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Determinants of Behavioral Intentions in Online Food Delivery Service Distribution in Vietnam

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Abstract

Purpose: This research integrates the Technology Adoption Model (TAM) and the Theory of Planned Behavior (TPB) to examine the determinants of consumers' behavioral intentions towards online food delivery (OFD) service distribution. It extends TAM by incorporating variables such as perceived ease of use (PEU), perceived usefulness (PU), and time-saving benefit (TSB) as antecedents of attitude towards OFD. **Research design, data, and methodology:** A non-probability sampling method was employed in this study, with 308 customer intentions toward OFD collected through a Google Forms questionnaire. The analysis utilized SmartPLS to confirm the constructs' reliability and validity and to examine the proposed hypotheses. **Results:** These findings showed that users' attitudes in OFD-based distribution systems were significantly influenced by PU and TSB, while PEU had no effect. In addition, attitudes, subjective norms (SN), and perceived behavioral control (PBC) were found to have a positive relationship with behavioral intentions regarding OFD. **Conclusion:** This study enhances the understanding of the key factors that shape consumers' behavioral intentions regarding OFD. It also offers insights for OFD service distribution managers by highlighting how PU and TSB influence users' attitudes toward OFD. Additionally, it clarifies how attitudes, SN, and PBC collectively drive consumers' behavioral intentions to use OFD service distribution.

Keywords: Technology Adoption Model, Theory of Planned Behavior, Online Food Delivery Service Distribution

JEL Classification Code: L81, L87, M30, M31

1. Introduction

Ongoing technological advancements have made the Internet and mobile app usage an integral part of daily life, offering significant convenience and benefits, particularly for online shopping activities. The distribution of online food delivery (OFD) services has undergone a notable transformation in consumer behavior, offering a substitute for conventional eating experiences (Maalouf et al., 2025). Similarly, mobile technology and online networks make the distribution of OFD service readily accessible on phones and computers, significantly increasing consumers' daily usage. Consumers highly value these apps and delivery services due to the substantial convenience they bring to daily life (Hooi et al., 2021). The rise of digital platforms enables consumers to easily order from a variety of restaurants, driving the growing popularity of home food delivery among professionals, families, and individuals (Liu & Lin, 2020). The pandemic intensified this shift, boosting the OFD industry as customers increasingly favoured digital solutions for convenience. This expansion has led to the development of new business structures, such as aggregator platforms, where multiple restaurants join a single system, and integrated delivery models, in which platform owners

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oversee the entire delivery process (Lou, 2023; Shaw et al., 2022). In Vietnam, the rise in the distribution of OFD service represents a significant advancement in digital services, and these platforms are gaining popularity. Data from Statista indicates that Vietnam's OFD industry is on track to hit roughly 2.8 billion USD in 2025. If it continues to grow at an annual rate of 9.34% until 2030, the market could reach approximately 4.4 billion USD. The industry's strong expansion can be attributed to smartphone penetration, fast-paced lifestyles, and consumers' preference for convenience (Dat Nguyen, 2025).

A number of investigations into OFD distribution systems have been carried out using TAM as the analytical framework. For instance, examining consumers' attitudes towards OFD (Alagoz & Hekimoglu, 2012; Inthong et al., 2022; Maalouf et al., 2025), factors influencing the propensity to place an OFD (San & Dastane, 2021), the adoption behavior of OFD among university students (Sujith & Sumathy, 2022), employing the TAM to understand OFD and delivery behavior (Salunkhe et al., 2019), OFD and consumers' ongoing intention to use them (Mussina et al., 2024) and analyzing how technology acceptance attributes interrelate within OFD (Moon et al., 2023). There are a few studies that apply TAM and TPB to OFD service distribution (e.g., Inthong et al., 2022; Troise et al., 2020). None of the existing studies have considered TSB as part of the TAM model in the context of OFD services. Thus, this study integrates TAM with TPB to identify the factors influencing consumers' behavioural intentions to adopt OFD service distribution. It enhances TAM by including PEU, PU, and TSB as key determinants of attitudes toward OFD.

