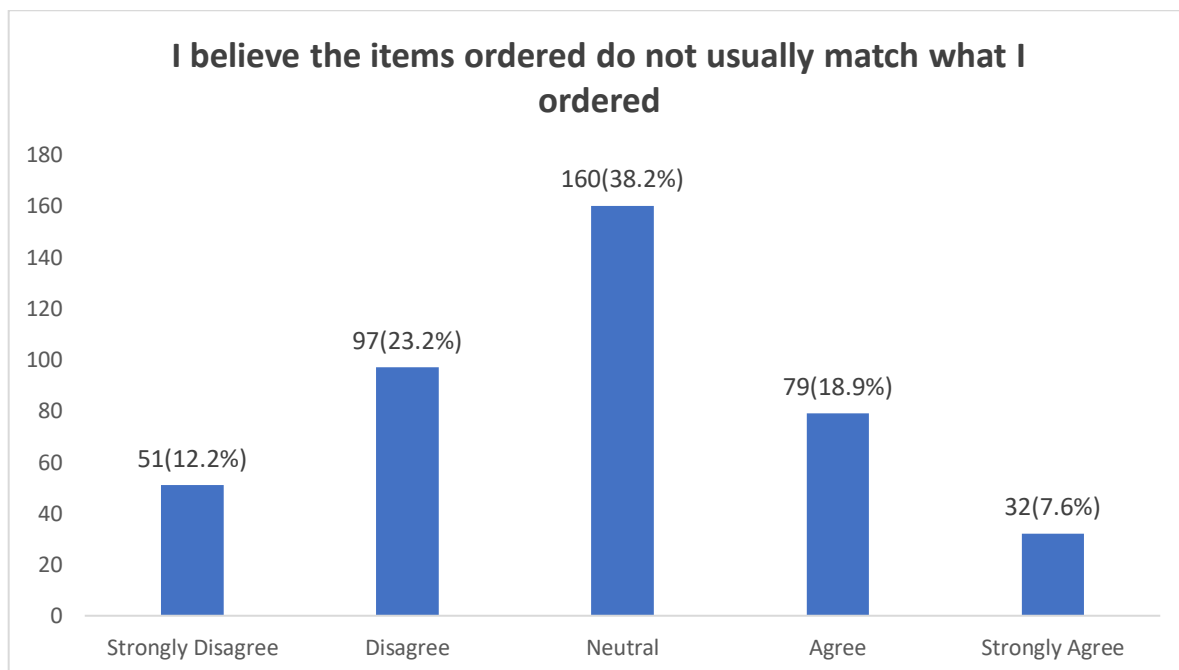
Again, only 20.8% of respondents agreeing that the hygiene conditions of Online Food Delivery services are more conducive than homemade meals and walk-in restaurants poses a challenging perception. In contrast, 42.9% disagree and 33.3% are unsure, suggesting a significant level of skepticism or uncertainty among consumers regarding the hygiene practices of food delivery services.

Figure 4.3.6: Respondents perception of convenience of OFDs



Convenience, as a primary value proposition offered by Online Food Delivery service, was positively adjudged by more of the respondents (41.3%) to be better than homemade meals and walk-in restaurants while a notable group (30.2%) disagree. The latter group highlights the existence of alternative preferences.

Figure 4.3.7: Respondents' Perception of Order Inaccuracies and Delivery Issues in Online Food Delivery Services

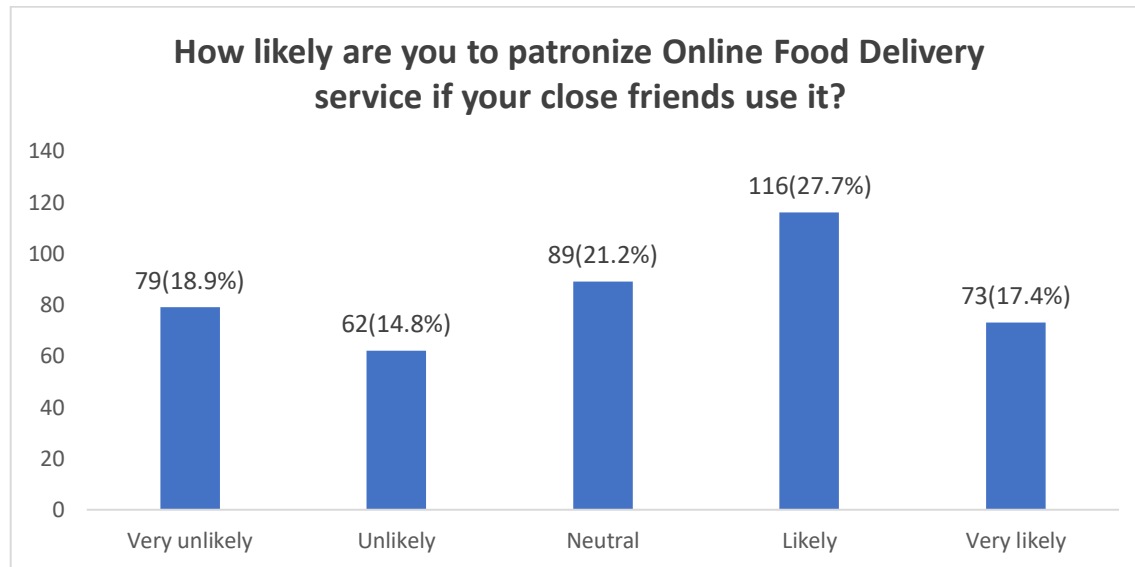


While a combined 148 (35.4%) respondents maintained that items ordered match what they receive from Online Food Delivery services operating in Ibadan, 101 (26.5%) respondents affirmed disparity between food ordered and food received. This group and the 160 (38.2%) respondents who expressed uncertainty about order accuracy highlights a lack of confidence in the reliability of the service quality.

## Research Question Two: What factors influence adoption of online food delivery services among undergraduate students of the University of Ibadan?

To identify potential determinants of Online Food Delivery service adoption among undergraduate students at the University of Ibadan, participants were probed about the offerings likely to influence (initial) patronage. Additionally, data were collected on the potential moderating effects of gender, income, and academic level on respondents' adoption.

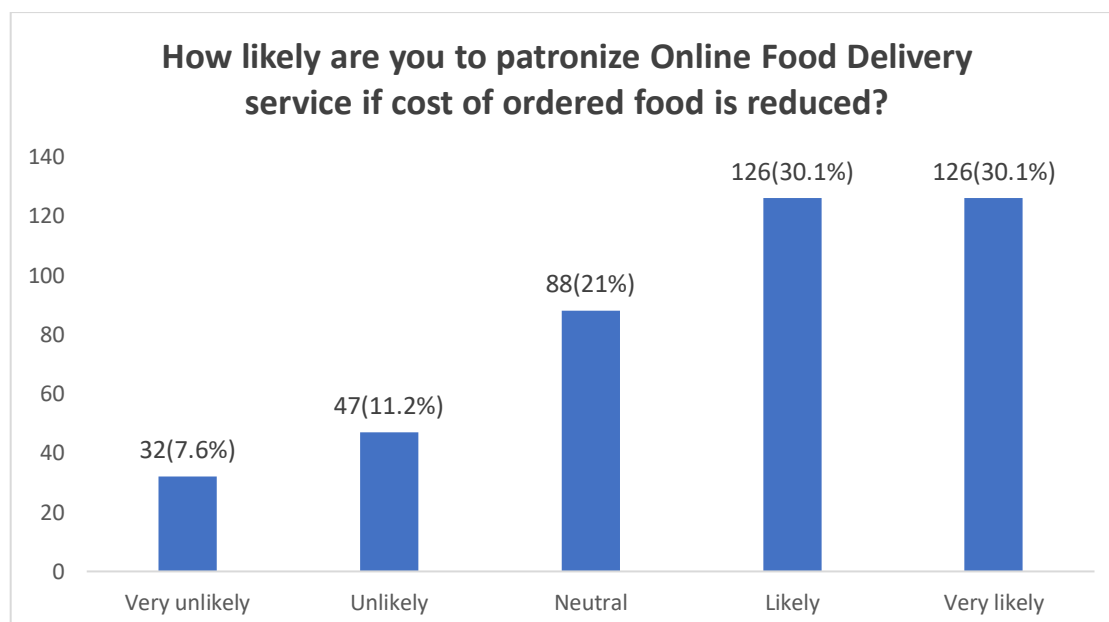
Figure 4.3.8: Respondents' Likelihood to Patronize Online Food Delivery Services Based on Friends' Usage.



Results from Figure 4.3.8 shows that 89 respondents are uncertain while 131 (33.7%) respondents are unlikely to patronize OFDs because of their friends. Conversely, more of the students 189 (45.1%) indicated favourable likelihood to use Online Food Delivery if their friends patronize them. This finding underscores the role of peer group (social norms) in shaping consumption patterns.

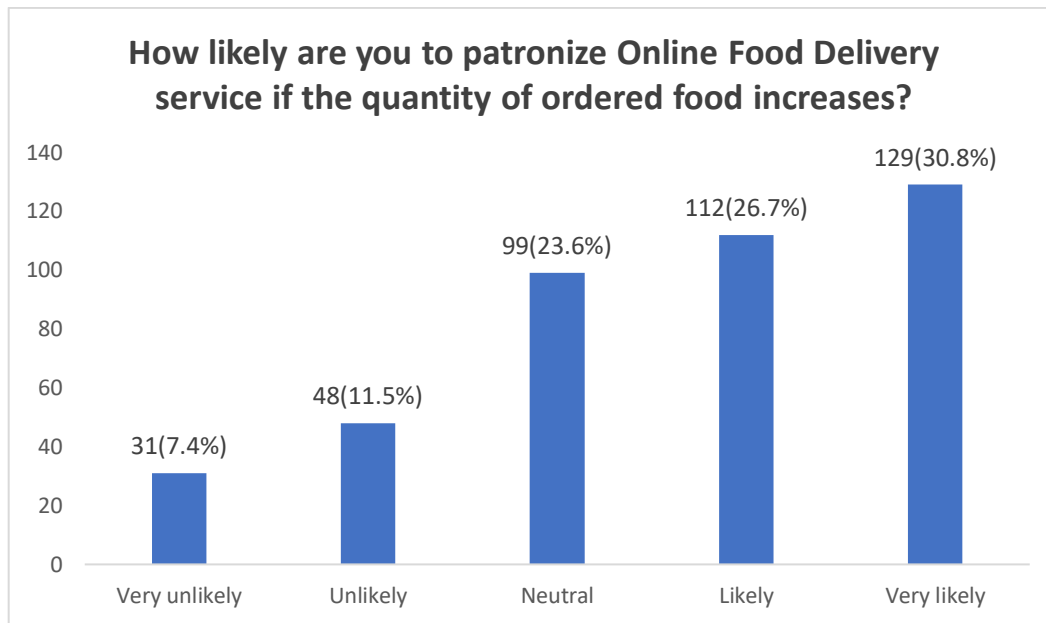
A notable 241 (57.5%) respondents signified that they are likely to patronise Online Food Delivery service if meals are delivered faster. 86 respondents are unlikely to use this service for this reason, when a notable 96 respondents are unsure. The finding reveals the paramount importance of delivery speed to this demographic, suggesting that time efficiency is a primary driver of adoption.

Figure 4.3.9: Respondents' Likelihood to Patronize Online Food Delivery Services with Reduced Cost.



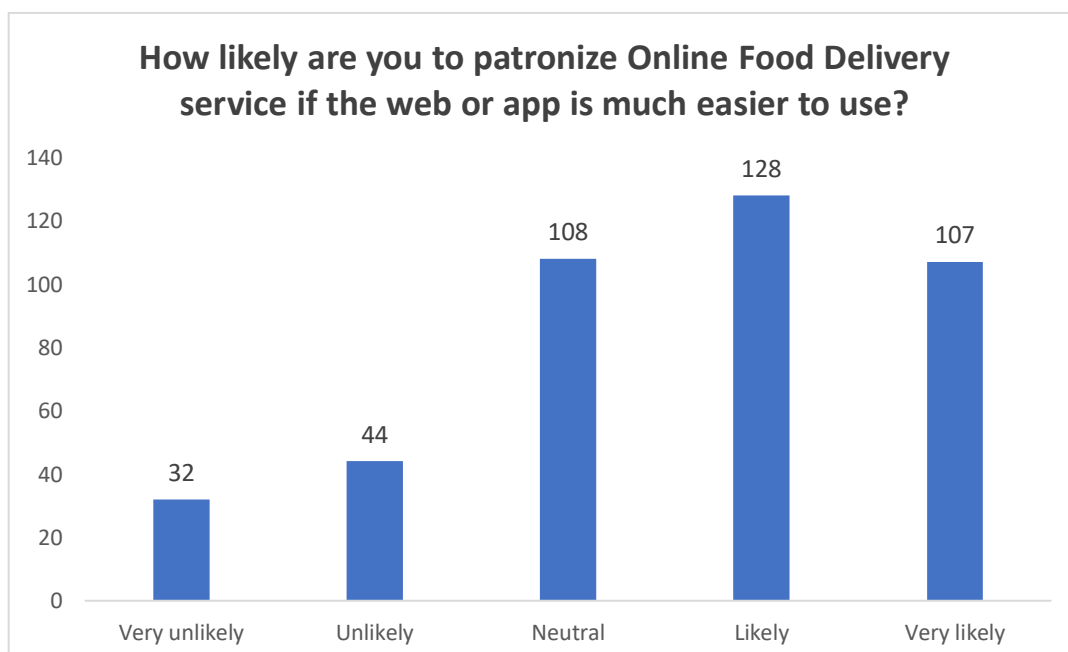
Furthermore, a major subset of respondents 252 (60.2%) indicated their openness to patronising Online Food Delivery service if cost of ordered food is reduced. This underscores the price sensitivity of this demographic. Only a smaller group 79 (18.8%) claim unfavourably to using the service despite reduced costs of food. 88 respondents are neutral.

