



University of Tehran Press

Interdisciplinary Journal of Management Studies
(IJMS)

Home Page: <https://ijms.ut.ac.ir>

Online ISSN: 2981-0795

Does Family Orientation and Religiosity Influence Customers to Purchase Food Through Online Food Retailers? An Empirical Analysis Using the Theory of Planned Behavior

Mohd. Abdul Muqet Maaz^{1*} | Atifa Tamkeen²

1. Corresponding Author, VIT-AP School of Business, VIT-AP University, Inavolu, Beside AP Secretariat, Amaravati, Andhra Pradesh, India. Email: muqet.maaz@gmail.com

2. Department of Marketing and Strategy, IBS Hyderabad, ICFAI Foundation for Higher Education. Email: tamkeenatifa@gmail.com

ARTICLE INFO

Article type:

Research Article

Article History:

Received 30 July 2024

Revised 24 November 2024

Accepted 24 December 2024

Published Online 01 March 2025

Keywords:

Online food purchase,

Family orientation,

Religiosity,

Theory of planned behavior.

ABSTRACT

This paper examines the impact of sociocultural constructs such as family orientation and religiosity on attitude, subjective norms, and perceived behavioral control, which influence purchase intentions toward online food purchases. The study was conducted in two Indian cities: Hyderabad (South India) and New Delhi (North India). The target sample was selected using convenience sampling, and participants were interviewed using a structured questionnaire. Relationships between these constructs were assessed using Structural Equation Modelling with SPSS AMOS version 26. Participants with higher religiosity showed unfavorable attitudes toward purchasing food through online retailers. Family orientation negatively impacted attitudes, subjective norms, and perceived behavioral control regarding buying food online. However, participants with favorable attitudes, subjective norms, and perceived behavioral control showed a higher intention to purchase food through online channels. The findings open up opportunities for managers to create awareness among consumers about the food delivery process to align with family values and religious beliefs.

Cite this article: Maaz, M. A. M. & Tamkeen, A. (2025). Does Family Orientation and Religiosity Influence Customers to Purchase Food Through Online Food Retailers? An Empirical Analysis Using the Theory of Planned Behavior. *Interdisciplinary Journal of Management Studies (IJMS)*, 18 (2), 369-383. <http://doi.org/10.22059/ijms.2024.379836.676897>



© The Author(s). **Publisher:** University of Tehran Press.

DOI: <http://doi.org/10.22059/ijms.2024.379836.676897>

1. Introduction

The internet has revolutionized business by offering a wide range of products at affordable prices accessible from home (Redda, 2019). Moreover, the food industry is no exception. Food delivery is the fastest-growing sector among online retailers (Drahokoupil & Piasna, 2019), with 50% of the retail sector's income derived from food (Senthil et al., 2020). Factors such as increased smartphone use, internet penetration, dual-income families, and changing lifestyles contribute to the growth of the online food delivery market (Grand View Research, 2019).

Online food retailers operate through two models: restaurant-to-consumer delivery, where food is prepared and delivered by restaurants or their partners, and platform-to-consumer delivery, where third parties facilitate delivery but do not deliver themselves (Li et al., 2020). Businesses embrace online food retailers for increased revenue and customer reach, while consumers appreciate the convenience and time savings (Pinto et al., 2021).

The growing popularity of online food delivery services can be gauged from India's average online food delivery exceeding 0.5 million in 2018. The smaller Indian cities where online food delivery has been introduced recently are also witnessing high number of daily deliveries (Jindal, 2018), with the average number of orders per day ranging between 1.25 million to 1.4 million in 2019 (Shrivastava & Pahwa, 2019). India's online food delivery market is expected to grow by 30.55% CAGR in revenue, and 10.19% CAGR in terms of users during 2020-2024. The estimated revenue during 2020-24 from online food delivery in India is INR 1334.9 billion, and the number of users of online food delivery is estimated to reach 300.57 million. The major online food delivery platforms in India are Zomato, Swiggy, and Fasoos, according to the number of daily deliveries. Zomato and Swiggy emerged as dominant players, with 38% and 27% of the user bases, respectively (Research & Markets, 2020). In addition, Uber Eats has become a fast-growing competitor, and Big Basket has emerged as a dominant player in the southern part of the subcontinent. However, the growth of online food delivery services is not uniform across the country. Only five major cities in India contribute 80% of the orders (Ghosh & Saha, 2018). This suggests that online food delivery in India is highly concentrated. Many factors prevent people from using online food delivery services, including issues of hygiene, payment-related issues, issues of traceability, etc. In a country such as India, characterized by deep bonding in the family and the high adoption of religious practices in personal life, most decisions are influenced by family and religious practices. Hence, the present study analyzes these aspects through the lens of two constructs: family orientation and religiosity. The extant literature indicates that family orientations have been regarded as a primary factor. However, consumer research studies have concentrated on family characteristics to study behavioral decisions. Family orientation as a predictor of consumer decisions, particularly in the context of food purchases, both offline and online, has yet to receive the attention of researchers.

The research on religiosity dates back to the 1980s. Literature suggests that religiosity influences a sense of belonging (Lindridge, 2005). However, this proposition has not been adequately tested in the field of marketing and consumer behavior (Minton & Liu, 2021; Alam et al., 2011; Putrevu & Swimberghek, 2013), especially in India (Jayakumar & Verma, 2020). A deeper understanding of religiosity is critical in consumer behavior, as previous studies have reported religiosity to play a dominant role in consumer buying decisions (Mathras et al., 2016). Since religiosity is the key component of a country's culture, understanding it will provide valuable insights into consumer decision-making (Mathur, 2012).