2. Literature Review

2.1. Technology Adoption Model

Davis (1989) introduced TAM, which has become a dominant framework for analysing clients' behavioural intentions (BI). The TAM highlighted two primary cognitive beliefs: PEU and PU, which shape users' attitudes towards system use, thereby impacting their BI of the system. BI measures the likelihood that someone will take a specific action, indicating their willingness to use a system (Pokhrel & Shah, 2022). For OFD services, BI serves as a direct predictor of whether users will decide to continue using the service (Ayhün et al., 2024). Davis (1989) introduced two key cognitive constructs for predicting attitude (ATT): PEU and PU. PEU is "the degree to which a person believes that using a particular system will be free of effort". Within the OFD context, PEU signifies the ease of using the app and the convenience of accessing essential information. PU reflects "the degree to which a person believes that using a particular system would enhance his or her job performance". In the setting of OFD, PU describes how much the digital platform improves customers' food delivery experience (Mussina et al., 2024). Empirical studies in the OFD setting have revealed that PEO and PU have an antecedent relationship with ATT (Inthong et al., 2022). Nevertheless, the findings of Troise et al. (2020) and Moon et al. (2023) revealed that PU had an impact on ATT, whereas PEU did not. The lack of agreement in previous research findings indicates that more investigation is required to examine these two links within the distribution processes of OFD services. Accordingly, the hypotheses below are formulated:

H1: PEU has a favorable effect on ATT towards OFD.
H2: PU has a favorable effect on ATT towards OFD.

Moreover, the TAM can be enriched by integrating other antecedent variables, thereby enhancing its overall descriptive and analytical effectiveness (Mussina et al., 2024). As depicted by Maalouf et al. (2025) and Ayhün et al. (2024), TSB is identified as an antecedent variable of ATT. TSB reflects the extent to which a person aims to save time during online shopping (Jensen, 2012). Additionally, Wu (2003) pointed out that customers' evolving habits and time pressures make in-store shopping more difficult. Wu argued that as long as online shopping provides efficiency, it will remain attractive to users. The distribution operations in OFD platforms offer markedly greater temporal efficiency compared to the experience of visiting a restaurant and waiting for service (Sharma, 2023). Since time limitations have become a defining characteristic of contemporary daily life, individuals gravitate toward options that facilitate task completion quickly and with minimal effort. Accordingly, the TSB is a pivotal factor driving consumers toward online purchasing channels (Chai & Yat, 2019). If individuals perceive a lack of time to manage their daily routines, they turn to solutions that help reduce the time spent on tasks. Dining at restaurants is frequently considered a lengthy and somewhat luxurious activity. University students, in particular, prefer OFD services because they ensure quick delivery. For this reason, the literature indicates that time efficiency is the primary motivator for choosing OFD platforms (Hooi et al., 2021). The study by Ayhün et al. (2024) revealed that TSB has an effect on ATT towards OFD. In line with Ayhün et al. (2024), the study highlights TSB as a determinant that precedes and affects ATT towards OFD services via the apps' distribution operations. Building on this reasoning, the following hypothesis is presented:

H3: TSB has a positive influence on ATT toward OFD services.

2.2. Theory of Planned Behavior

The TPB offers a robust framework for analyzing and predicting consumer behavior in digital settings, including OFD (Ajzen, 1991). Developed from Fishbein and Ajzen's theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), TPB assumes that individuals behave rationally, systematically processing information and considering the potential consequences of their actions before deciding (Ajzen, 1991). Ajzen (1991) pointed out that the TRA struggles to predict actions that individuals only partially control. Individuals may be unable to perform certain behaviors if they lack the necessary money, time, skills, or support from others. To address this limitation, Ajzen introduced the TPB in 1985, incorporating PBC into the original TRA. This framework emphasizes that behavior results from planned intentions and the ability to manage obstacles. It identifies three key predictors of behavior: ATT, SN, and PBC.

Ajzen (1991) characterised ATT as "the extent to which an individual possesses a favourable or unfavourable assessment of the behaviour in question". As noted by Hung et al. (2016), ATT strongly affects how people behave and their willingness to engage in a particular action. In other words, ATT is shaped through learning and guides people to react positively or negatively toward certain objects or individuals. ATT, on the other hand, reflects how customers interpret their experiences. Positive experiences increase customers' willingness to adopt OFD (Ayhün et al., 2024). Similarly, those who prefer minimal interpersonal contact may naturally gravitate toward OFD (Pokhrel & Shah, 2022). Previous research has shown a correlation between one's ATT and their intention to use OFD services (Permasih et al., 2024). Some scholars (e.g., Ayhün et al., 2024; Inthong et al., 2022) have highlighted that attitudes toward OFD affect consumers' BI. Accordingly, the study formulates the following hypothesis:

H4: ATT toward OFD has a positive effect on customers' BI.