Figure 4.3.10: Respondents' Likelihood to Patronize Online Food Delivery Services with Increased Food Order Quantities.



Another 241 students (57.5%) indicated to be very likely to patronise Online Food Delivery service if the quantity of ordered food increases. This proves that food portion size is a significant factor influencing the decision-making of this demographic. 79 (18.9%) respondents do not consider this as a factor enough to sway them.

Figure 4.3.11: Respondents' Likelihood to Patronize Online Food Delivery Services with an Easier-to-Use Website or App.

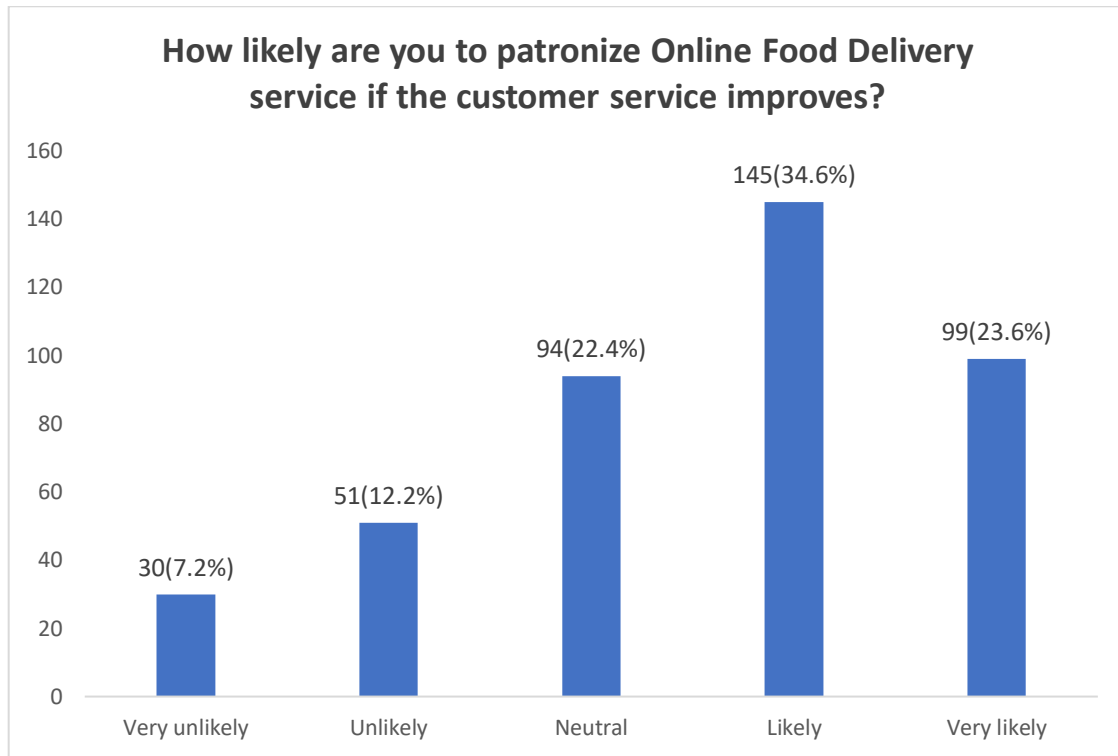


Highlighting the critical role of user interface (UI) and user experience (UX) in driving consumer behavior, a significant majority of the students 235 (56%) signified that they are likely to patronise Online Food Delivery services operating in Ibadan if the web or app is easier to navigate. 76 (18.1%) are not unlikely to patronize the



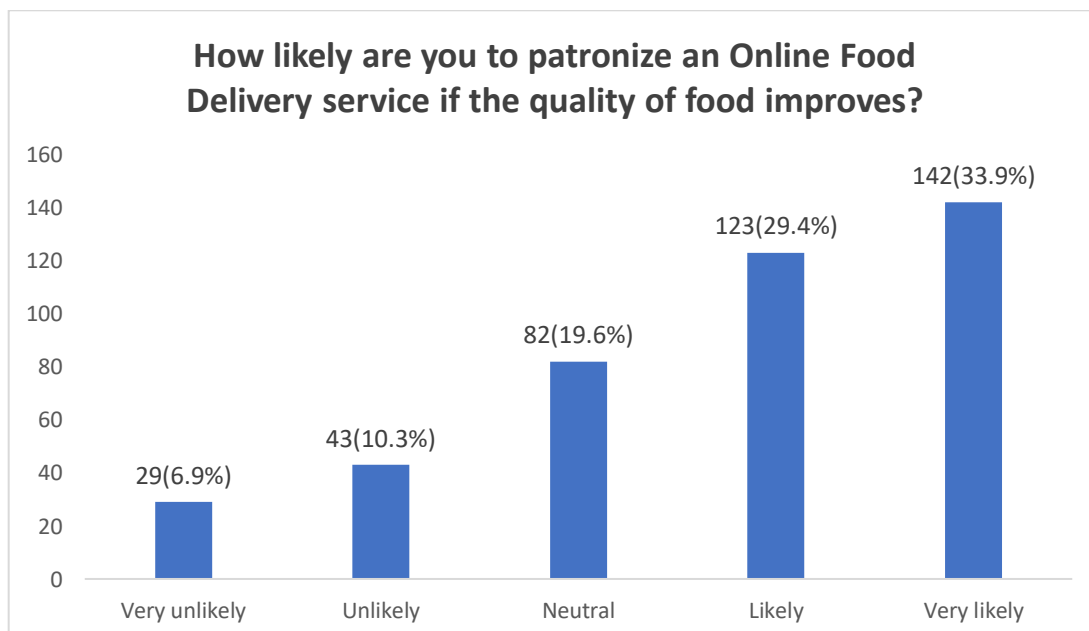
service for same purpose. 108 respondents are not quite sure, which points to an opportunity for first-mover advantage.

Figure 4.3.12: Respondents' likelihood to patronize online food delivery services with improved customer service.



Data from figure 4.3.12 proves that customer service is a critical component of any business. While 81 (19.4%) respondents signify unlikelihood to use the service, a notable 244 (58.2%) respondents indicated likelihood to patronise Online Food Delivery service if the customer service improves. This finding shows that effective customer service is a powerful determinant of adoption among this demographic. 94 (22.4%) respondents indicate uncertainty.

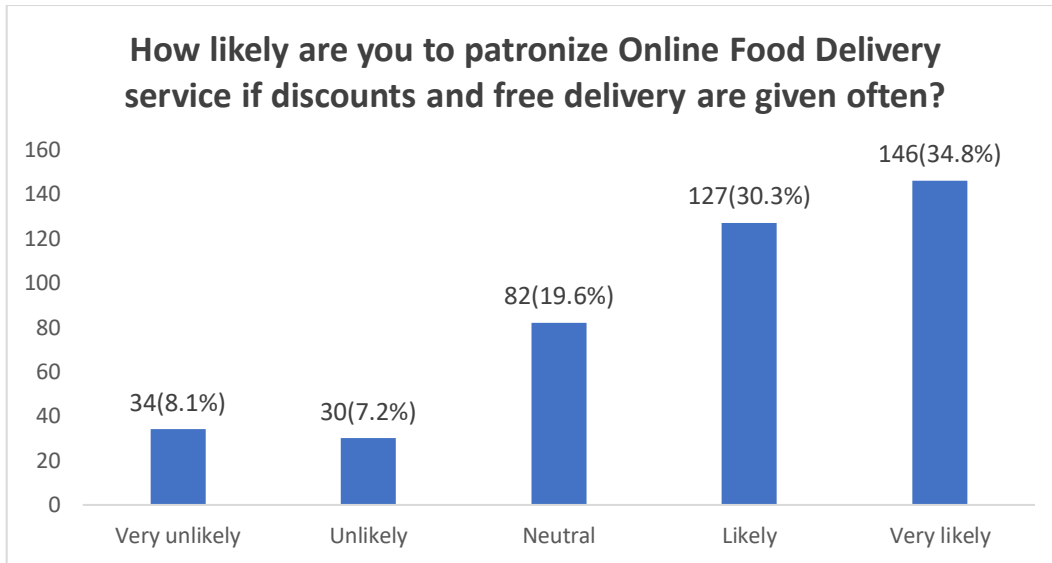
Figure 4.3.13: Respondents' likelihood to patronize online food delivery services with improved food quality.



On the likelihood of respondents to use Online Food Delivery services if the quality of the food improves, 72 (17.2%) respondents signify unfavourability. However, a significant 265 (63.3%) respondents indicate

likelihood to purchase if the taste, freshness, safety, and nutritional value are guaranteed to be high quality. 86 other respondents indicating uncertainty suggests that while food quality may be important to them, it may not be the sole determinant of their decision-making process.

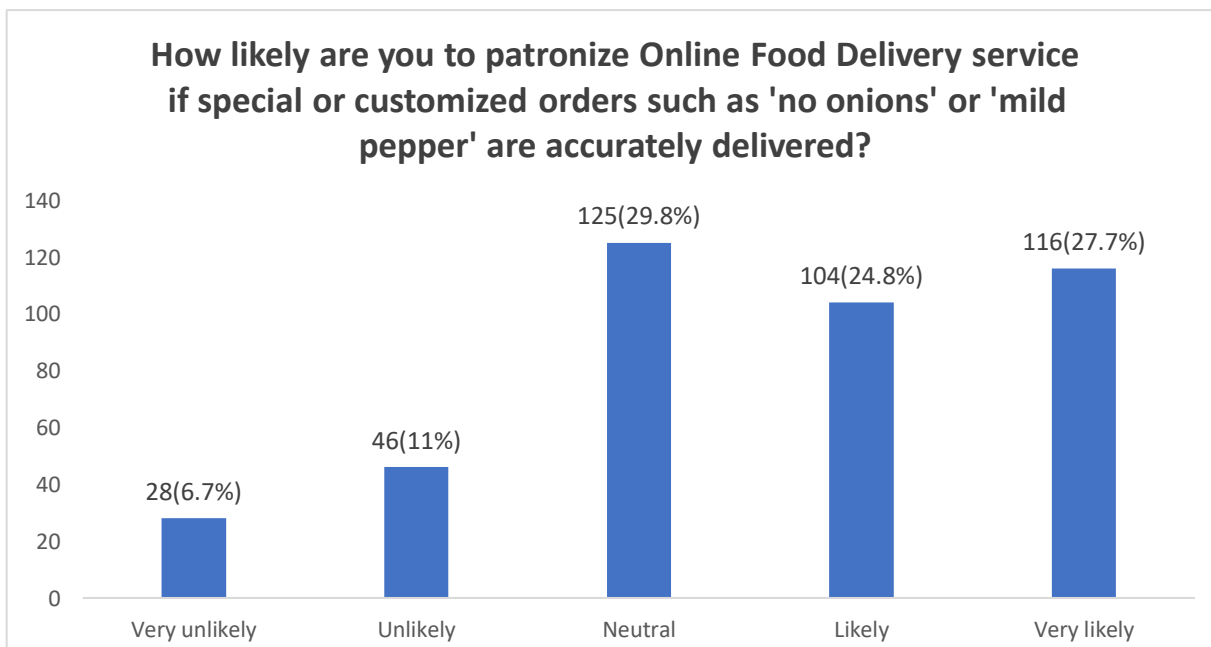
Figure 4.3.14: Respondents' likelihood to patronize online food delivery services with frequent discounts and free delivery.



A notable 273 (65.1%) respondents signified openness to patronise Online Food Delivery service if freebies such as discounts and free delivery are given often. Likewise, more of the students 229 (54.7%) indicated likelihood to patronise Online Food Delivery services if take-away pack is made free. 64 respondents, perhaps due to financial comfort, lifestyle choices among other reasons, maintain unlikelihood to use the service despite freebies while 82 respondents are neutral.

Highlighting respondents' behavior towards packaging and delivery practices, a notable 242 (57.7%) respondents signified likelihood to use Online Food Delivery services operating in Ibadan if more measures are taken to prevent food spillage. Mitigating food spillage is not an influencing factor for a smaller group of 78 respondents, whereas 99 others are uncertain.

Figure 4.3.15: Respondents' likelihood to patronize online food delivery services if meals are customizable and delivered accurately



This finding underscores the importance of personalized service in the adoption of Online Food Delivery platforms. A majority of respondents (52.5%) expressed a willingness to patronize the service if special or customized orders, such as preferences for ingredients like "no onions" or "mild pepper," were accurately fulfilled. This suggests that customization and attention to individual dietary preferences are significant factors in driving consumer satisfaction and engagement.