Research on family orientation has mainly focused on family businesses (Lumpkin et al., 2008; Chen et al., 2022). Consumer studies have examined family characteristics in behavioral decisions. The role of family orientation in online food purchase decisions is underexplored. Similarly, religiosity has been linked to consumer behavior but it lacks sufficient research in marketing (Minton & Liu, 2021; Alam et al., 2011; Putrevu & Swimberghek, 2013). Understanding religiosity is crucial as it significantly impacts consumer decisions (Mathras et al., 2016; Mathur, 2012). The extant literature lacks an understanding of critical factors, such as family orientation and religiosity, in online purchase behavior, allowing researchers to fill this gap. This research contributes to the literature in two ways. First, the present study is among the first to explore the role of family orientation and religiosity in testing consumer purchases. Second, this study adds to understanding online food

purchases from family and religious perspectives, which have not been discussed so far in the literature.

This study incorporates family orientation and religiosity with the Theory of Planned Behavior (TPB) to understand consumer intentions toward online food shopping. It aims to fill gaps in online food retailing, food services marketing, online marketing, and consumer psychology literature. The research objectives are to study the impact of family orientation and religiosity on consumer attitudes, subjective norms, and perceived behavioral control, as well as how these factors affect online food purchase intentions.

The study seeks to answer three research questions: RQ1: How does family orientation impact consumer attitudes, subjective norms, and perceived behavioral control in online food purchases? RQ2: How does religiosity impact these same factors? RQ3: How do consumer attitudes, subjective norms, and perceived behavioral control influence online food purchase intentions?

2. Theoretical Framework

2.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a reliable model for predicting consumer intentions and behavior (Ashraf et al., 2017). TPB comprises three constructs: attitudes, subjective norms, and perceived behavioral control, which influence purchase intentions. According to TPB, intentions predict actual behavior (Ajzen, 1985; Ajzen, 1991). Attitude involves a product's positive or negative evaluation from individual beliefs (Ajzen, 1985; Ajzen, 1991). Subjective norm refers to perceived social pressure from significant others (Ajzen, 1991). Perceived behavioral control is the perceived ease or difficulty of performing an action (Ajzen, 1991). Intentions reflect how hard people are willing to try and how much effort they plan to exert to perform a behavior (Ajzen, 1991; Maichum et al., 2016; Han et al., 2010).

Few studies have explored TPB in online food purchasing. Gupta and Duggal (2020) found that consumer attitudes positively affect online food purchase intentions, as did Yeo et al. (2017). Belanche et al. (2020) reported that attitudes and subjective norms positively impact online food purchase intentions, but perceived behavioral control does not. This study addresses the limited understanding of the roles of family orientation and religiosity in online food purchases. Additionally, researchers have applied TPB to study organic food purchases by incorporating positive moral attitudes. They report that the inclusion of positive moral attitudes reduces the impact of attitudes on consumption; however, subjective norms and perceived behavioral control remain significant (Leora et al., 2022). Troise et al. (2021) integrate TPB and the Technological Acceptance Model (TAM) to examine online food delivery purchases and report that subjective norms have a higher impact on behavioral intentions. A recent addition to the TPB was made to understand mothers' intentions in using food labels, and it reports the positive impact of attitude, subjective norms, and perceived behavioral control on the use of food labels (Capasso et al., 2023).

2.2. Family Orientation and TPB Constructs

A family is built on intertwined, independent dimensions and solidarities (Bengtson & Roberts, 1991; Sabatier et al., 2011). Family orientation refers to the elements in a family system that guide individuals in responding to the balance between individuation and togetherness. In other words, family orientation relates to how individuals perceive, relate, and value family systems (Lumpkin et al., 2008). The concept of family is highly complex and dynamic, especially in India. The family system is deeply rooted among the Indians, though the joint family system is gradually being replaced by the nuclear family system (Niranjan et al., 2005). The family system in India remains an essential unit of analysis for researchers due to its large size, multi-level effects, and high variations among the multicultural and multi-ethnic population (Chakravorty et al., 2021). These complexities in the family system have drawn marketing researchers to understand the role of the family in various psychological behaviors (Sabatier et al., 2011).

Family orientation has been subjected to research across various disciplines, such as life satisfaction (Sabatier et al., 2011), family business (Lumpkin et al., 2008), achievement and motivation (Kim & Chung, 2012), and well-being and satisfaction (Fetvadjev et al., 2021). Marketing literature suggests a direct relationship between family structure and compulsive buying (Roberts et

al., 2004). According to Cruz-Cardenas and Arevalo-Chavez (2017), family, particularly parents, play a central role in consumer disposal decisions. A study by Cotte and Wood (2004) links innovative consumer behavior to parental and sibling influence, highlighting that parents yield a more substantial influence on consumer innovativeness. Bertol et al. (2017), in their study on the influence of children on family consumer behavior, conclude that children influence parental buying behavior through information collected from various media. In the context of online shopping, a study conducted by Limayem et al. (2000) finds a significant impact of family influence on subjective norms. Another study, conducted by Richa (2012), confirms that family size impacts online shopping intention; the lower the family size, the higher the shopping frequency. However, no study has been conducted to study the role of family in online food purchase behavior.

The extant literature does not provide a comprehensive understanding of the impact of family orientation on online shopping, particularly in the context of online food shopping. Studies on family orientation are primarily concentrated in the sociological domain. Hence, the present study first attempts to identify the impact of family orientation on attitude, subjective norms, and perceived behavioral control toward purchasing food online. Thus, it is hypothesized that:

H1: Family orientation has a direct influence on attitudes toward purchasing food online.

H2: Family orientation has a direct influence on subjective norms.

H3: Family orientation has a direct influence on perceived behavioral control.