SN refers to "the perceived social pressure to perform or not to perform the behaviour" (Ajzen, 1991). Consumers' use of OFD services is strongly affected by SN (Ray et al., 2019). It involves the perceived expectations from one's social surroundings, including acquaintances, family, and peers. In this context, SN captures how social influence impacts individuals' intention to use OFD services (Permasih et al., 2024). Earlier studies indicate a strong and favorable link between SN and BI in the distribution operations of OFD and online shopping (Inthong et al., 2022; Piroth et al., 2020). Accordingly, the study puts forward the following hypothesis:

H5: Customers' BI is positively affected by SN.

Similarly, within the TPB framework, PBC can shape BI. Ajzen (2002) describes PBC as an individual's "subjective degree of control over performance of the behaviour itself". Research has consistently shown that PBC significantly predicts BI in OFD settings. Troise et al. (2020) underscore, for instance, how PBC affects consumers' intentions to engage with OFD services. In line with this, the following hypothesis is introduced:

H6: PBC has a positive effect on customers' BI.

The conceptual framework depicted in Figure 1 was developed based on evidence from the study's literature review.

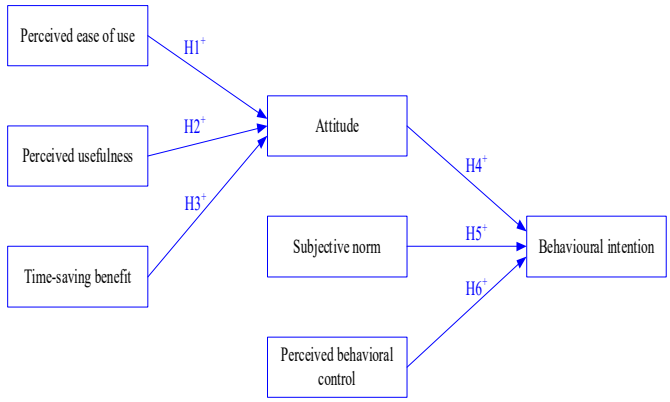

Figure 1: Proposed Model

3. Methodology

3.1. Measures

To ensure relevance to the research context, the study employed measurement scales for the variables drawn from prior studies. Variables were assessed using a 1–5 Likert scale, summarized in Table 1

Table 1: Measurement Scales

Items		Source
Perceived ease of use	1. Using a food delivery app (FDA) is effortless	Moon et al. (2023)
	2. Using an FDA is uncomplicated	
	3. The system within the FDA is designed for ease of use	
	4. It was easy and direct to use an FDA	
Perceived usefulness	1. I consider the FDA beneficial for checking product information and completing my orders.	Moon et al. (2023)
	2. Using an FDA provided me with an improved service experience	

Items		Source
	3. Using an FDA contributed to a smoother and better product purchasing process	
	4. Using an FDA increased the effectiveness of my buying activities	
Time-Saving Benefit	1. Using an FDA allows me to save a significant amount of time.	Ayhün et al. (2024)
	2. Using an FDA speeds up the food-ordering procedure for me	
	3. Quick order processing through the FDA is a priority for me	
Attitude	1. I believe that using an FDA would be a smart choice	Troise et al. (2020)
	2. I feel that it's a positive idea to use an FDA	
	3. In my view, using an FDA is a satisfying experience	
	4. From my perspective, using an FDA is a worthy choice	
Subjective norm	1. Those close to me would encourage me to use an FDA	Troise et al. (2020)
	2. Individuals who impact my choices believe I should use an FDA	
	3. Individuals whose opinions I respect would want me to choose an FDA	
Perceived behavioral control	1. I believe I can effectively use an FDA to order food	Troise et al. (2020)
	2. I think I could handle using an FDA without any difficulty	
	3. I believe I have what it takes, including knowledge and resources, to use an FDA	
Behavioral Intention	1. I have the intention of an FDA	Moon et al. (2023)
	2. I will begin adopting an FDA	
	3. I plan to select an FDA for shopping	
	4. I will choose to use an FDA	

3.2. Collecting Data and Sampling

Participants were selected using a non-probabilistic sampling method, and information regarding customers' OFD usage intentions was collected using a Google Forms questionnaire. A total of 320 responses were gathered for this study; after screening, 308 were retained, and 12 were removed. Table 2 illustrates the demographic profile of the participants.