Moreover, the fact that a relatively small proportion (17.7%) indicated they would be unlikely to use the service for this reason highlights that the demand for such personalization may not be a barrier for most users. However, the 125 respondents who were uncertain indicate a potential area for further exploration, as their hesitancy could reflect concerns about the reliability of the service or the perceived difficulty in accommodating such customizations.

### Other Factors Contributing to Adoption of Online Food Delivery Services in Ibadan

To investigate potential disparities in the adoption of Online Food Delivery services across various segments of the student population, this study utilized statistical methods including t-tests, Pearson's  $r$  correlation, and ANOVA. These analytical techniques were employed to assess the impact of key demographic factors—such as gender, level of study, and financial capacity—on students' use of online food delivery platforms.

Table 4.4: T-test for independent samples summary table showing results on gender differences in adoption of online food delivery services in Ibadan.

Gender	N	Mean	SD	T	Df	P
Male	251	39.55	10.64			
				.89	417	> .05
Female	168	38.57	11.64			

As a statistical tool crucial for comparing means between two groups, the t-test was employed to examine whether there were significant differences in the adoption of Online Food Delivery services between male and female undergraduate students. The results of the t-test indicate that there is no significant gender difference in the adoption of Online Food Delivery services among undergraduate students at the University of Ibadan. This finding suggests that gender does not play a substantial role in influencing the decision to use or not use Online Food Delivery services within this demographic. Additionally, this implies that factors other than gender, such as income, level of study, or personal preferences, may be more influential in determining the adoption of online food delivery services among this population.

Table 4.5: One-Way ANOVA summary table showing results on the influence of level of study on adoption of online food service delivery

	SS	Df	MS	F	P
Between Groups	1055.688	4	263.922	2.187	< .05
Within Groups	49965.916	414	120.691		
Total	51021.604	418			

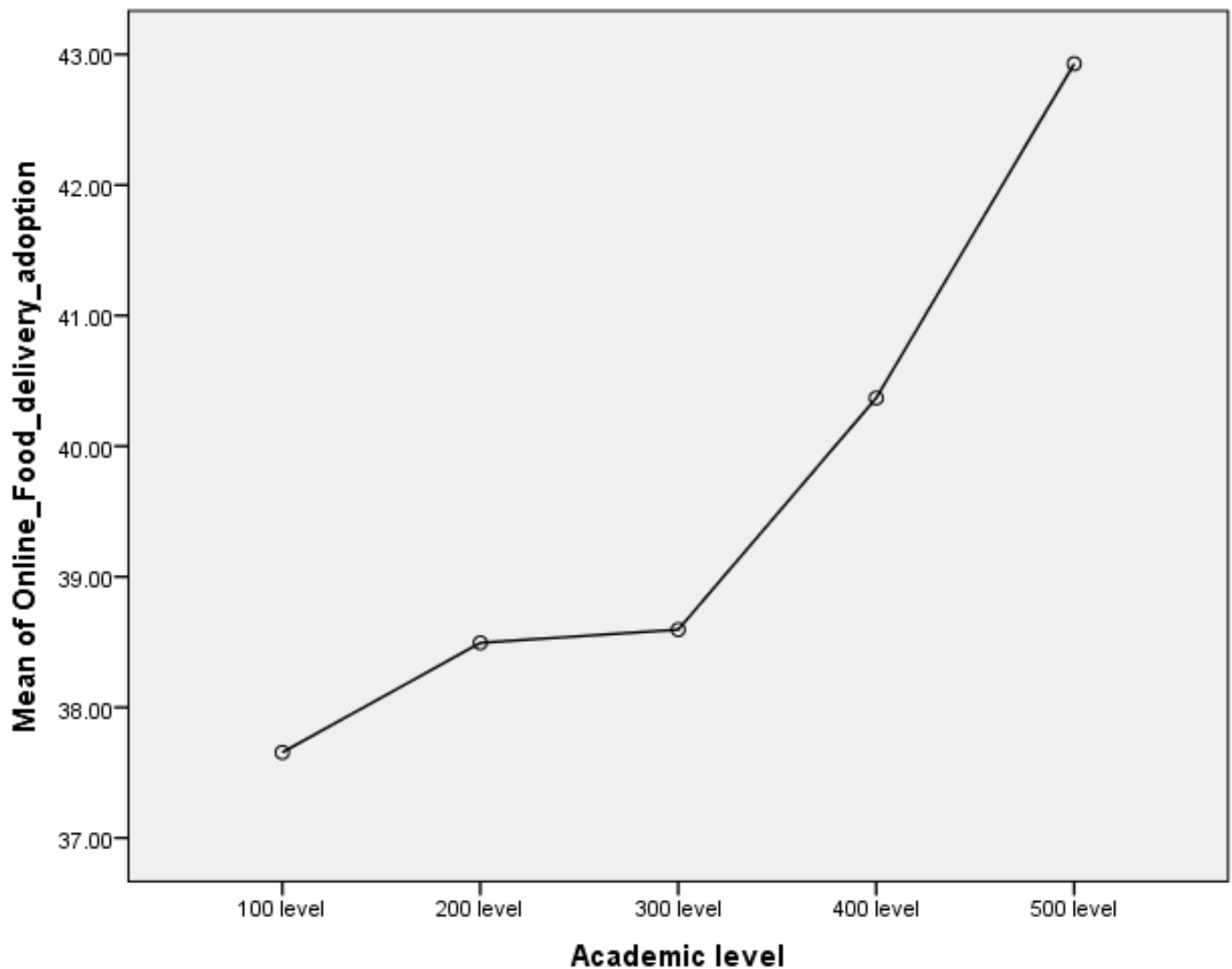
To determine whether levels of study significantly influence the adoption of online food delivery services, a One-Way ANOVA was conducted. The results indicate a statistically significant difference in the adoption of Online Food Delivery Service among different levels of study. The F-statistic of 2.187 with a p-value less than .05 suggests that there are variations in Online Food Delivery service adoption across the different student levels. This implies that students at different undergraduate levels of study have varying preferences, behaviors, or access to resources that influence their use of Online Food Delivery services.

Table 4.6: Descriptive table showing results on the influence of level of study on respondents' adoption of Online Food Delivery service.

SN	Level of study	1	2	3	4	5	Mean	SD
1	100 level	-					37.66	12.44
2	200 level	.84	-				38.49	10.90
3	300 level	.95	.10	-			38.60	10.58
4	400 level	2.71	1.87	1.77	-		40.37	10.57
5	500 level	5.27*	4.43*	4.33*	2.56	-	42.93	8.38

From table 4.6, it is shown that students in 500 level reported highest adoption of Online Food Delivery service platform (Mean = 42.93; SD = 8.38), while students in 100 level were least adopters of Online Food Delivery service platforms (Mean = 37.66; SD = 12.44).

Figure 4.3.16: Graph showing results on the influence of level of study on respondents' adoption of Online Food Delivery service.



This suggests that higher-level students are more likely to use Online Food Delivery services than lower-level students, as they may be more likely to have disposable income, which they can use to order food online. Additionally, higher-level students may have more demanding academic schedules, making the time-saving aspect of online food delivery more appealing. This trend could also reflect an increased familiarity with technology and a greater willingness to engage in digital services as undergraduate students progress through their academic careers.

Table 4.7: Pearson's r correlation summary table showing results on the relationship between adoption of online food service delivery and monthly allowance.

Correlations			
		Online Food delivery adoption	What is the range of your monthly allowance?
Online Food delivery adoption	Pearson Correlation	1	.134**
	Sig. (2-tailed)		.006
	N	419	419
What is the range of your monthly allowance?	Pearson Correlation	.134**	1
	Sig. (2-tailed)	.006	
	N	419	419

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As a statistical tool used to measure the strength and direction of the linear relationship between two continuous variables, the Pearson's r correlation was employed to assess the association between monthly allowance and the adoption of online food delivery services among undergraduate students at the University of Ibadan.

The results indicate a significant and positive correlation ( $r = .13$ ,  $p < .01$ ) between monthly allowance and the adoption of online food delivery services. This implies that as monthly allowance increases, there is a tendency for students to adopt online food delivery services more frequently. The p-value of less than 0.01 indicates that the correlation between monthly allowance and the adoption of online food delivery services is statistically significant, meaning there is a very low probability that this result is due to chance. Although the result is also a strong indication that the relationship between monthly allowance and the adoption of online food delivery services is meaningful, the correlation coefficient of 0.13 suggests a *weak* positive correlation. This suggests that, although a positive relationship exists between monthly allowance and the frequency of online food delivery service adoption, the correlation is relatively weak. This indicates that students with higher allowances are marginally more likely to use online food delivery services. However, the modest strength of the correlation implies that other factors, such as technology acceptance, perceived convenience, subjective norms, or social influence, likely contribute to the adoption behavior.

### Research Question Three: What are students' appraisals of the performance of online food delivery services in Ibadan metropolis

This research question seeks to elicit detailed quantitative and qualitative data from undergraduate students of the University of Ibadan regarding their appraisals of online food delivery services operating in Ibadan. Specifically, this research question explores the various aspects of OFD services including students' experiences, satisfaction, and expectations as key components (Choi & Kim, 2023). The investigation commences with a quantitative overview of students' appraisals of the performance of online food delivery services, followed by in-depth exploration of experiences, personal or otherwise, and their expectations through open-ended inquiries.

### Judgement Towards Overall Performance of Online Food Delivery Services

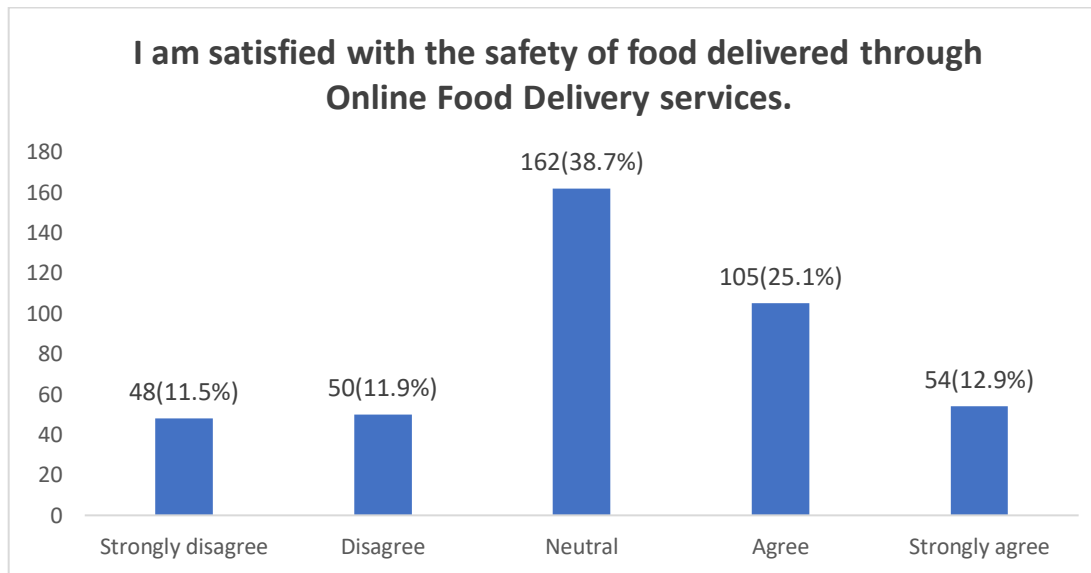
This section presents results on the respondents' judgement towards the overall performance of Online Food Delivery services operating within the Ibadan metropolis from the perspective of University of Ibadan students. In their recent work, Lemon and Verhoef (2016) further define the distinct types of consumer judgments and their implications for customer experience and satisfaction. They define Expectation Judgment as the anticipatory evaluation consumers make prior to engaging with a product or service. This judgment, influenced by pre-existing beliefs, marketing communications, and personal expectations, establishes a benchmark against which the actual experience is assessed. Experience Judgment pertains to the assessment of actual interactions with the product or service, focusing on tangible aspects such as service delivery, product performance, and overall brand interaction. Satisfaction Judgment, in contrast, reflects the consumer's overall contentment post-experience, indicating how well the experience meets or exceeds expectations and influencing future behavioral intentions.



While Expectation Judgment is critical for shaping initial perceptions, Experience Judgment provides a retrospective evaluation of how effectively the product or service fulfilled the consumer's needs and preferences during the consumption phase. Satisfaction Judgment is pivotal for forecasting repeat behavior and customer loyalty. Understanding consumers judgments based on these parameters is crucial for businesses to deliver exceptional customer journeys and foster long-term relationships.

The following questions probed respondents' judgment, evaluating the experience, satisfaction, and expectations associated with Online Food Delivery services operating in Ibadan metropolis.