2.3. Religiosity and TPB Constructs

Allport and Ross (1967) classified religiosity into extrinsic and intrinsic religiosity. Intrinsic religiosity has internal objectives, such as following religion in every sphere of life. It is associated with the identity and values of a religion that people adopt in their personal lives. Extrinsic religiosity has social objectives and is associated with spiritual security, comfort, and sociability. An extrinsically religious person uses his religion to live a life, whereas an intrinsically religious person lives his religion (Allport, 1950). The importance of religion as a predictor of consumer behavior has been recognized long ago (Putrevu & Swimberghek, 2013). Hirschman (1981) made one of the first attempts to study the impact of religion on consumer behavior, and this trend was followed by a significant number of researchers (Wilkes et al., 1986; McDaniel & Burnett, 1990; Delener, 1990; Bailey & Sood, 1993; Sood & Nasu, 1995; Barbera (& Gürhan, 1997; Islam & Chandrasekaran, 2020). Mathur (2012) confirms the direct impact of religiosity on consumer behavior. Religion is a lifestyle guide determining consumer purchase decisions (Bukhari et al., 2020). Many researchers have argued that the level of religious commitment impacts consumer buying decisions (Schiffman & Kanuk, 2010; Essoo & Dibb, 2004).

Research suggests that religiosity positively impacts consumer attitudes (Minton & Liu, 2021; Siala, 2013). Extrinsic religiosity positively impacts green purchase attitudes, while intrinsic religiosity does not impact purchase attitudes and purchase intentions (Wang et al., 2019). Religiosity (extrinsic) is positively associated with overall consumer behavior (Nassè, 2021); consumer decision-making styles (Islam & Chandrasekaran, 2020); halal purchase intentions (Memon et al., 2019); and purchase behavior of foreign goods (Ahmed et al., 2013). It also impacts attitude towards waste food reduction (Elhoushy & Jang, 2021) and consumer ethics (Vitell et al., 2005). Religiosity is also known to have a positive impact on the consumption and purchase intention of food products (Bukhari et al., 2020; Sukesti & Budiman, 2014; Khan et al., 2020; Said et al. & A, 2014; Hassan, 2011; Suleman et al., 2021).

As evident from the literature, the influence of religiosity on online food shopping has not been explored yet. Therefore, this study uses religiosity to predict consumer attitudes, intentions, and perceived behavioral control. However, this study has adapted intrinsic religiosity measures as proposed by Allport and Ross (1967), as these measures represent exactly the objectives of this research. The following hypotheses are formulated.

H4: Religiosity has a direct influence on attitudes toward purchasing food online.

H5: Religiosity has a direct influence on subjective norms.

H6: Religiosity has a direct influence on perceived behavioral control.

2.4. Consumer Attitudes, Subjective Norms, Perceived Behavioral Control, and Intentions

Research on TPB in online and offline food purchasing contexts reveals that attitudes, subjective norms, and perceived behavioral control influence on purchase intentions (Hsu et al., 2006; George, 2004; Hansen et al., 2004; Ajzen, 2015; Alam & Sayuti, 2011; Shin et al., 2020). Studies indicate that these constructs significantly predict online food purchase intentions (Dutta & Singh, 2015; Suleman et al., 2021; Shin et al., 2020).

Based on the literature cited, the following hypotheses are proposed:

H7: Consumer attitudes have a direct influence on online food purchase intentions.

H8: Subjective norms have a direct influence on online food purchase intentions.

H9: Perceived behavioral control has a direct influence on online food purchase intentions.

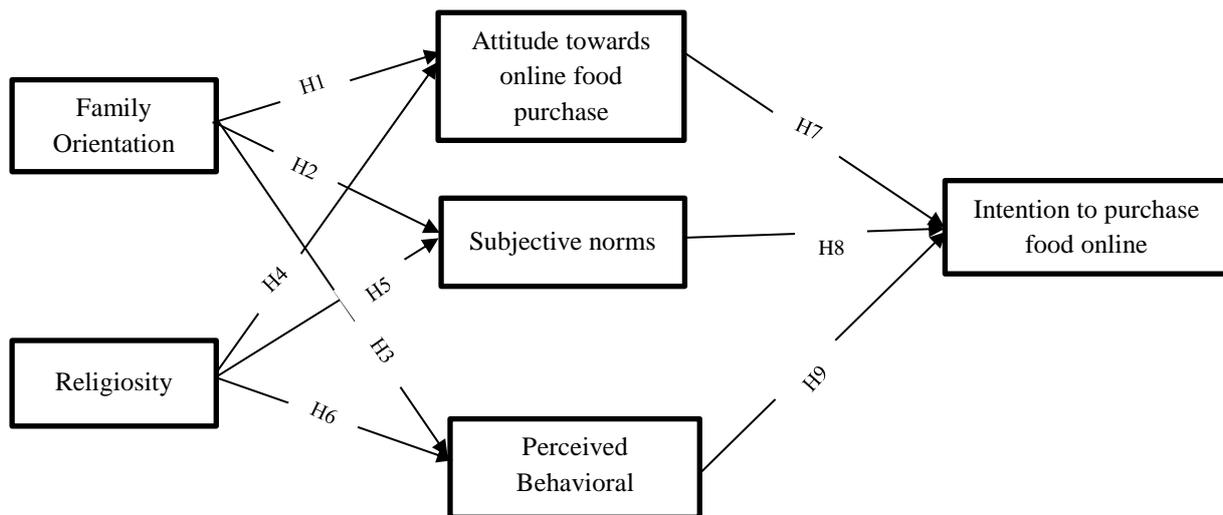


Fig. 1. Conceptual Model

3. Methodology

3.1. Questionnaire Development

A well-structured questionnaire, divided into two sections, was designed to collect data. The first section focused on collecting demographic data, including age, gender, educational qualification, monthly income, and respondents' online food purchase habits and frequency. The second section focused on research variables, using adapted scales from previous studies: family orientation (Fetvadjev et al., 2021), religiosity (Allport & Ross, 1967), attitude (Rehman et al., 2019), subjective norms and perceived behavioral control (George, 2004), and intention to purchase food online (Pena-Garcia et al., 2020). Responses were recorded on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was prepared in English.

3.2. Sample Selection and Survey Administration

Convenience sampling was employed, following the methods outlined by Goyal and Singh (2007) and Senthil et al. (2020). This method is suitable for situations without a sampling frame, allowing for quick and cost-effective data collection. Data were collected from Hyderabad (South India) and New Delhi (North India), two significant cities representing diverse populations. Surveys were conducted in two waves at metro stations and shopping malls over an eight-month period (January 2023 to August 2023). A total of 403 responses were obtained.