Table 2: Characteristics of the Sample

	Features	Frequency	%
Gender	Male	139	45.1
	Female	169	54.9
Age	18 – 22	225	73.1
	23 – 30	51	16.6
	31 – 40	13	4.2
	> 40	19	6.2
Income (Million VND/month)	< 7	107	34.7
	7 – < 15	115	37.3
	15 – < 25	54	17.5
	> = 25	32	10.4

According to Table 2, the sample consisted of 308 individuals, including 139 males (45.1%) and 169 females (54.9%). Most participants were 18–22 years old (73.1%), followed by those aged 23–30 (16.6%), 31–40 (4.2%), and above 40 (6.2%). Concerning monthly income in VND, 72% of respondents reported earning less than 15 million.

3.3. Common Method Bias

Self-report surveys may cause common method bias (CMB), affecting the accuracy of findings (Podsakoff et al., 2003). To check this, Harman's single-factor test was performed. The first factor explained 38.29% of the variance, below the 50% threshold, suggesting that CMB is not a serious problem in this data.

3.4. Data Analysis

Analysis of the data was performed within the partial least squares (PLS) framework. As recommended by Hair et al. (2022), this process included two stages: evaluating the measurement model, followed by the structural model.

The measurement model is checked to ensure its reliability and validity. Cronbach's alpha (α) and CR were used to assess reliability (acceptable if ≥0.7). Convergent validity was confirmed if outer loadings and AVE were above 0.5 (Hair et al., 2014, 2022). Discriminant validity was confirmed using HTMT (<0.90) and cross-loadings, ensuring items correlated more with their own construct than others

The study evaluated the structural model to verify the model's hypotheses. This assessment employed the bootstrapping technique, and hypotheses were deemed significant if the p-value fell below the 0.05 threshold.

4. Results and Discussion

4.1. Measurement Model

The results regarding reliability and convergent validity are presented in Table 3. Table 3 reveals that the α value and CR score are above 0.7, validating the reliability of the measurement. Likewise, the loadings and AVE values exceed 0.5, establishing strong convergent validity.

All constructs recorded HTMT values below 0.90, as shown in Table 4. To further verify discriminant validity,

cross-loadings were examined, with results in Table 5 revealing that each item loaded higher on its respective construct than on others. Therefore, discriminant validity is supported (Hair et al., 2022).

Table 3: Loadings, α, CR, AVE

		Loadings	α	CR	AVE
PEU	PEU1	0.859	0.861	0.905	0.705
	PEU2	0.862			
	PEU3	0.851			
	PEU4	0.785			
PU	PU1	0.858	0.810	0.876	0.641
	PU2	0.824			
	PU3	0.835			
	PU4	0.673			
Time-Saving Benefit (TSB)	TSB1	0.821	0.770	0.867	0.685
	TSB2	0.849			
	TSB3	0.812			
Attitude (ATT)	ATT1	0.668	0.755	0.844	0.578
	ATT2	0.729			
	ATT3	0.841			
	ATT4	0.791			
Subjective norm (SN)	SN1	0.812	0.779	0.872	0.694
	SN2	0.866			
	SN3	0.819			
Perceived behavioral control (PBC)	PBC1	0.797	0.794	0.879	0.709
	PBC2	0.868			
	PBC3	0.858			
Behavioral Intention (BI)	BI1	0.766	0.791	0.864	0.615
	BI2	0.808			
	BI3	0.823			
	BI4	0.735			

Table 4: Discriminant Validity

	ATT	BI	PBC	PEU	PU	SN	TSB
ATT							
BI	0.780						
PBC	0.707	0.671					
PEU	0.558	0.549	0.400				
PU	0.769	0.729	0.632	0.636			
SN	0.749	0.684	0.640	0.549	0.693		
TSB	0.665	0.630	0.654	0.546	0.627	0.635	