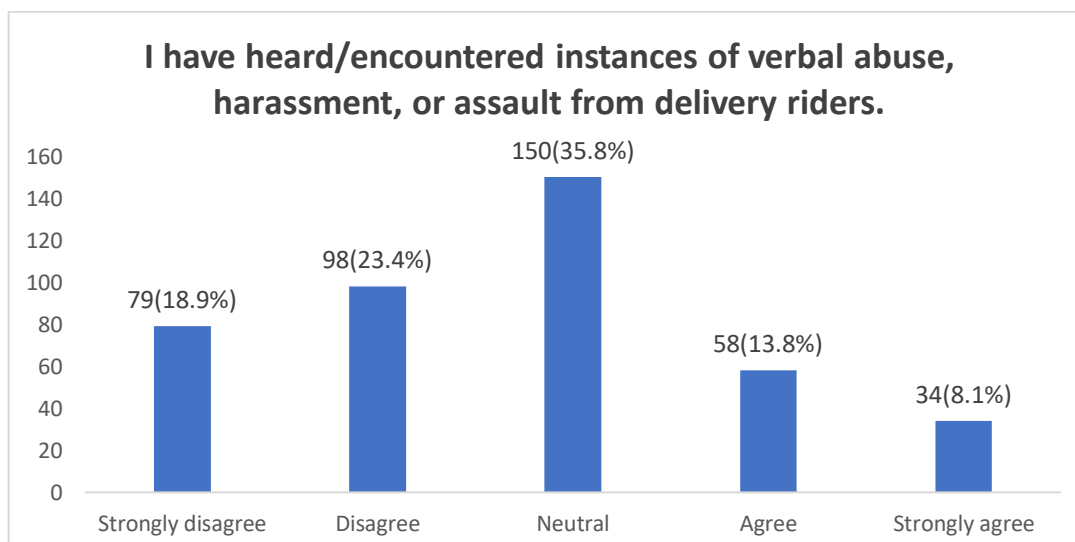
Figure 4.3.17: Respondents' satisfaction judgment towards the safety of Online Food Delivery services.



98 respondents (23.4%) expressed dissatisfaction with the safety of food delivered through Online Food Delivery services operating in Ibadan metropolis, majority (38.7%) of which were unsure as to how satisfactory the safety of the food delivered through Online Food Delivery services is, indicates a lack of trust. Conversely, 159 (38%) respondents expressed satisfaction with the safety of meals ordered online.

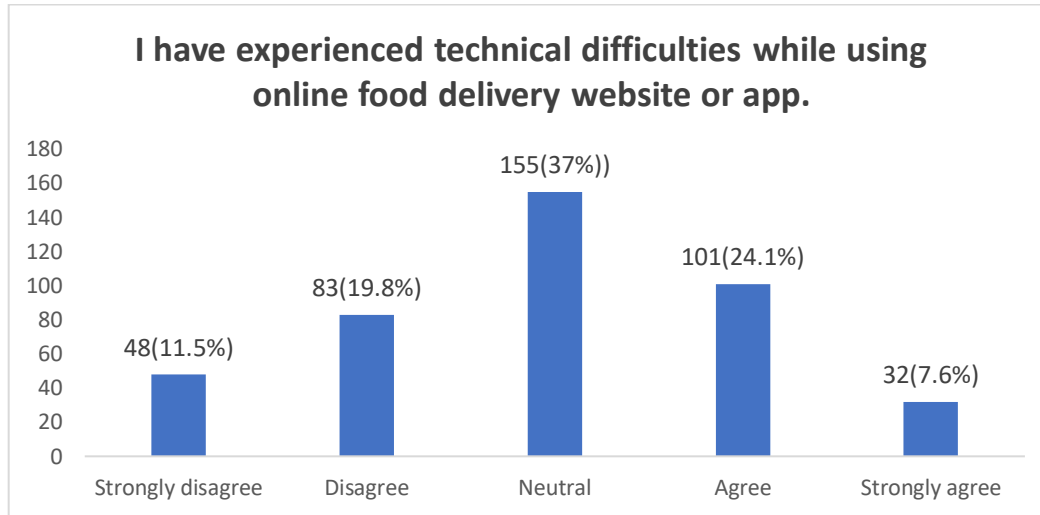
Expressing dissatisfaction towards the customer service of OFDs operating in Ibadan metropolis is a small group of 79 respondents. Nonetheless, 150 (40.3%) respondents unsure of their satisfaction with the customer service of online food delivery services indicates a cause for concern and improvement among this demographic. A notable 171 (40.8%) respondents find the customer service of OFDs operating in Ibadan satisfactory.

Figure 4.3.18: Respondents' experience judgment with delivery riders' conduct.



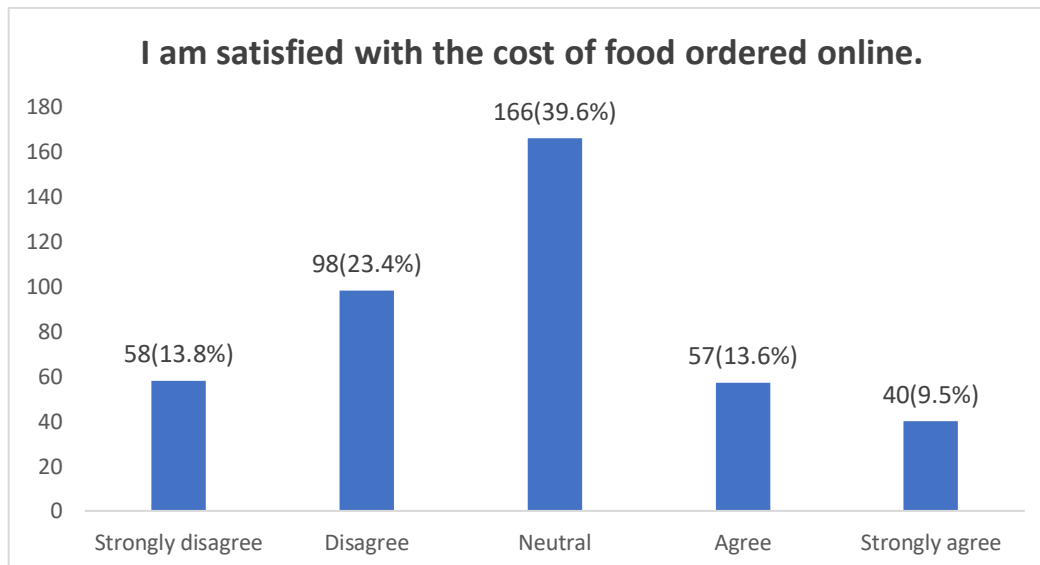
In addition, the data in figure 4.3.20 shows that more of the students 42.3% disagreed that they have heard/encountered instances of verbal abuse, harassment or assault from delivery riders. However, 21.9% of respondents confirming their experience of verbal or physical abuse from delivery riders, personal or otherwise, indicates a potential issue with the conduct of some delivery riders, which could negatively impact the reputation of the Online Food Delivery brand or worse, industry. That 150 respondents are unsure may point to a lack of awareness of the specific behaviors that constitute abuse or harassment or a reluctance to report.

Figure 4.3.19: Respondents' Experience Judgment with Online Food Delivery platforms



In respect to users' satisfaction with Online Food Delivery website or application, while 133 (31.7%) respondents attest, 23.1% disagree, a majority (37%) of the students maintained a balance, indicating potential problems with the user experience and platform reliability.

Figure 4.3.20: Respondents' satisfaction with the cost of online food orders



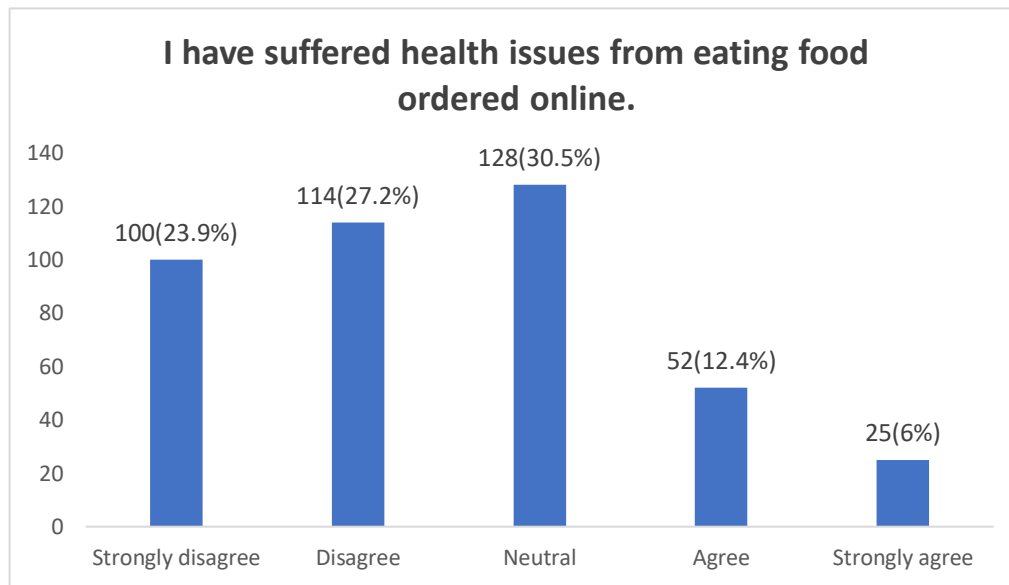
Measuring respondents' satisfaction with the cost of ordered food within Ibadan metropolis, Figure 4.3.20 reveals that 156 (37.2%) respondents expressed dissatisfaction, 39.6% were neutral about their satisfaction with the cost of food ordered. A smaller group (23.1%) of respondents claim satisfaction.

Regarding taste, freshness and nutrition, a notable majority of the students (51.8%) agreed that they are satisfied with the quality of the food ordered from Online Food Delivery services operating in Ibadan, whereas 94 respondents (22.5%) disagree. The position of the latter group of customers represents a valuable source of feedback, showing that students may not only be concerned about eating, but maintaining high standards of

taste, freshness, and nutritional value is essential. In the same vein, a notable 236 (56.3%) respondents expressed dissatisfaction towards the quantity of food that Online Food Delivery services operating in Ibadan delivers indicating a gap between consumer expectations and the actual portion sizes offered. Although, a smaller group of 112 (26.7%) respondents expressed satisfaction, claiming that they get value for their money.

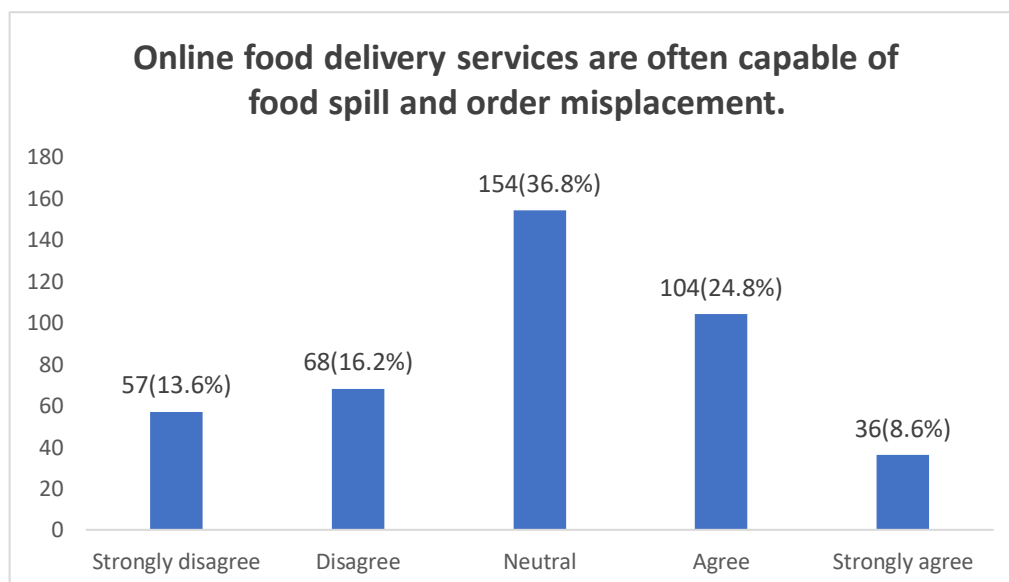
Following the belief that ordering food saves time and that delivery speed is a positive indicator, a significant number of respondents (55.1%) indicated satisfaction with the pace of delivery of Online Food Delivery services operating in Ibadan whereas 20.7% disagree.

Figure 4.3.21: Respondents' Experience of Health Issues Resulting from Eating Ordered Food.



On experience judgment of respondents, a majority of the students (51.1%) attested that they have not suffered health issues from eating food ordered from Online Food Delivery operating in Ibadan. However, the 77 respondents (18.4%) who claim to have experienced health complications raise a serious concern that indicates potential issues with food safety and hygiene among Online Food Delivery services operating in Ibadan. The fact that 128 respondents remain neutral suggests attribution to other factors such as a mild or total lack of awareness to symptoms or a reluctance to report such incidents.