3.3. Data Cleaning

Data cleaning involved removing irrelevant responses and scrutinizing the dataset for missing entries, resulting in the deletion of 18 responses due to incomplete information. After eliminating 21 non-users of online food delivery, a total of 364 valid responses were retained, sufficient for final analysis based on the 1:10 ration criteria (Hair et al., 2014).

3.4. Data Analysis

The final dataset of 364 respondents was used to test hypothesized relationships. Comparisons between the Delhi and Hyderabad datasets and between the two waves revealed no significant differences, indicating no non-response bias (Lambert & Harrington, 1990). Data analysis was conducted using Structural Equation Modeling (SEM) in SPSS AMOS version 26. SPSS AMOS is suitable for large samples (over 100), well-established theories, and explanatory purposes (Hair et al., 2017). This study met all criteria, making SPSS AMOS the appropriate choice for testing the hypothesized model.

4. Results

4.1. Descriptive Statistics

The data was analyzed using SPSS version 20. The sample had a slightly higher representation of males 198 (54%) than females 166 (46%) (N=364). The average age of the online food purchasers was 30-40 years (SD=1.205). The data indicated that 35% of online food delivery users were aged 20 to 30 years. Additionally, 53% of respondents were highly qualified, defined as having qualifications of post-graduation or above. Only 18% of respondents had completed 12th grade. The average monthly income of the respondents was \$365 to \$608 (SD=1.395). The monthly income of 42% of respondents was between \$365-\$851, and 43% had a monthly income of at least \$122. Around 37% of respondents reported that they purchased food online once a month, 21% of respondents purchased twice a month, and 46% of respondents purchased thrice or more than thrice a month. The demographic details of the respondents are presented in Table 1.

Table 1. Demographic Profile of the Respondents (N=364)

Characteristics	Frequency	Percentage (%)	Cumulative Percentage (%)
Gender			
Male	198	54.4%	54.4%
Female	166	45.6%	100.0%
Age			
Under 20 years	42	11.5%	11.5%
21 years to 30 years	127	34.9%	46.4%
31 years to 40 years	78	21.4%	67.9%
41 years to 50 years	76	20.9%	88.7%
Above 50 years	41	11.3%	100.0%
Educational Qualification			
Junior College	65	17.9%	17.9%
Graduate	109	29.9%	47.8%
Post Graduate	140	38.5%	86.3%
Doctorate	50	13.7%	100.0%
Monthly Income			
Less than INR 10,000	105	28.8%	28.8%
10,000-30,000	53	14.6%	43.4%
30,000-50,000	99	27.2%	70.6%
50,000-70,000	55	15.1%	85.7%
Above 70,000	52	14.3%	100.0%

4.2. Measurement Model

The measurement model was assessed by first estimating the model fit indices. A confirmatory factor analysis was conducted to study the measurement model. The CFA model reflected good model fit indices. $X^2/df = 2.32$ was obtained, which was acceptable as it was below the recommended value of '3'. In the same way, $CFI = 0.947$, $TLI = 0.941$, $NFI = 0.91$ were all > 0.90 , indicating a good model fit (Hair et al., 2014). The value of $RMSEA = 0.06$ was also less than the recommended threshold of 0.08, suggesting a good fit for the proposed model (Hair et al., 2014). Hence, the model fit indices indicated that the model was an overall good fit for further analysis.

Validity was measured by establishing convergent and discriminant validity of the constructs. Reliability was proved by estimating composite reliability and Cronbach alpha. Confirmatory factor

analysis was performed to check the factor loadings. All the loadings were greater than 0.70, and hence, all the variables were retained for further analysis. Convergent validity indicates the extent to which items converge toward their respective construct. The recommended Average Variance Extracted (AVE) cut-off value for affirming convergent validity is 0.50 (Hair et al., 2014). In the present study, the AVE of all the constructs was well above the suggested value, thus confirming the convergent validity of the constructs. The summary of these findings is represented in Tables 2 and 3. It can be observed from Table 2 that the square root values of AVE for all the constructs are greater than the corresponding correlation coefficients, thereby assuring the discriminant validity of the constructs (Zait & Bertea, 2011). The composite reliability of all six constructs was greater than the cut-off value of 0.70, thereby supporting the reliability of the constructs (Fornell & Larcker, 1981).

Table 2. Results of Measurement Model

Research Construct	Item	Item Loadings	AVE	Composite Reliability
Family Orientation	FO1	.86	0.67	0.96
	FO2	.85		
	FO3	.86		
	FO4	.80		
	FO5	.84		
	FO6	.77		
	FO7	.78		
	FO8	.82		
	FO9	.75		
	FO10	.81		
	FO11	.83		
Religiosity	RG1	.87	0.69	0.95
	RG2	.84		
	RG3	.82		
	RG4	.80		
	RG5	.85		
	RG6	.86		
	RG7	.81		
	RG8	.83		
	RG9	.82		
Attitude toward Purchasing through online channels	ATT1	.86	0.77	0.94
	ATT2	.90		
	ATT3	.85		
	ATT4	.92		
	ATT5	.87		
Subjective Norm	SN1	.88	0.78	0.88
	SN2	.89		
Perceived Behavioral Control	PBC1	.92	0.83	0.94
	PBC2	.89		
	PBC3	.92		
Purchase Intention	PI1	.85	0.74	0.90
	PI2	.88		
	PI3	.85		

Table 3. Discriminant Validity

Research Construct	FO	RG	ATT	SN	PBC	PI
FO	0.816					
RG	.707	0.832				
ATT	-.290	-.422	0.879			
SN	-.280	-.311	.775	0.885		
PBC	-.182	-.261	.818	.749	0.910	
PI	-.215	-.307	.849	.806	.910	0.863

Note. The diagonal values represent the square root values of AVE.