Table 5: Cross-loadings

	ATT	BI	PBC	PEU	PU	SN	TSB
ATT1	0.668	0.303	0.296	0.331	0.403	0.374	0.348
ATT2	0.729	0.454	0.411	0.361	0.468	0.375	0.259
ATT3	0.841	0.575	0.488	0.355	0.479	0.523	0.443
ATT4	0.791	0.513	0.469	0.334	0.476	0.477	0.495
BI1	0.572	0.766	0.369	0.390	0.460	0.452	0.403
BI2	0.488	0.808	0.397	0.408	0.476	0.443	0.409
BI3	0.463	0.823	0.470	0.367	0.477	0.456	0.407
BI4	0.409	0.735	0.436	0.266	0.416	0.333	0.328
PBC1	0.492	0.430	0.797	0.280	0.430	0.462	0.398
PBC2	0.425	0.428	0.868	0.279	0.443	0.413	0.449
PBC3	0.487	0.480	0.858	0.282	0.405	0.397	0.447
PEU1	0.422	0.422	0.312	0.859	0.449	0.393	0.455
PEU2	0.393	0.405	0.295	0.862	0.475	0.376	0.357
PEU3	0.380	0.380	0.264	0.851	0.504	0.382	0.371
PEU4	0.306	0.329	0.240	0.785	0.367	0.363	0.317
PU1	0.525	0.514	0.414	0.514	0.858	0.499	0.474
PU2	0.481	0.506	0.456	0.423	0.824	0.446	0.436
PU3	0.472	0.439	0.415	0.491	0.835	0.442	0.372
PU4	0.440	0.406	0.328	0.276	0.673	0.369	0.296
SN1	0.460	0.427	0.383	0.338	0.435	0.812	0.409
SN2	0.524	0.462	0.429	0.417	0.488	0.866	0.431
SN3	0.467	0.461	0.441	0.367	0.454	0.819	0.392
TSB1	0.411	0.381	0.383	0.417	0.423	0.389	0.821
TSB2	0.458	0.450	0.464	0.412	0.399	0.458	0.849
TSB3	0.408	0.396	0.425	0.286	0.415	0.372	0.812

4.2. Structural Model

The structural model was evaluated using bootstrapping with 5,000 repetitions to test the proposed hypotheses. As depicted in Figure 2, both PU (H2: $\beta = 0.411$, $p < 0.05$) and TSB (H3: $\beta = 0.260$, $p < 0.05$) positively and significantly influence ATT, thus supporting H2 and H3. Similarly, ATT (H4: $\beta = 0.377$, $p < 0.05$), SN (H5: $\beta = 0.215$, $p < 0.05$), and PBC (H6: $\beta = 0.213$, $p < 0.05$) exerted significant positive effects on BI, validating H4 through H6. Conversely, PEU (H1: $\beta = 0.113$, $p = 0.060$) did not have a significant effect on ATT, resulting in the rejection of H1 (Table 6)

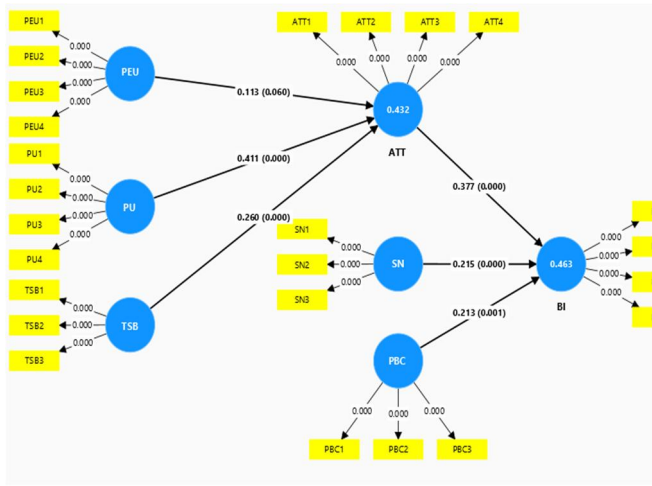

Figure 2: PLS Outcome

Table 6: Hypothesis Testing

	β	T-values	P-values	Result
H1: PEU → ATT	0.113	1.883	0.060	Not verified
H2: PU → ATT	0.411	6.895	0.000	Verified
H3: TSB → ATT	0.260	4.418	0.000	Verified
H4: ATT → BI	0.377	5.807	0.000	Verified
H5: SN → BI	0.215	3.645	0.000	Verified
H6: PBC → BI	0.213	3.463	0.001	Verified