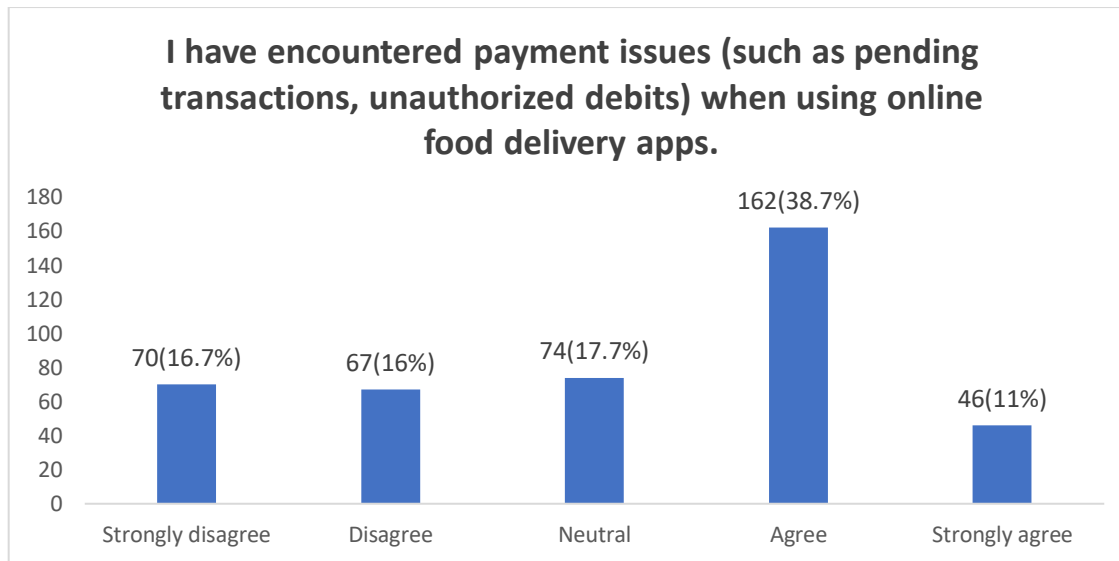
Figure 4.3.22: Respondents' experience judgment of food spill and order misplacement



Indicating consumers' satisfaction of packaging, handling, and order management, **Figure 4.3.22** reveals that 140 respondents attest to experiencing food spillage and order misplacement often when they order food from

Online Food Delivery services operating in Ibadan while 115 respondents claim to not experience this often. Corroborating this question to confirm the true experience with incorrect orders, more respondents (40.6%) disagreed, asserting that they are yet to receive incorrect orders from Online Food Delivery service operating in Ibadan.

Figure 4.3.23: Respondents' experience judgment of payment concerns with online food delivery apps.



Results from **Figure 4.3.23** indicate a worrisome trend. Almost half of the respondents (49.7%) attested to having encountered payment issues when using Online Food Delivery applications within Ibadan. This suggests a significant barrier to seamless user experience and highlights the need for platforms to address payment system reliability in order to enhance customer satisfaction and trust.

Revealing respondents' satisfaction judgment to costs incurred, more (48.2%) respondents are satisfied with delivery costs of Online Food Delivery services operating in Ibadan. In the same vein, more of the students (36.7%) claim to be dissatisfied with the cost of take-away where a smaller group (26.7%) are satisfied with the cost. These results point to the consumers acceptance of delivery cost compared to the perceived value of take-away packs, although 165 (39.4%) respondents express their dissatisfaction with this cost, revealing a need for price sensitivity.

More students (57.5%) indicated significant satisfaction with the prompt handling of delivery-related complaints of Online Food Delivery services within Ibadan signifying effective complaint resolution and customer service. A smaller group (26.1%) disagree and 141 respondents (33.7%) are neutral which also calls for more attention to clear, timely communication and effective solutions to complaints. Measuring respondents' experience of receiving incorrect orders, only 98 (25.7%) respondents claim to have experienced this. Nonetheless, this group spotlight problems with order processing, packaging, and delivery within the industry.

## Expectation Judgment

The following table presents the expectations of the target demographic for online food delivery services in Ibadan.

Table 4.8: Respondents' expectations of online food delivery services operating in Ibadan

Expectations of online food delivery service operating in Ibadan	Frequency	Percentage
Cheap/affordable logistics/delivery cost	127	30.3
Improvement in quality of food	60	14.3
Ordered food should meet expectations	25	6
Deliver fresh food	23	5.5

Improve on customer support/service	38	9.1
Improve on hygiene quality assurance	9	2.2
Consistent promo and discount offer	20	4.8
Quicker/More organized delivery	69	16.5
Safer mode of payments	17	4.1
Improve on branding and packaging	5	1.2
Other	26	6
<b>Total</b>	<b>419</b>	<b>100</b>

Results from Table 4.8 reveals that students primarily expect Online Food Delivery service providers to reduce delivery and logistics costs, with 30.3% of respondents identifying this as a key area for improvement. The second most frequently mentioned expectation was faster delivery times, with 16.5% of students seeking improved delivery speed. Food quality enhancement was identified by a good number of respondents.

Other areas of expectation include health concerns, order fulfillment, especially for specialized items, and the use of fresh ingredients. They also value improved rider hygiene, safer payment options, and enhanced packaging. Delivering appropriate images corresponding to menu items, considering health implications of takeaway packs, and maintaining consistent discounts and promotions are also crucial for building transparency and trust.

The emphasis on faster delivery highlights the need for evaluating logistics infrastructure and optimizing delivery routes. From these highlighted expectations, brands that can consistently deliver orders promptly will gain a competitive edge. At the same time, the demand for reduced delivery and logistics costs presents an opportunity for differentiation, which involves creating a distinct value proposition in the minds of consumers (Kotler & Keller, 2016; Kumar & Shah, 2021). Online Food Delivery brands can achieve this through unique offerings or cost advantages that set their products or services apart from competitors. Brands that can rationalize operations and pass savings onto consumers are likely to attract a larger customer base.

Overall, delivering a secure, enjoyable customer journey while meeting these expectations will be key to building loyalty and sustaining competitive advantage among undergraduate students of the University of Ibadan.

## Experience Judgment

To ascertain the impact of students' experiences of Online Food Delivery services in Ibadan, respondents were interrogated with an open question about the specific experience(s) that influenced their current attitude towards Online Food Delivery services operating in Ibadan. Through a thematic analysis of the collected data, several key themes emerged. Notably, students predominantly expressed concerns and opinions related to the speed of delivery, cost, ease of ordering, hygienic practices, personal preferences, food packaging, promotional offers, and customer service quality. These findings underscore the multifaceted nature of students' interactions with Online Food Delivery services in the Ibadan metropolis.

A primary factor influencing students' attitudes towards online food delivery is the speed of delivery. Students often compared the time it took to receive their orders through delivery services to the time it would take to visit a restaurant in person. The convenience and time-saving benefits of rapid delivery fostered positive attitudes among many students, as exemplified by comments such as:

*"Glovo delivers quickly" "I got my order in few minutes," "The one time I patronized one, Chowdeck was fast"*

A predominant theme emerging from the data is the exorbitant costs associated with online food delivery services. While a subset of students deemed the overall expenditure reasonable, a substantial portion expressed dissatisfaction due to prices. Respondents frequently cited excessive food prices and disproportionate delivery charges as primary deterrents. One participant remarked, echoing a sentiment shared by many:

*"I don't order food here in Ibadan because of exorbitant cost,"*



Many others described being dissuaded by prices or feeling that:

*"The cost is not worth it."*

The disproportion between food cost and added charges was emphasized by comments such as

*"Delivery fee was more than entire food I ordered."*

This suggests that a comprehensive evaluation of pricing strategies is essential if Online Food Delivery platforms in the Ibadan metropolis were to gain significant market share.

Furthermore, promotional offers and discounts emerged as a critical factor shaping students' perceptions of online food delivery services in Ibadan. A considerable number of respondents indicated that attractive deals and sales were primary motivators for platform utilization. Positive experiences with food quality during promotional periods often translated into sustained customer loyalty. Highlighting the pivotal role of promotions in customer acquisition, one participant expressed,

*"The discount sales offered by Chowdeck at the beginning of their launch led me to ordering food online."*

The correlation between promotional activities and customer satisfaction is further emphasized by comments such as:

*"Delivery promo or sales discounts" "I became a customer from a promo and the chicken was heaven."*

These findings suggest that strategic implementation of promotional incentives can significantly enhance customer acquisition and retention within the Ibadan Online Food Delivery market.

In addition, order fulfillment and accuracy emerged as a significant area of concern among respondents. A substantial number of participants reported issues related to order misplacement and incorrect delivery. These challenges manifested in various forms, including delayed deliveries attributed to unspecified weather conditions, diminished food quantities, and instances of completely wrong or incomplete orders.

One male participant remarked, emphasizing the impact of delayed orders on customer satisfaction:

*"The late delivery is annoying, I Ordered food and delivery came 45 minutes later; if I was dying of hunger, I would have died,"*

Another respondent, a female, described a particularly stressful experience of inaccuracy despite payment:

*"I ordered rice and moin-moin, the moin-moin never came and I wasn't refunded".*

Other respondents described receiving incorrect items or experiencing compromised food quality, as evinced by remarks from two other respondents, both female:

*"I ordered a burger and got bread," "Stale chicken and sour ingredients."*

These findings highlight the need for enhanced order processing and delivery systems to ensure customer satisfaction and loyalty.

Packaging and food safety emerged as additional areas of concern among respondents. Instances of food spillage during delivery indicated deficiencies in packaging or order handling procedures. Moreover, a subset of participants reported health complications following food consumption, raising critical questions about food safety, hygiene protocols and overall healthiness of the food. Two other respondents averred that:

*"I had health complications from consuming ordered food," "I don't think they're healthy enough. I got sick once."*

Such accounts underscore the imperative for robust quality control measures, including secure packaging and stringent hygienic practices, to safeguard consumer health and well-being.

Order accuracy and consistency emerged as critical challenges within the online food delivery sector in Ibadan. A notable proportion of respondents expressed dissatisfaction with order discrepancies, suggesting a systemic issue in order processing and fulfillment. Participants frequently reported disparities between advertised and delivered food quality and quantity, as exemplified by comments such as:

*"When order is received, the food delivered isn't usually up to the quality and quantity shared online" "Plenty soup, small fufu."*

Moreover, concerns about food safety were raised due to uncertainties regarding ingredients, as one respondent noted:

*"I have allergies to some food ingredients, and I can't be sure of the ingredients."*

Inconsistent food quality and taste were also cited as areas of concern. These findings underscore the need for enhanced order management systems, transparent communication, and reliable delivery services to improve customer satisfaction and trust.

A further area of concern highlighted by the data is the behavior of delivery riders. While not a pervasive issue, a minority of respondents reported instances of unprofessional conduct, especially food tampering. Such incidents significantly impacted the overall customer experience and have eroded trust in online food delivery services. Reflecting a broader concern about rider behavior, other respondents mentioned instances of food spillage and a general lack of respect from delivery personnel, a participant remarked:

*"Delivery riders eating out of the customers' food and issues of harassment,"*

### Satisfaction Judgment

While a majority of respondents expressed satisfaction with delivery speed, food quality, customer service, and complaint handling, significant areas of dissatisfaction emerged, some respondents frequently cited concerns about the cost of food and delivery, insufficient food portions, and frequent instances of food spillage and order misplacement. Additionally, a considerable number of respondents expressed dissatisfaction or uncertainty regarding food safety, highlighting a broader trust issue within the online food delivery sector.

Table 4.9: Overall satisfaction with performance of online food delivery service

Items	Response	Frequency	Percentage
How satisfied are you with the performance of online food delivery services operating in Ibadan?	Very unsatisfied	17	4.1
	Unsatisfied	60	14.3
	Moderate	193	46.1
	Satisfied	110	26.3
	Very satisfied	39	9.3
Total		419	100

Data in Table 4.9 reveals a mixed sentiment among respondents regarding the performance of online food delivery service providers in Ibadan. While 26.3% were merely satisfied with the services, a combined 18.4% (unsatisfied and very unsatisfied) indicated dissatisfaction. Although a smaller group (9.3%) expressed a pleasurable level of satisfaction, majority (46.1%) expressed moderate satisfaction. That majority of the respondents feel moderately satisfied points to the notion that consumers of this demographic are not fully thrilled but are not highly dissatisfied either. Additionally, this finding suggests that while customers are generally positive about the services of Online Food Delivery platforms operating in Ibadan, there is room for improvement and a substantial untapped gap.

## DISCUSSION OF FINDINGS

The study addressed Research Question One by exploring undergraduate students' disposition towards Online Food Delivery services at the University of Ibadan. The survey revealed a high awareness of Online Food Delivery platforms among respondents, with Chowdeck and Heyfood being the most recognized, followed by Glovo and Getfood. Despite this, just over half of the respondents reported using these services, indicating a significant market opportunity.

Key findings from Tables 4.3 and 4.4 showed that students prefer home-cooked meals and are concerned about factors such as food preparation, cost, and quality, with environmental concerns also playing a role. There is a notable preference for traditional food preparation methods, with limited habitual use of Online Food Delivery services, often due to skepticism about food safety, affordability, quality, and quantity. A significant portion of respondents find homemade or cafeteria meals more convenient and believe they offer more options than OFD services. This suggests that OFD brands in Ibadan may need to expand their restaurant options or increase awareness of the variety offered through their platforms. Dissatisfaction with app navigation underscores the need for more intuitive designs to improve user accessibility. Moreso, hygiene practices were a major concern, with many respondents questioning the adequacy of safety standards. Delivery speed was generally viewed positively, though some respondents had concerns about timely deliveries and indicated likelihood to patronize Online Food Delivery service if delivery was faster.