4.3. Structural Model

Following the validation of the measurement model, the structural model was tested to evaluate the hypotheses. The analysis revealed that family orientation had a significant negative relationship with attitude, subjective norms, and perceived behavioral control, thereby supporting hypotheses H1, H2, and H3. Religiosity was found to have a significantly negative impact on attitudes toward online food purchases ($\beta=-0.475$, $p=0.001$), subjective norms ($\beta=-0.285$, $p=0.01$), and perceived behavioral control ($\beta=-0.321$, $p=0.001$), thereby confirming hypotheses H4, H5, and H6.

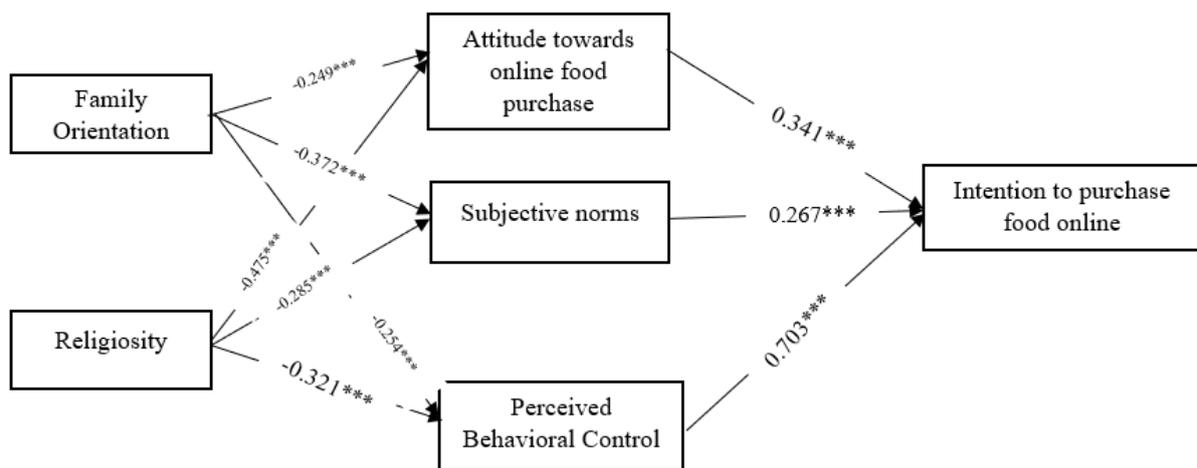
Regarding the antecedents of the Theory of Planned Behavior (TPB) in predicting purchase intentions, the data indicated that attitude had a significant positive relationship with purchase intentions ($\beta=0.341$, $p=0.001$), as did subjective norms ($\beta=0.267$, $p=0.001$) and perceived behavioral control ($\beta=0.703$, $p=0.001$). Consequently, hypotheses H7, H8, and H9 were supported.

The R2 value of 0.804 indicated that attitude, subjective norms, and perceived behavioral control collectively explained 80.4% of the variance in purchase intentions for online food. This high R2 value demonstrates the model's substantial predictive power regarding online food purchase intentions.

Table 4. Structural Relationships and Hypotheses Testing

Hypothesis	Path	Path Coefficient	Standard Error	p-value	Decision
H1	Family Orientation - > Attitude	-0.249	0.087	***	Supported
H2	Family Orientation - > Subjective Norms	-0.372	0.088	***	Supported
H3	Family Orientation - > Perceived Behavioral Control	-0.254	0.052	***	Supported
H4	Religiosity - > Attitude	-0.475	0.087	***	Supported
H5	Religiosity - > Subjective Norms	-0.285	0.084	***	Supported
H6	Religiosity - > Perceived Behavioral Control	-0.321	0.098	***	Supported
H7	Attitude - > Purchase Intention	0.341	0.051	***	Supported
H8	Subjective Norms - > Purchase Intention	0.267	0.049	***	Supported
H9	Perceived Behavioral Control - > Purchase Intention	0.703	0.046	***	Supported

Note. Level of significance ($p < 0.05$)



*** p-value < 0.05

Fig. 2. Structural Model Results

5. Discussion of the Findings

This study tested a model to examine how family orientation and religiosity impact consumer attitudes, subjective norms, perceived behavioral control, and online food purchase intentions. All hypothesized relationships were statistically significant, revealing important insights.

One notable finding is the negative relationship between family orientation and religiosity and consumer attitudes, subjective norms, and perceived behavioral control. Higher religiosity correlates with a lower inclination toward online food shopping, which is surprising given previous studies that show positive impacts of religiosity on consumer decisions across different products and regions (Bukhari, 2020; Elhoushy & Jang, 2021; Wang et al., 2020). In India, where religious beliefs are integral to decision making, religious consumers may avoid online food purchases due to concerns about food preparation, packaging, and adherence to religious standards, such as halal compliance for Islamic consumers.

Family orientation also negatively impacts consumer attitudes, subjective norms, and perceived behavioral control, affecting online purchase intentions. Despite subjective norms typically being influenced by family and friends, those with strong family orientations might harbor negative views about online food purchases, preferring home-cooked meals due to cultural norms in India. This requires further empirical investigation for clarity.

Positive relationships between consumer attitudes, subjective norms, perceived behavioral control, and purchase intentions were confirmed. The positive impact of consumer attitudes on purchase intentions aligns with research findings analyzed by Alam and Sayuti (2011), Al-Swidi et al. (2014), Irianto (2015), Ajzen (2015), Shin et al. (2020), and Suleman et al. (2021). This relationship is well-documented because favorable attitudes lead to positive purchase intentions. However, Sentosa and Mat (2012) found contradictory results, likely due to their broader focus on Internet purchase intentions rather than specific food purchases.

The relationship between subjective norms and purchase intentions supports findings by Alam and Sayuti (2011), Irianto (2015), Ajzen (2015), Shin et al. (2020), and Suleman et al. (2021). Belanche et al. (2020) also found similar results regarding online food purchase intention. Positive subjective norms from influential people lead to higher purchase intentions.