According to Figure 2, the model's overall fit was determined by the R^2 coefficient. An R^2 of 46.3% points to moderate predictive effectiveness, as categorized by Chin (1998). This proportion demonstrates that ATT, SN, and PBC can explain BI at a rate of 46.3%. Furthermore, the constructs PEU, PU, and TSB together contributed to explaining 43.2% of the variability in ATT.

4.3. Discussion

The results showed that PU and TSB primarily influenced attitudes towards OFD in distribution operations through food delivery applications. PU emerged as a stronger predictor, with a standardised coefficient of 0.411, highlighting that users' perceptions of usefulness positively influenced their attitude toward OFD services. Consequently, when users perceive food delivery applications as useful, they are more likely to form favorable attitudes toward using them. This finding is consistent with earlier studies, such as Inthong et al. (2022) and Ayhün et al. (2024), which also confirmed that PU positively influences ATT toward OFD services. With a path coefficient of 0.260, TSB had a significant influence on consumers' attitudes toward OFD in distribution operations through food delivery applications. This implies that when customers recognize that food delivery apps save them time, they tend to evaluate their attitude towards OFD more positively, supporting conclusions drawn in Ayhün et al. (2024) and Tan et al. (2024).

Additionally, the findings showed that PEU had no statistically meaningful impact on users' attitudes toward OFD in the context of distribution activities via food delivery platforms. This finding indicates that users generally experienced no issues when interacting with the food delivery application. As such, they may have internalized ease of use as a standard feature, diminishing its relevance in shaping attitudes. The sample demographic, with more than 73% of respondents aged 18–22, lends further support to this interpretation. This age group typically becomes accustomed to mobile applications and digital interfaces, which makes system navigation almost effortless. Consequently, ease of use appears to contribute only a limited amount compared to perceived usefulness in attitude (Moon et al., 2023). This finding, in conjunction with the research by researchers such as Moon et al. (2023) and Tan et al. (2024). However, this finding does not align with that of Inthong et al. (2022). The divergence may be attributed to differences in demographic profiles. While Inthong et al. (2022) 's sample consisted of more than 88% participants aged 21 or older, the present study surveyed mostly individuals aged 18–22, comprising over 73% of the sample.

Besides, the findings demonstrated that ATT, SN, and PBC directly influenced users' behavioral intentions to adopt OFD services in OFD-based distribution systems. Of all the variables, ATT showed the strongest standardized coefficient ($\beta = 0.377$), suggesting that customers' attitudes play the most significant positive role in shaping their intention to use OFD services. If users feel good about the OFD service or perceive the app positively, they are more likely to hold a positive attitude and show intentions to use it. The findings align with prior studies, including those by Permasih et al. (2024) and Maalouf et al. (2025), confirming that a favorable attitude (ATT) enhances users' BI to adopt OFD platforms. Likewise, the analysis reveals that SN play an important role in shaping consumers' intention to use food delivery applications, as demonstrated by the significant coefficient of 0.215. The finding implies that social influence, especially recommendations or approval from close friends or family, can motivate individuals to choose food delivery apps. This aligns well with the conclusions drawn by Permasih et al. (2024) and Inthong et al. (2022). Moreover, PBC had a favorable effect on BI in terms of using OFD services, with a coefficient of 0.213. The findings show that mobile technology use is now widespread and deeply embedded in everyday routines, meaning users are already accustomed to it. As a result, when users perceive that they can easily control and manage their actions while using food delivery applications, their intention to adopt OFD services tends to rise. This aligns with Troise et al. (2020), who found that higher levels of PBC lead consumers to show stronger behavioural intentions toward using OFD platforms. Nonetheless, this outcome contrasts with the findings of Inthong et al. (2022). As previously noted, this inconsistency may stem from differences in sample age groups. In the present study, more than 73% of respondents were between 18 and 22 years old, whereas in Inthong et al.'s study, over 88% of participants were 21 years or older.