Results from section 3 of the survey addresses Research Question Two, revealing factors likely to influence respondents' adoption or continued patronage of Online Food Delivery services. Notable among the findings is the notion that while social pressures may not universally influence all respondents, a significant portion believes that using Online Food Delivery services positively affects their social perception. This suggests an opportunity for OFD brands to leverage social proof. By consistently employing loyalty programs, exclusive offers, social media campaigns, and influencer partnerships, Online Food Delivery services operating in Ibadan can enhance their appeal as part of a desirable social group.

Another notable subset expressed dissatisfaction with the ease of navigation on both apps and websites. This dissatisfaction underscores an urgent need for more intuitive design and improved user accessibility. Users who encounter difficulties navigating these platforms are prone to frustration, which can lead to order abandonment or even a complete disengagement from the service. Moreover, such negative experiences can adversely affect adoption as respondents claimed likelihood to patronize if the apps were easier to use.

A substantial proportion of respondents indicated that larger food portions, and reduced costs could increase their likelihood of using OFD services. This suggests that tiered pricing strategies could be effective in attracting a broader customer base. Financial considerations are also evident. Although students with higher monthly allowances are more likely to afford the convenience and variety offered by online food delivery platforms, financially buoyant people only make a small segment of this population. Hence, Online Food Delivery services need to balance affordability with value to cater to diverse financial capacities.

Additionally, improved customer service is another identified driver of purchase intent as more respondents indicated that effective and responsive customer support can significantly influence users' likelihood to patronize Online Food Delivery services. Food quality is another critical factor driving purchase intent. A substantial proportion of respondents indicated that assurances regarding taste, appearance, texture, freshness, safety, and nutritional value are essential for their decision to use Online Food Delivery services. This finding points to the need for OFD services to prioritize high-quality food as a key driver of consumer engagement.

Many respondents showed a preference for Online Food Delivery platforms that offer incentives such as discounts, free delivery, and complimentary take-away packs consistently. This suggests that incentives are influential in shaping consumer adoption, particularly among students who are sensitive to pricing and value propositions. Personalization also plays a growing role in determining adoption of this demographic. A significant proportion of respondents indicated that accurate delivery of special or customized orders, such as dietary restrictions, enhances their likelihood of using Online Food Delivery services. This reflects the increasing importance of tailoring services to individual preferences.

The findings from Research Question Three also highlight the respondents' appraisal of Online Food Delivery services in Ibadan. A significant portion of the respondents expressed dissatisfaction with the safety of the ordered food, with some indicating a lack of trust in the safety standards. Again, this suggests a need for enhanced transparency and safety measures within the industry to address consumer concerns and build trust.

Customer service also emerged as a significant issue. While a smaller number of respondents reported dissatisfaction, a larger segment remained uncertain about their satisfaction with customer service. This indicates an area requiring attention and improvement, as the ambiguity around service quality could impact overall consumer satisfaction. Concerns about the conduct of delivery riders were noted, with a notable percentage of respondents reporting experiences of verbal abuse and food tampering. This highlights a critical issue that could damage the reputation of OFD services and necessitates better training for delivery personnel.

Regarding user satisfaction with navigating OFD platforms, the feedback was mixed. A significant portion of respondents expressed dissatisfaction or neutrality regarding the user experience and platform reliability, suggesting potential usability issues that need to be addressed to enhance user satisfaction. Cost and value perceptions also varied among respondents. While some expressed dissatisfaction with the cost of food, others were neutral or satisfied. This variability points to the importance of pricing strategies and value propositions in influencing consumer choices. Food quality, including taste, freshness, and nutritional value, was generally well-received, though some respondents were dissatisfied. This feedback underscores the need for consistent quality to meet consumer expectations.

Likewise, quantity of food delivered was a notable concern, with a majority of respondents dissatisfied with portion sizes. Addressing this gap between consumer expectations and actual delivery could improve overall satisfaction and perceived value. Addressing issues related to safety, customer service, delivery conduct, platform usability, cost, food quality, portion size, and hygiene is essential for better satisfaction, improving the overall consumer experience and fostering long-term loyalty.

The findings of this study contradict that of Ofori & Appiah-Nimo (2019), who examined undergraduate students in Ghana and found that they prioritize convenience in food delivery, often valuing the ease of ordering over lower costs. In contrast, the majority of undergraduate students at the University of Ibadan prioritize cost over convenience, with majority expressing a preference to home-cooking. This study also contrasts with Lau & David (2019), which found that urban consumers often prioritize convenience due to their fast-paced lifestyles and the wide availability of food options.

Moreover, the findings of this study contrast with the study of Alcalde, Malabanan, Hernandez & Jamoralin (2022) whose research found that lower-level students were more frequent users of Online Food Delivery services compared to their higher-level counterparts. This study reveals that higher-level students are more likely to use online food delivery services than lower-level students. Again, while Yeo, Goh, Rezaei (2017) found that factors such as convenience and technology acceptance are more significant than socioeconomic status in influencing online food delivery adoption among students, this study—illustrated by the Pearson  $r$  correlation in Table 4.7—reveals that students at the University of Ibadan with higher socioeconomic status, particularly those with larger monthly allowances, are more likely to use online food delivery services.

This research has uncovered a range of nuanced concerns and critical pain points within this demographic, moving beyond the more readily apparent factors of convenience, food availability, delivery speed or service quality as highlighted in extant studies.

## **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **Introduction**

This chapter is structured into four distinct sections. The first section offers a synthesized summary of the study's key findings. The second section articulates the principal conclusions drawn from the research. The third section outlines practical recommendations tailored for online food delivery platforms operating within the Ibadan metropolis. Finally, the fourth section proposes directions for future research endeavors.



## Summary

The study addressed Research Question One by exploring undergraduate students' disposition towards Online Food Delivery services at the University of Ibadan. The survey revealed a high awareness of Online Food Delivery platforms among respondents, with Chowdeck and Heyfood being the most recognized, followed by Glovo and Getfood. Despite this, just over half of the respondents reported using these services, indicating a significant market opportunity.

Findings showed that students prefer home-cooked meals and are concerned about factors such as food preparation, cost, and quality, with environmental concerns also playing a role. There is a notable preference for traditional food preparation methods, with limited habitual use of Online Food Delivery services, often due to skepticism about food safety, affordability, quality, and quantity. A significant portion of respondents find homemade or cafeteria meals more convenient and believe they offer more options than OFD services. This suggests that OFD brands in Ibadan may need to expand their restaurant options or increase awareness of the variety offered through their platforms. Dissatisfaction with app navigation underscores the need for more intuitive designs to improve user accessibility. Moreso, hygiene practices were a major concern, with many respondents questioning the adequacy of safety standards. Delivery speed was generally viewed positively, though some respondents had concerns about timely deliveries and indicated likelihood to patronize Online Food Delivery service if delivery was faster.

A notable finding regarding factors that may influence respondents' adoption or continued use of Online Food Delivery (OFD) services is the perception that, although social pressure does not affect all users uniformly, a significant number of respondents believe that using OFD services enhances their social image. This suggests a strategic opportunity for OFD brands to leverage social proof in their marketing efforts.

Another notable subset expressed dissatisfaction with the ease of navigation on both apps and websites. This dissatisfaction underscores an urgent need for more intuitive design and improved user accessibility. Users who encounter difficulties navigating these platforms are prone to frustration, which can lead to order abandonment or even a complete disengagement from the service. Moreover, such negative experiences can adversely affect adoption as respondents claimed likelihood to patronize if the apps were easier to use.

A substantial proportion of respondents indicated that larger food portions, and reduced costs could increase their likelihood of using OFD services. This suggests that tiered pricing strategies could be effective in attracting a broader customer base. Financial considerations are also evident. Although students with higher monthly allowances are more likely to afford the convenience and variety offered by online food delivery platforms, financially buoyant people only make a small segment of this population. Hence, Online Food Delivery services need to balance affordability with value to cater to diverse financial capacities.

Additionally, improved customer service is another identified driver of purchase intent as more respondents indicated that effective and responsive customer support can significantly influence users' likelihood to patronize Online Food Delivery services. Food quality is another critical factor driving purchase intent. A substantial proportion of respondents indicated that assurances regarding taste, appearance, texture, freshness, safety, and nutritional value are essential for their decision to use Online Food Delivery services. This finding points to the need for OFD services to prioritize high-quality food as a key driver of consumer engagement.

Many respondents showed a preference for Online Food Delivery platforms that offer incentives such as discounts, free delivery, and complimentary take-away packs consistently. This suggests that incentives are influential in shaping consumer adoption, particularly among students who are sensitive to pricing and value propositions. Personalization also plays a growing role in determining adoption of this demographic. A significant proportion of respondents indicated that accurate delivery of special or customized orders, such as dietary restrictions, enhances their likelihood of using Online Food Delivery services. This reflects the increasing importance of tailoring services to individual preferences.

The findings from Research Question Three also highlight the respondents' appraisal of Online Food Delivery services in Ibadan. A significant portion of the respondents expressed dissatisfaction with the safety of the



ordered food, with some indicating a lack of trust in the safety standards. Again, this suggests a need for enhanced transparency and safety measures within the industry to address consumer concerns and build trust.

Customer service also emerged as a significant issue. While a smaller number of respondents reported dissatisfaction, a larger segment remained uncertain about their satisfaction with customer service. This indicates an area requiring attention and improvement, as the ambiguity around service quality could impact overall consumer satisfaction. Concerns about the conduct of delivery riders were noted, with a notable percentage of respondents reporting experiences of verbal abuse and food tampering. This highlights a critical issue that could damage the reputation of OFD services and necessitates better training for delivery personnel.

Regarding user satisfaction with navigating OFD platforms, the feedback was mixed. A significant portion of respondents expressed dissatisfaction or neutrality regarding the user experience and platform reliability, suggesting potential usability issues that need to be addressed to enhance user satisfaction. Cost and value perceptions also varied among respondents. While some expressed dissatisfaction with the cost of food, others were neutral or satisfied. This variability points to the importance of pricing strategies and value propositions in influencing consumer choices. Food quality, including taste, freshness, and nutritional value, was generally well-received, though some respondents were dissatisfied. This feedback underscores the need for consistent quality to meet consumer expectations.

Likewise, quantity of food delivered was a notable concern, with a majority of respondents dissatisfied with portion sizes. Addressing this gap between consumer expectations and actual delivery could improve overall satisfaction and perceived value. Likewise, addressing issues related to safety, customer service, delivery conduct, platform usability, cost, food quality, portion size, and hygiene is essential for better satisfaction, improving the overall consumer experience and fostering long-term loyalty.

## Conclusion

This study has established that Online Food Delivery platforms operating in Nigeria and more specifically, Ibadan metropolis, are increasing daily and are looking to change the eating habits of consumers therein. As a large, technology-savvy segment, consisting of people from different backgrounds, the undergraduate demographic is an efficient market to serve. Generally, the study has demonstrably revealed the perception, pain points, determinants of adoption, satisfaction levels and by extension, opportunities for Online Food Delivery services operating in Ibadan to better understand and cater to the needs of this critical consumer segment.

Explicitly, the study reveals a multifaceted consumer disposition shaped by varying preferences, concerns, and experiences. The overwhelming prevalence of internet-enabled smartphones suggests a strong potential for online food delivery services, particularly among students. Despite this, it is evident that only a segment of the student body regularly engages with these services, as evidenced by the high proportion of respondents who either rarely or have never used online food delivery.

Concerns regarding the services are abundant, with preferences for home-cooked meals and worries about food preparation being the most prominent. Likewise, cost and environmental sustainability also emerge as significant concerns, reflecting broader consumer values and the need for affordability and responsible practices within the industry. The perception of online food delivery services as a status symbol or time-saving convenience highlights the complex social and psychological factors influencing consumption that OFD platforms can leverage.

The findings suggest that while convenience is a key driver for the adoption of online food delivery, there are substantial barriers related to perceptions of hygiene, service reliability, and the alignment of orders with expectations. Additionally, the study revealed multi-dimensional factors influencing the adoption of online food delivery services among undergraduate students at the University of Ibadan, encompassing both service attributes and socio-economic variables. Findings highlight several key drivers of adoption, with delivery speed, food portion size and cost reduction being prominent considerations for students, emphasizing the importance of efficiency, affordability, and product offerings in shaping consumer decisions. The usability of

the service, including ease of navigation and customer service quality, emerges as a critical determinant, underscoring the role of a seamless user experience in fostering engagement.

As findings from Research Question One showed, Research Question Two also revealed that social influence plays a substantial role in adoption, with respondents indicating they are more likely to use online food delivery services if their friends do so, suggesting the impact of peer behavior and social norms. Furthermore, promotional strategies such as discounts and free delivery were found to significantly increase students' likelihood of patronizing these services, highlighting the price sensitivity of the demographic.

The study also reveals important demographic trends, particularly in relation to academic level and financial capacity. Students in higher academic levels (500 level) demonstrate a higher adoption rate compared to their lower-level counterparts, suggesting that greater financial resources and possibly increased independence may drive usage. Furthermore, a weak but positive correlation was found between monthly allowance and adoption, indicating that students with higher allowances may be more inclined to adopt online food delivery services, though other factors, such as convenience and social influence, likely play a more significant role.