The perceived positive relationship between behavioral control and purchase intentions is supported by Alam and Sayuti (2011), Ajzen (2015), Shin et al. (2020), and Suleman et al. (2021). However, Al-Swidi (2014) and Blanche et al. (2020) found contradictory results, possibly due to their focus on organic food, where factors such as price and availability play significant roles. Higher perceived behavioral control, indicating greater capability and resources, enhances online food purchase intentions.

6. Implications

This study contributes to the growing literature on online food delivery systems in developing countries. The factors chosen in the present study play a vital role in countries such as India, where individuals from a very young age recognize the importance of religion and family orientation. This study also contributes to enhancing our understanding of the online food delivery system by studying the theory of planned behavior through two exogenous constructs: family orientation and religiosity.

The key implications for managers drawn from the findings of the study are as follows. An individual's attitude toward online food purchases influences their purchase decision. Hence, the managers should work to increase the awareness among people about the online food delivery system. They should highlight the various advantages of online food delivery to consumers, particularly in the post-Covid-19 period. The most influencing factor of online food purchases is perceived behavioral control. This signifies that identifying the constraints of individuals in purchasing food through online channels would assist in improving their behavior toward purchasing food through online mode. In addition, groups such as social influencers should also be encouraged to enhance consumers' perception of purchasing food online.

Secondly, as firms compete globally, it is essential to consider factors such as religiosity and family orientation, especially in markets like India, where these elements are deeply rooted. According to the results, religiosity and family orientation significantly influence a person's attitude toward online food purchases. Thus, managers must assure consumers that the online food delivery system aligns with religious principles and is safe for family consumption. This would generate a favorable attitude toward online food delivery systems. Additionally, this would enhance people's confidence and, consequently, their intentions to purchase food online. Religion is a personal and highly sensitive factor. Hence, online food delivery systems should be extra cautious while delivering vegetarian and

non-vegetarian food, especially in countries such as India, where people are very particular about their religious guidelines. Therefore, online food delivery firms need to understand the local customers and pay attention to family orientation and religiosity to compete and succeed in culturally conscious markets such as India. International firms operating locally should also improve their recognition by incorporating positive aspects of family and religion in their promotional events.

7. Conclusion

This study integrates family orientation and religiosity with the Theory of Planned Behavior (TPB) to address three research questions. The first research question examines the impact of family orientation on consumer attitudes, subjective norms, and perceived behavioral control. The results indicate a negative impact, suggesting that family orientation contributes to negative attitudes towards online food purchases. The second research question investigates the effect of religiosity on consumer attitudes, subjective norms, and perceived behavioral control. The findings reveal that higher religiosity correlates with a lower inclination toward online food purchases, possibly due to concerns about food preparation, packaging, and religious compliance, such as halal certification. The third research question explores the factors influencing individuals' behavioral decisions to purchase food online. The study reveals that consumer attitudes, subjective norms, and perceived behavioral control positively and significantly impact online food purchase intentions.

The conclusion drawn from these findings is that online food retailers should target religious groups by building trust in the safety, hygiene, and compliance of their processes with religious and family values. Understanding these dimensions can help expand online food delivery platforms, especially in rural areas with more pronounced religious beliefs and family values.

7.1. Limitations and Future Directions

Despite efforts to ensure robustness, the study has limitations that offer opportunities for future research. Conducted in India, where family orientation and religiosity are deeply rooted, the study may not be generalizable globally. Future research should test this model in diverse settings with varying degrees of religious and family values to establish external validity. This study focuses solely on online food purchases, and results may differ across various product categories. Future research should explore different categories of products, such as apparel, fashionable products, etc. Additionally, the study does not differentiate between religious groups. Future research should examine these dimensions from the perspectives of different religious groups and compare them for a comprehensive understanding. The study does not consider factors that may moderate the impact of family orientation and religiosity on attitudes and other factors. Future research should explore the moderating role of family orientation and religiosity to better understand their influence on online food purchase decisions. Finally, there is scope for future researchers to extend this study to include cultural and cross-cultural dimensions, customer values (Zidehsaraei et al., 2024), and customer construal levels (Fikouie et al., 2022).