5. Conclusion, Implication, and Limitation

5.1. Conclusion

The purpose of this research is to combine TAM and TPB to examine what drives consumers' intentions to adopt

OFD service distribution. The extended model incorporates PEU, PU, and TSB as major contributors to consumers' attitudes toward OFD services within the distribution process. The results highlight that users' attitudes are significantly shaped by PU and TSB, while PEU is not a meaningful predictor. Additionally, attitudes, SN, and PBC were all found to positively influence consumers' intentions to use OFD services, with attitudes being the most influential factor, followed by SN and PBC.

5.2. Implication

The findings contribute to the theoretical literature on behavioral intention within the distribution operations of OFD services. Furthermore, this study stands as one of the initial endeavors to extend the TAM model by introducing PEU, PU, and TSB as antecedents of attitudes toward OFD services. Likewise, the study also examined the measurement scales within the proposed model, including PEU, PU, TSB, attitudes, SN, PBC, and BI. Findings confirmed that these scales demonstrate strong reliability and validity, providing a solid basis for other scholars to adopt them in subsequent research.

The findings present practical recommendations that can support the enhancement of consumers' BI toward OFD platforms, especially within the context of distribution management. The study provides insights that distribution managers of OFD platforms can apply to encourage positive consumer behavioral intentions toward using OFD services. Evidence from the results indicated that PU and TSB positively shaped customers' attitudes toward OFD services. This reinforces the idea that these factors are vital drivers of positive customer attitudes in the OFD context. Accordingly, OFD services distribution managers can enhance customer satisfaction with their services by making the apps more user-friendly, such as facilitating easy product checking, order placement, and a smoother shopping experience, ultimately allowing users to shop more efficiently. In a similar vein, OFD services distribution managers can cultivate positive user attitudes by strengthening the time-efficiency aspect of their platforms. This approach enables users to shorten the ordering process and ensures fast order processing, which users find particularly beneficial. The analysis confirms that attitude, SN, and PBC each exert a beneficial impact on customers' behavioral intention to use OFD services. These factors are key contributors to developing positive behavioral intentions among users to use OFD services. Accordingly, OFD services distribution managers can enhance customer positive behavioral intentions by positively influencing the app's attitudes. Thus, OFD services distribution managers may boost users' willingness to adopt the service by fostering positive attitudes, such as reinforcing the beliefs that using a food delivery app is wise, beneficial, pleasant, and valuable. Likewise, OFD services distribution managers can improve users' behavioural intentions by targeting SN, including influences from friends and parents. This technique can be implemented through marketing tactics such as encouraging online sharing of OFD service experiences, posting reviews of OFD services, and so on. By highlighting the usage and approval of these referents, consumers perceive social validation, which increases their likelihood of choosing OFD services. Moreover, managers of OFD services distribution can promote customers' behavioural intentions by increasing their perceived behavioral control over the service. By providing guidance, tutorials, or user-friendly interfaces, users are more likely to believe they can successfully operate a food delivery app, complete orders without difficulty, and possess the necessary skills and resources for smooth usage.

5.3. Limitation

Despite generating significant insights for both academic research and managerial practice, this study has certain limitations. The present study's focus on Ho Chi Minh City, Vietnam, limits the extent to which its findings can be generalized to other cities or regions that may differ in terms of culture, income levels, urban infrastructure, or access to technology. To enhance the external validity of the conclusions, future studies should investigate customers' intentions to use OFD service distribution in a broader range of locations, capturing variations in consumer behavior influenced by local conditions. In addition, the structural model used in this research explains only 46.3% of the variance in behavioral intentions, suggesting that other critical factors likely contribute to customers' behavioral intentions. Future research should consider incorporating additional constructs, such as habit, perceived service quality, etc., to better capture the multifaceted drivers of OFD service distribution.

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Declarations

Ethics Statement

Ethical approval was not necessary for this study, as no personally identifiable information was collected. All participation was voluntary, and the study posed no risk or harm to participants.

Competing Interests / Conflicts of Interest
The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Author Contributions
D.T.C. conceived and designed the study, conducted data collection and analysis, wrote the original draft, revised the manuscript, and critically reviewed the manuscript. The author has read and approved the final manuscript.

Data Availability Statement
The data that support the findings of this study are available from the corresponding author upon reasonable request.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process
AI not used

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