Gender was not found to be a significant determinant in the adoption of online food delivery services, suggesting that factors such as income and academic level are more impactful in shaping adoption behaviors. This finding underscores the need for service providers to focus on tailoring their offerings to the financial and practical needs of students, as well as leveraging social influence and promotional incentives to enhance adoption across diverse student groups.

Importantly, findings from respondents' judgment of several performance metrics of OFD services reveal a nuanced picture of student satisfaction, preferences, and expectations, highlighting both strengths and areas for improvement in the current OFD landscape. First, students express moderate satisfaction with several aspects of OFD services, including delivery speed, customer service, and complaint handling. However, concerns about food safety, the cost of delivery, and food portions indicate significant gaps in the customer experience. A notable portion of respondents also report issues with food quality, packaging, and order accuracy, which can undermine consumer trust and satisfaction. These findings suggest that while the OFD services in Ibadan are meeting basic consumer needs, there are critical areas requiring attention to ensure higher levels of customer contentment and retention.

This study underscores the importance of aligning customer expectations with the operational capabilities of Online Food Delivery (OFD) services. Key findings highlight that students prioritize faster delivery, higher food quality, and lower delivery costs, particularly in the areas of portion size and nutritional value. Addressing operational issues such as incorrect orders, food spillage, and unprofessional behavior from delivery riders is essential for enhancing customer satisfaction and improving the overall perception of OFD services especially among this demographic.

Promotional strategies, including discounts and deals, are critical in shaping student engagement with OFD platforms. The research demonstrates that students are highly sensitive to pricing, emphasizing the need for flexible pricing models that cater to diverse financial circumstances. By offering tailored promotions, OFD platforms can better attract and retain customers, providing significant opportunities for market expansion and increased loyalty within this demographic.

Concerns regarding food safety and hygiene practices are prominent among respondents, necessitating more stringent quality control measures. The study indicates that health risks, inconsistent food quality, and packaging issues present an urgent need for OFD providers to adopt robust safety protocols. Greater transparency regarding food preparation practices and ingredient sourcing will be crucial in building trust and ensuring customer well-being, which are paramount for long-term success in this market.

Ultimately, the research reveals a dynamic and evolving landscape where convenience, affordability, and social influence intersect with concerns about quality and reliability. To resonate more effectively with students, OFD platforms must address these concerns, focusing on affordability, service quality, and sustainability. There are clear opportunities for platforms to refine their strategies across product offerings,

user experience, pricing, customer support, and promotional activities to better meet the needs and expectations of undergraduate consumers and similar groups.

## Recommendations

The findings of this study provide crucial insights into the behavior of undergraduate students towards online food delivery services at the University of Ibadan, highlighting key areas for improvement. In response to these findings, the following recommendations are proposed to address the identified concerns and enhance the overall customer experience in the online food delivery industry:

1. **Campus Partnerships and Corporate Social Responsibility Initiatives:** Engaging in strategic collaborations with student organizations or university departments to offer exclusive deals, sponsor events, and provide price reductions during key periods such as resumption, examination seasons, and notable campus celebrations (e.g., Men's Day, Women's Day, and University Founding Day) presents a significant opportunity to enhance brand visibility and deepen engagement with the student body. Additionally, online food delivery platforms could introduce a competition among departments, encouraging students to patronize the service by offering attractive incentives such as a 50% discount or other promotions during the examination period. To participate, students could enter their department, matriculation number, and academic level at the point of purchase, fostering a sense of competition and camaraderie across departments. Such initiatives are likely to foster a sense of community, strengthen student loyalty, and drive both customer acquisition and retention. Furthermore, these partnerships can position the platform as a socially responsible entity that actively contributes to the campus experience, aligning with students' values and social priorities, which ultimately strengthens brand loyalty and cultivates long-term relationships with the student demographic.
2. **Addressing Health and Environmental Concerns:** Respondents expressed apprehension regarding the health and environmental implications of online food delivery, particularly in relation to the food itself, its packaging, and disposal practices. To mitigate these concerns, online food delivery platforms could implement a robust system of packaging-material testing to ensure the absence of harmful chemicals. Additionally, it is recommended that the date of the most recent packaging assessment be clearly indicated on the food packaging to assure consumers of the platform's commitment to stringent quality and safety protocols.
3. **Sustainable Waste Management and Incentive-Based Initiatives:** In line with the existing waste management practices, such as designated disposal bins for drink bottles across the University of Ibadan campus, it is recommended that similar containers be placed in key locations, including departments and lecture theatres, for the disposal of used disposable plates. To encourage participation in this sustainable initiative, students could return the plates in pristine condition, each marked with a unique serial number. Upon returning the plates, students would be able to retrieve the serial number, which could then be linked to a reward system offering a discount on their next meal order. This approach not only promotes environmental sustainability by encouraging the recycling and proper disposal of packaging materials but also incentivizes responsible consumer behavior, creating a mutually beneficial relationship between students and online food delivery platforms. Moreover, this initiative could foster a culture of environmental consciousness while enhancing customer loyalty through tangible rewards.
4. **Reducing Environmental Impact:** In order to lessen the environmental footprint of food packaging, platforms could introduce a packaging return system incentivized with benefits such as a waiver of takeaway fees for future orders, based on the number of containers returned. This initiative would encourage consumer participation and foster sustainable practices while reducing overall costs.
5. **Enhancing Hygiene Standards:** To address hygiene concerns, online food delivery platforms should mandate regular health inspections of restaurants partnering with them. To further enhance transparency and consumer trust, platforms could also introduce live video streaming or virtual kitchen tours, which could be marketed on relevant platforms, offering customers real-time insights into food preparation processes.
6. **Training for Delivery Personnel:** Comprehensive training programs for delivery personnel are essential to improve communication skills and ensure strict adherence to food safety and hygiene

protocols. This will help establish more professional interactions and enhance customer trust in the service.

7. **Affordability for Students:** Considering the financial constraints of undergraduate students, online food delivery services could implement tiered pricing structures based on factors such as order value, frequency, or student status. This approach would make the service more accessible to a wider student demographic, ensuring affordability without compromising service quality.
8. **Leveraging Peer Influence:** Online food delivery platforms can capitalize on peer influence to drive customer acquisition and retention by offering consistent friend-centric promotions. This could include referral points or bonuses, free branded items for groups, or frequent discounted meal packages designed for group orders. Such strategies would foster a sense of community and incentivize students to engage with the service more frequently.
9. **Improving Delivery Speed:** To enhance delivery speed and efficiency, platforms should consider expanding their delivery fleet or restructuring their service areas into smaller zones to minimize the distance delivery riders must travel between orders. Additionally, collaborating with more restaurants in close proximity to the university would help reduce order processing time and enhance service speed.
10. **Reducing Lead Time:** In the context of online food delivery services, lead time refers to the duration between placing an order and receiving the food. Online food delivery services should prioritize minimizing lead time to ensure that food reaches consumers faster than alternative options. Ensuring a reasonable lead time will increase customer satisfaction and encourage repeat business.
11. **Refunds for Delays or Unavailability:** In cases where an order is delayed or unavailable, it is recommended that platforms implement a policy whereby restaurants are required to refund the exact amount charged for the item within one hour. This would foster consumer confidence and demonstrate commitment to customer satisfaction.
12. **Investing in Customer Support:** Finally, online food delivery services should invest in a dedicated, well-trained customer support team capable of promptly addressing inquiries, concerns, and complaints. Effective communication, especially regarding potential delays or issues, is crucial for maintaining a positive customer experience and ensuring that customers feel valued and heard.

By implementing these recommendations, Online Food Delivery platforms can significantly address key health and environmental concerns, better cater to undergraduate students, ensuring affordability, convenience, customer satisfaction, and positioning platforms as integral parts of student life, all while maintaining profitability for the service providers.

### Suggestions for Future Research

This study has been able to uncover respondents' judgments towards online food delivery services, including what their expectations are. In the context of exploring consumer behavior towards online food delivery services among the undergraduate students of University of Ibadan, one crucial area for future research lies in investigating the factors that drive brand loyalty. Brand loyalty remains a critical construct in marketing, particularly in highly competitive sectors such as online food delivery, where numerous platforms vie for consumer attention and patronage. Results from the survey show that price sensitivity plays a significant role in shaping undergraduate students' loyalty towards a particular food delivery service. Therefore, further research can examine several variables to gain deeper insights into the specific formation of brand loyalty, specifically focusing on promotional mechanisms such as discounts, special offers, and loyalty programs.

Likewise, future studies could also explore the psychological mechanisms behind such loyalty-building tactics. How do students perceive the authenticity and transparency of these promotions? To what extent do they view loyalty programs as a genuine reward or as a mere marketing tactic? To what extent do they perceive the discounted cost to be lower than the walk-in prices? Are there particular student segments that are more responsive to discounts or rewards? Does the frequency of promotions play a role in enhancing perceived value? By deepening the understanding of how promotions, discounts, and loyalty programs impact brand loyalty, researchers can provide food delivery platforms with valuable insights that will allow them to tailor their strategies to meet the unique needs and preferences of the student population, fostering greater long-term engagement and loyalty.



Drawing from the findings of this study, which highlights the significant health concerns related to takeaway packaging and food safety as key considerations for consumers, another important area for further investigation emerges in the environmental impact of online food delivery services, particularly in terms of packaging waste and carbon emissions.

Further research could also explore customers attitudes toward potential industry shifts towards more sustainable practices. Do customers actively seek platforms that implement eco-friendly delivery methods or are they inclined to support food delivery platforms that adopt eco-friendly measures, even if these practices entail slightly higher costs? What specific environmental initiatives would encourage customers to prioritize one platform over another? Or do considerations of convenience and price outweigh environmental concerns? Such insights could promote the development of more eco-conscious strategies within the industry and offer valuable input for policy-making regarding environmental regulations for the online food delivery industry, especially in rapidly expanding urban areas like Ibadan.

Conclusively, building on the health concerns highlighted in this research, where 4.3% of respondents expressed that ordered food may not adequately address their health concerns and 18.4% reported experiencing health complications, understanding the impact of health consciousness on the selection of food delivery services is another critical area for further inquiry. Future studies could investigate whether students are indeed beginning to exhibit a growing interest in healthy eating or whether those with heightened health awareness are more likely to gravitate toward services that offer healthier menu options or cater to their specific dietary needs if it attracts higher cost.

Lastly, a key area for exploration would involve conducting a comparative analysis of undergraduate students' behaviors across different university institutions within Nigeria. This will offer valuable insights into the nuances of consumer behavior towards online food delivery services and uncover commonalities and disparities in their preferences, attitudes, and decision-making processes, allowing online food delivery platforms to strategically tailor their marketing efforts, optimize service delivery models, and enhance customer relationship management strategies to effectively cater to the specific needs and preferences of this significant market segment, thereby maximizing market penetration and fostering sustainable growth within the Nigerian higher education landscape which earlier cited studies have proven to be a fertile ground for e-commerce adoption and a significant driver of technological innovation and consumption patterns, even within the broader Nigerian economy.

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## APPENDIX

### University Of Ibadan

#### Questionnaire

Dear Respondent,

This questionnaire is part of a study on Consumer Behavior towards Online Food Delivery Services among undergraduates at the University of Ibadan. Your participation will offer valuable insights into how these services are perceived, the factors that may influence your decision to use them, as well as your pain points, expectations, and overall satisfaction. Rest assured, all information will remain confidential and will only be used for academic/research purposes.

#### SECTION 1 OF 5: Demographic Information (*Please read carefully and tick as appropriate*)

1. Gender

- ☐ Female
- ☐ Male

2. AGE

- ☐ Under 18
- ☐ 18 – 21
- ☐ 22 – 25
- ☐ Over 25

3. Academic level

- ☐ 100 level
- ☐ 200 level
- ☐ 300 level
- ☐ 400 level
- ☐ 500 level

4. FACULTY: \_\_\_\_\_

5. DEPARTMENT: \_\_\_\_\_

6. Which hostel are you currently staying in?

- ☐ MELLANBY HALL
- ☐ TEDDER HALL
- ☐ KUTI HALL
- ☐ SULTAN BELLO HALL

- ☐ QUEEN ELIZABETH II HALL
- ☐ QUEEN IDIA HALL
- ☐ INDEPENDENCE HALL
- ☐ NNAMDI AZIKWE HALL
- ☐ OBAFEMI AWOLOWO HALL

7. What is the range of your monthly allowance?

- ☐ 0 - 10,000
- ☐ 10,005 - 20,000
- ☐ 20,005 - 50,000
- ☐ 50,005 - 100,000
- ☐ Other

**SECTION 2 OF 5:** Online Food Delivery Service Usage. *(Please read carefully and tick as appropriate)*

8. Do you have access to a smartphone capable of browsing the internet?

YES ( ) NO ( )

9. Have you ever patronized an Online Food Delivery service operating in Ibadan?

YES ( ) NO ( )

10. Which Online Food Delivery app are you familiar with? (Please check all boxes that apply)

Heyfoo

Glovo

GetFood

Chowdeck

Other (please specify)

11. How often do you patronize Online Food Delivery services?

- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently
- ☐ Always
- ☐ Never



12. What concerns do you have regarding Online Food Delivery services? *Check all boxes that apply.*

I just prefer cooking at home

I have concerns about how the preparation process of ordered food.

I have concerns about cost of ordered food.

I have concerns about the environmental impact of take-away pack.

I have concerns about food quantity

I have concerns about the taste.

I have health concerns.

I am concerned about the freshness of the ingredients used in cooking the food.

I have concerns about the method of payment.

### SECTION 3 of 5: Perception towards Online Food Delivery service

13. Indicate your level of agreement with each of the following statements.

(Where **SD** - Strongly Disagree, **D** - Disagree, **N** - Neutral, **A** - Agree, **SA** - Strongly Agree)

STATEMENTS	SD	D	N	A	SA
My friends (would) think highly of me when I use Online Food Delivery service					
I believe Online Food Delivery service saves time on cooking, which allows me to focus on my studies.					
People who use Online Food Delivery service have a higher social status					
The variety of food options available through Online Food Delivery service is greater than homemade or cafeteria meals					
The variety of restaurants available through Online Food Delivery service is an important factor in my decision to patronize them.					
I find it easy to use Online Food Delivery service apps					
The hygiene conditions of Online Food Delivery service are more conducive than homemade meals and walk-in restaurants.					
I believe Online Food Delivery services are more convenient than homemade meals and walk-in restaurants.					
I believe the items ordered do not usually match what I ordered					
I believe Online Food Delivery services reliably delivers orders within the estimated time frame					

### SECTION 4 OF 5: Factors that may influence adoption of Online Food Delivery service.

14. To what extent do you agree with the following statements.

(Where **VU** - Very Unlikely, **U** - Unlikely, **N** - Neutral, **L** - Likely, **VL** - Very Likely)

STATEMENTS	VU	U	N	L	VL
How likely are you to use an Online Food Delivery service if your close friends use it?					
How likely are you to patronize Online Food Delivery service if					

meals are delivered faster?					
How likely are you to patronize Online Food Delivery service if the quantity of ordered food increases?					
How likely are you to patronize Online Food Delivery service if cost of ordered food is reduced?					
How likely are you to patronize Online Food Delivery service if the web or app is much easier to use?					
How likely are you to patronize Online Food Delivery service if the customer service improves?					
How likely are you to patronize an Online Food Delivery service if the quality of food improves?					
How likely are you to patronize Online Food Delivery service if discounts and free delivery are given often?					
How likely are you to patronize Online Food Delivery service if take-away pack is made free?					
How likely are you to use an Online Food Delivery service if measures are taken to prevent food spillage?					
How likely are you to patronize Online Food Delivery service if special or customized orders such as 'no onions,' 'mild pepper' are accurately delivered?					

**SECTION 5 OF 5:** Judgment towards overall performance of Online Food Delivery services.

15. To what extent do you agree to the following statements.

(Where **SD** - Strongly Disagree, **D** - Disagree, **N** - Neutral, **A** - Agree, **SA** - Strongly Agree)

STATEMENTS	SD	D	N	A	SA
I am satisfied with the safety of food delivered through Online Food Delivery services.					
I am satisfied with the customer service of Online Food Delivery services.					
I have heard/encountered instances of verbal abuse, harassment, or assault from delivery riders.					
I have experienced technical difficulties while using online food delivery website or app.					
I am satisfied with the cost of food ordered online.					
I am satisfied with the quality (taste, freshness, nutrition etc.) of food delivered.					
I am satisfied with online food delivery service pace of delivery.					
I don't get value for my money with regards the quantity of food delivered.					
I have suffered health issues from eating food ordered online.					
Online food delivery services are often capable of food spill and order misplacement.					
I am satisfied with delivery costs					
I am satisfied with cost of take-away					
I am satisfied with the prompt handling of delivery-related complaints.					
I have once received incorrect orders.					
I have encountered payment issues, (such as pending transactions, unauthorized debits) when using online food delivery apps.					

16. In a sentence, please describe a specific experience that has significantly influenced your current attitude towards Online Food Delivery services in Ibadan. (This could be a personal experience or something you've heard from others.)

17. On a scale of 1 to 5, **1** being **Very Unsatisfied** and **5** being **Very Satisfied**, rate your overall satisfaction with the performance of Online Food Delivery services operating in Ibadan metropolis

18. What are your expectations of Online Food Delivery service operating in Ibadan? i.e. What would you like them to do better? (Please start with "*I expect the Online Food Delivery service operating in Ibadan to [followed by what you would like them to do better]*")

## Frequency Table I

Frequency distribution of Respondents' perception towards online food delivery services in Ibadan Metropolis.

SN	Perceptions	Response	Frequency	Percentage
1	My friends think highly of me when I use Online Food Delivery service	Strongly Disagree	71	16.9
		Disagree	55	13.1
		Neutral	123	29.4
		Agree	96	22.9
		Strongly Agree	74	17.7
2	I believe Online Food Delivery service saves me time on cooking, which allows me to focus on my studies.	Strongly Disagree	49	11.7
		Disagree	54	12.9
		Neutral	90	21.5
		Agree	151	36
		Strongly Agree	75	17.9
3	People who use Online Food Delivery service have a higher social status	Strongly Disagree	63	15
		Disagree	110	26.3
		Neutral	98	23.4
		Agree	96	22.9
		Strongly Agree	52	12.4
4	The variety of food options available through Online Food Delivery service is greater than homemade or cafeteria meals	Strongly Disagree	50	11.9
		Disagree	86	20.5
		Neutral	90	21.5
		Agree	131	31.3
		Strongly Agree	62	14.8
5	The variety of restaurants available through Online Food Delivery service is an important factor in my decision to patronize them.	Strongly Disagree	33	7.9
		Disagree	58	13.8
		Neutral	130	31
		Agree	148	35.3
		Strongly Agree	50	11.9
6	I find it easy to use Online Food Delivery service apps	Strongly Disagree	34	8.1
		Disagree	50	11.9
		Neutral	116	27.7
		Agree	152	36.3
		Strongly Agree	67	16
7	The hygiene conditions of Online Food Delivery service are more conducive than homemade meals and walk-in restaurants.	Strongly Disagree	84	20
		Disagree	96	22.9
		Neutral	152	36.3
		Agree	41	9.8
		Strongly Agree	46	11
8	I believe Online Food Delivery services are more convenient than homemade meals and walk-in restaurants.	Strongly Disagree	50	11.9
		Disagree	81	19.3
		Neutral	115	27.4
		Agree	132	31.5

		Strongly Agree	41	9.8
9	I believe the items ordered do not usually match what I ordered	Strongly Disagree	51	12.2
		Disagree	97	23.2
		Neutral	160	38.2
		Agree	79	18.9
		Strongly Agree	32	7.6
10	I believe Online Food Delivery services reliably delivers orders within the estimated time frame	Strongly Disagree	35	8.4
		Disagree	77	18.4
		Neutral	149	35.6
		Agree	112	26.7
		Strongly Agree	46	11
		<b>Total</b>	<b>419</b>	<b>100</b>

**Frequency Table Ii**

Frequency distribution of Respondents' likelihood to use Online Food Delivery services operating in Ibadan.

SN	Items	Response	Frequency	Percentage
1	How likely are you to patronize Online Food Delivery service if your close friends use it?	Very unlikely	79	18.9
		Unlikely	62	14.8
		Neutral	89	21.2
		Likely	116	27.7
		Very likely	73	17.4
2	How likely are you to patronize Online Food Delivery service if meals are delivered faster?	Very unlikely	36	8.6
		Unlikely	46	11
		Neutral	96	22.9
		Likely	148	35.3
		Very likely	93	22.2
3	How likely are you to patronize Online Food Delivery service if the quantity of ordered food increases?	Very unlikely	31	7.4
		Unlikely	48	11.5
		Neutral	99	23.6
		Likely	112	26.7
		Very likely	129	30.8
4	How likely are you to patronize Online Food Delivery service if cost of ordered food is reduced?	Very unlikely	32	7.6
		Unlikely	47	11.2
		Neutral	88	21
		Likely	126	30.1
		Very likely	126	30.1
5	How likely are you to patronize Online Food Delivery service if the web or app is much easier to use?	Very unlikely	32	7.6
		Unlikely	44	10.5
		Neutral	108	25.8
		Likely	128	30.5
		Very likely	107	25.5
6	How likely are you to patronize Online Food Delivery service if the customer service improves?	Very unlikely	30	7.2
		Unlikely	51	12.2
		Neutral	94	22.4
		Likely	145	34.6
		Very likely	99	23.6
7	How likely are you to patronize an Online Food Delivery service if the quality of food improves?	Very unlikely	29	6.9
		Unlikely	43	10.3
		Neutral	82	19.6
		Likely	123	29.4
		Very likely	142	33.9
8	How likely are you to patronize Online Food Delivery service if discounts and free delivery	Very unlikely	34	8.1
		Unlikely	30	7.2

	are given often?	Neutral	82	19.6
		Likely	127	30.3
		Very likely	146	34.8
9	How likely are you to patronize Online Food Delivery service if take-away pack is made free?	Very unlikely	36	8.6
		Unlikely	43	10.3
		Neutral	111	26.5
		Likely	113	27
		Very likely	116	27.7
10	How likely are you to use an Online Food Delivery service if measures are taken to prevent food spillage?	Very unlikely	33	7.9
		Unlikely	45	10.7
		Neutral	99	23.6
		Likely	135	32.2
		Very likely	107	25.5
11	How likely are you to patronize Online Food Delivery service if special or customized orders such as 'no onions' are accurately delivered?	Very unlikely	28	6.7
		Unlikely	46	11
		Neutral	125	29.8
		Likely	104	24.8
		Very likely	116	27.7
		<b>Total</b>	<b>419</b>	<b>100</b>

**Frequency Table III**

Frequency distribution of Respondents' judgment towards overall performance of online food delivery services operating in Ibadan.

SN	Items	Response	Frequency	Percentage
1	I am satisfied with the safety of food delivered through Online Food Delivery services.	Strongly disagree	48	11.5
		Disagree	50	11.9
		Neutral	162	38.7
		Agree	105	25.1
		Strongly agree	54	12.9
2	I am satisfied with the customer service of Online Food Delivery services.	Strongly disagree	25	6
		Disagree	54	12.9
		Neutral	169	40.3
		Agree	135	32.2
		Strongly agree	36	8.6
3	I have heard/encountered instances of verbal abuse, harassment, or assault from delivery riders.	Strongly disagree	79	18.9
		Disagree	98	23.4
		Neutral	150	35.8
		Agree	58	13.8
		Strongly agree	34	8.1
4	I have experienced technical difficulties while using online food delivery website or app.	Strongly disagree	48	11.5
		Disagree	83	19.8
		Neutral	155	37
		Agree	101	24.1
		Strongly agree	32	7.6
5	I am satisfied with the cost of food ordered online.	Strongly disagree	58	13.8
		Disagree	98	23.4
		Neutral	166	39.6
		Agree	57	13.6
		Strongly agree	40	9.5
6	I am satisfied with the quality (taste, freshness, nutrition etc.) of food delivered.	Strongly disagree	30	7.2
		Disagree	64	15.3
		Neutral	108	25.8



		Agree	186	44.4
		Strongly agree	31	7.4
7	I am satisfied with online food delivery service pace of delivery.	Strongly disagree	34	8.1
		Disagree	53	12.6
		Neutral	101	24.1
		Agree	182	43.4
		Strongly agree	49	11.7
8	I don't get value for my money with regards the quantity of food delivered.	Strongly disagree	71	16.9
		Disagree	165	39.4
		Neutral	71	16.9
		Agree	67	16
		Strongly agree	45	10.7
9	I have suffered health issues from eating food ordered online.	Strongly disagree	100	23.9
		Disagree	114	27.2
		Neutral	128	30.5
		Agree	52	12.4
		Strongly agree	25	6
10	Online food delivery services are often capable of food spill and order misplacement.	Strongly disagree	57	13.6
		Disagree	68	16.2
		Neutral	154	36.8
		Agree	104	24.8
		Strongly agree	36	8.6
11	I am satisfied with delivery costs	Strongly disagree	73	17.4
		Disagree	92	22
		Neutral	52	12.4
		Agree	164	39.1
		Strongly agree	38	9.1
12	I am satisfied with cost of take-away	Strongly disagree	65	15.5
		Disagree	89	21.2
		Neutral	153	36.5
		Agree	73	17.4
		Strongly agree	39	9.3
13	I am satisfied with the prompt handling of delivery-related complaints.	Strongly disagree	48	11.5
		Disagree	61	14.6
		Neutral	69	16.5
		Agree	203	48.4
		Strongly agree	38	9.1
14	I have once received incorrect orders	Strongly disagree	83	19.8
		Disagree	87	20.8
		Neutral	141	33.7
		Agree	76	18.1
		Strongly agree	32	7.6
15	I have encountered payment issues (such as pending transactions, unauthorized debits) when using online food delivery apps.	Strongly disagree	70	16.7
		Disagree	67	16
		Neutral	74	17.7
		Agree	162	38.7
		Strongly agree	46	11
		<b>Total</b>	<b>419</b>	<b>100</b>