References

- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase US products: Role of religiosity, animosity, and ethno-centrism among Malaysian consumers. *Journal of Services Marketing, 27*(7), 551–563. <https://doi.org/10.1108/JSM-01-2012-0023>
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11-39). Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes, 50*, 179-211.
- Ajzen, I. (2015). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics, 70*(2), 121-138. <https://doi.org/10.13128/REA-18003>
- Alam, S. S., Mohd, R., & Hisham, B. (2011). Is religiosity an important determinant on Muslim consumer behaviour in Malaysia? *Journal of Islamic Marketing, 2*(1), 83-96. <https://doi.org/10.1108/17590831111115268>
- Alam, S. S., & Sayuti, N. M. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management, 21*(1), 8-20. <https://doi.org/10.1108/1056921111111676>
- Allport, G. W. (1950). *The individual and his religion: a psychological interpretation*. Macmillan.
- Allport, G. W., & Ross, J. M. (1967). Personal religious orientation and prejudice. *Journal of Personality and Social Psychology, 5*(4), 432-443.
- Al-Swidi, A., Huque, S. M., Hafeez, M. H., & Shariff, M. N. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal, 116*(10), 1561-1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Ashraf, S., Hafeez, M. H., Yaseen, A., & Hasnain, A. (2017). Do they care what they believe? Exploring the impact of religiosity on intention to purchase luxury products. *Pakistan Journal of Commerce and Social Sciences, 11*(2), 428-447.
- Bailey, J. M., & Sood, J. (1993). The effects of religious affiliation on consumer behavior: A preliminary investigation. *Journal of Managerial Issues, 5*, 328-352.
- Barbera, P. A., & Gürhan, Z. (1997). The role of materialism, religiosity, and demographics in subjective well-being. *Psychology & Marketing, 14*(1), 71-97.
- Belanche, D., Flavian, M., & Perez-Rueda, A. (2020). Mobile apps use and WOM in the food delivery sector: The role of planned behavior, perceived security and customer lifestyle compatibility. *Sustainability, 12*(10), 4275. <https://doi.org/10.3390/su12104275>
- Bengtson, V. L., & Roberts, R. E. (1991). Intergenerational solidarity in aging families: An example of formal theory construction. *Journal of Marriage and the Family, 53*(4), 856–870. <https://doi.org/10.2307/352993>
- Bertol, K. E., Broilo, P. L., Espartel, L. B., & Basso, K. (2017). Young children's influence on family consumer behavior. *Qualitative Market Research: An International Journal, 20*(4), 452-468. <https://doi.org/10.1108/QMR-07-2016-0057>
- Bukhari, F., Hussain, S., Ahmed, R. R., Streimikiene, D., Soomro, R. H., & Channar, Z. A. (2020). Motives and role of religiosity towards consumer purchase behavior in western imported food products. *Sustainability, 12*(1), 356. <http://dx.doi.org/10.3390/su12010356>
- Business Wire. (2020, May). *Global online food delivery services market (2020 to 2030)*. Business Wire. <https://www.businesswire.com/news/home/20200511005687/en/Global-Online-Food-Delivery-Services-Market-2020-to-2030---COVID-19-Growth-and-Change---ResearchAndMarkets.com>
- Capasso, M., Califano, G., Caracciolo, F., & Caso, D. (2023). Only the best for my kids: An extended TPB model to understand mothers' use of food labels. *Appetite, 191*, 107040. <https://doi.org/10.1016/j.appet.2023.107040>
- Chakravorty, S., Goli, S., & James, K. S. (2021). Family demography in India: Emerging patterns and its challenges. *Sage Open, 11*(2), 1-18. <https://doi.org/10.1177/21582440211008178>
- Chen, S., Wu, B., Liao, Z., & Chen, L. (2022). Does familial decision control affect the entrepreneurial orientation of family firms? The moderating role of family relationships. *Journal of Business Research, 152*, 60-69. <https://doi.org/10.1016/j.jbusres.2022.07.014>
- Cheng, H.-H., & Huang, S.-W. (2013). Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management, 33*(1), 185-198. <https://doi.org/10.1016/j.ijinfomgt.2012.09.003>
- Choi, Y. (2010). Religion, religiosity, and South Korean consumer switching behaviors. *Journal of Consumer Behavior, 9*(3), 151-171. <https://doi.org/10.1002/cb.292>
- Cotte, J., & Wood, S. L. (2004). Families and innovative consumer behavior: A triadic analysis of sibling and parental influence. *Journal of Consumer Research, 31*, 78-86. <https://psycnet.apa.org/doi/10.1086/383425>
- Cruz-Cardenas, J., & Arevalo-Chavez, P. (2017). Consumer behavior in the disposal of products: Forty years of research. *Journal of Promotion Management, 24*(5), 1-20. <https://doi.org/10.1080/10496491.2018.1405514>

- Delener, N. (1990). The effects of religious factors on perceived risk in durable goods purchase decisions. *Journal of Consumer Marketing*, 7(3), 27-38. <https://doi.org/10.1108/EUM0000000002580>
- Drahokoupil, J., & Piasna, A. (2019). A work in the platform economy: Deliveroo riders in Belgium and the smart arrangement. *ETUI Research Paper*.
- Dutta, K., & Singh, S. (2015). Applying the theory of planned behavior to understand Indian housewives' purchase behavior towards healthy food brands. *The IUP Journal of Brand Management*, 11(4), 7-28.
- Elhoushy, S., & Jang, S. (. (2021). Religiosity and food waste reduction intentions: A conceptual model. *International Journal of Consumer studies*, 45(2), 287-302. <https://doi.org/10.1111/ijcs.12624>
- Essoo, N., & Dibb, S. (2004). Religious Influences on Shopping Behaviour: An Exploratory Study. *Journal of Marketing Management*, 20(7-8), 683-712. <https://doi.org/10.1362/0267257041838728>
- Fetvadjev, V. H., Neha, T., Vijver, F. J., McManus, M., & Meiring, D. (2021). The cross-cultural relevance of indigenous measures: The south African personality inventory (sap), family orientation, and well-being in New Zealand. *Journal of Cross-Cultural Psychology*, 52(1), 3-21. <https://doi.org/10.1177/0022022120969979>
- Fikouie, M., Akbari, M., Ebrahimpour, M., & Moradipour, S. (2022). Seeing the forest through trees: Advertising appeals, product involvement, and construal level. *Middle East Journal of Management*, 9(4), 372-394. <https://doi.org/10.1504/MEJM.2022.123721>
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388.
- George, J. F. (2004). The theory of planned behavior and Internet purchasing. *Internet Research*, 14(3), 198-212. <https://doi.org/10.1108/10662240410542634>
- Ghosh, R., & Saha, T. R. (2018). A Study of e-payment system on food delivery industry: A case study on swiggy. *International Journal on Recent Trends in Business and Tourism*, 2(3), 19-25.
- Goyal, A., & Singh, N. (2007). Consumer perception about fast food in India: an exploratory study. *British Food Journal*, 109(2), 182-195. <https://doi.org/10.1108/00070700710725536>
- Grand View Research. (2019). *Online food delivery services market share report, 2019-2025*. Grand View Research. <https://www.grandviewresearch.com/industry-analysis/online-food-delivery-services-market>
- Gupta, V., & Duggal, S. (2020). How the consumer's attitude and behavioural intentions are influenced: A case of online food delivery applications in India. *International Journal of Culture, Tourism and Hospitality Research*, 15(1), 77-93. <https://doi.org/10.1108/IJCTHR-01-2020-0013>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis*. (7th ed.). Pearson Education Limited.
- Hair, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Han, H., Hsu, L.-T., & Sheu, C. (2010). Application of the Theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tourism Management*, 31(3), 325-334. <https://doi.org/10.1016/j.tourman.2009.03.013>
- Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: A comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, 24(6), 539-550. <https://doi.org/10.1016/j.ijinfomgt.2004.08.004>
- Hassan, S. H. (2011). Consumption of functional food model for Malay Muslims in Malaysia. *Journal of Islamic Marketing*, 2(2), 104-124. <https://doi.org/10.1108/17590831111139839>
- Hirschman, E. C. (1981). American Jewish ethnicity: Its relationship to some selected aspects of consumer behavior. *Journal of marketing*, 45(3), 102-110.
- Hsu, M.-H., Yen, C.-H., Chiu, C.-M., & Chang, C.-M. (2006). A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior. *International Journal of Human-Computer Studies*, 64(9), 889-904. <https://doi.org/10.1016/j.ijhcs.2006.04.004>
- Irianto, H. (2015). Consumers' attitude and intention towards organic food purchase: An extension of theory of planned behavior in gender perspective. *International Journal of Management, Economics and Social Sciences*, 4(1), 17-31.
- Islam, T., & Chandrasekaran, U. (2020). Religiosity and consumer decision making styles of young Indian Muslim consumers. *Journal of Global Scholars of Marketing*, 30(2), 147-169. <https://doi.org/10.1080/21639159.2019.1679031>
- Jayakumar, T., & Verma, A. (2020). Indic religiosity scale: Developing and validating an Indian religiosity scale. *Journal of Management Spirituality & Religion*, 18(1), 1-22. <https://doi.org/10.1080/14766086.2020.1824801>
- Jindal, V. (2018, September). *Why India's next unicorn could come from the food tech services industry*. Your Story. <https://yourstory.com/2018/09/india-food-tech-services-industry-prospects/amp>
- Ken Research. (2020, June). *In Depth Analysis of COVID 19 Impact on India Online Food Delivery: Ken Research*. Ken Research. <https://www.kenresearch.com/blogs/india-online-food-delivery-market-india-online-food-delivery-industry-market-revenue-market-growth>

- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273-287. <https://doi.org/10.1108/BFJ-08-2018-0528>
- Khan, A., Arafat, M. Y., & Azam, M. K. (2022). Role of halal literacy and religiosity in buying intention of halal branded food products in India. *Journal of Islamic Marketing*, 13(2), 287-308. <https://doi.org/10.1108/JIMA-08-2019-0175>
- Kim, J.-I., & Chung, H. (2012). The role of family orientation in predicting Korean boys' and girls' achievement motivation to learn mathematics. *Learning and Individual Differences*, 22(1), 133-138. <https://psycnet.apa.org/doi/10.1016/j.lindif.2011.11.009>
- Lambert, D. M., & Harrington, T. C. (1990). Measuring non-response bias in customer service mail surveys. *Journal of Business Logistics*, 11(2), 5-25.
- Li, C., Miroso, M., & Bremer, P. (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability*, 12(14), 5528. <http://dx.doi.org/10.3390/su12145528>
- Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from internet? A longitudinal study of online shopping. *IEEE Transactions on systems, man, and Cybernetics-Part A: Systems and Humans*, 30(4), 421-432.
- Lumpkin, G. T., Martin, W., & Vaughn, M. (2008). Family orientation: Individual-Level influences on family firm outcomes. *Family Business Review*, 21(2), 127-138. <https://doi.org/10.1111/j.1741-6248.2008.00120.x>
- Lindridge, A. (2005). Religiosity and the construction of a cultural-consumption identity. *Journal of Consumer Marketing*, 22(3), 142-151. <https://doi.org/10.1108/07363760510595968>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability*, 8(10), 1077-1097. <https://doi.org/10.3390/su8101077>
- Mathras, D., Cohen, A. B., Mandel, N., & Mick, D. G. (2016). The effects of religion on consumer behavior: A conceptual framework and research agenda. *Journal of Consumer Psychology*, 26(2), 298-311. <https://psycnet.apa.org/doi/10.1016/j.jcps.2015.08.001>
- Mathur, A. (2012). Measurement and meaning of religiosity: A cross-cultural comparison of religiosity and charitable giving. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(2), 84-95. <https://doi.org/10.1057/jt.2012.6>
- McDaniel, S. W., & Burnett, J. J. (1990). Consumer religiosity and retail store evaluative criteria. *Journal of the Academy of Marketing Science*, 18(2), 101-112.
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2019). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821-1836. <https://doi.org/10.1108/JIMA-01-2019-0006>
- Minton, E., & Kahle, L. R. (2014). *Belief systems, religion, and behavioral economics: marketing in multicultural environments*. Business Expert Press.
- Minton, E. A., & Liu, R. L. (2021). Religiosity and consumer belonging: Influences on product evaluations. *Journal of consumer behavior*, 20(1), 32-47. <https://doi.org/10.1002/cb.1851>
- Nassè, T. B. (2021). How and why extrinsic religiosity fashions muslim consumer behavior in a multi-faith geography. *American Journal of Marketing Research*, 7(1), 1-9.
- Niranjan, S., Nair, S., & Roy, T. K. (2005). A socio-demographic analysis of the size and structure of the family in India. *Journal of Comparative Family Studies*, 36(4), 623-651. <https://doi.org/10.3138/jcfs.36.4.623>
- Pinto, P., Hawaldar, I. T., & Pinto, S. (2021). Antecedents of behavioral intention to use online food delivery services: An empirical investigation. *Innovative Marketing*, 17(1), 1-15. [http://dx.doi.org/10.21511/im.17\(1\).2021.01](http://dx.doi.org/10.21511/im.17(1).2021.01)
- Pena-Garcia, N., Gil-Saura, I., Rodriguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), 1-11. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pew Forum. (2012, February). *The global religious landscape*. PewForum.org/2012/12/18/global-religious-landscape-exec
- Putrevu, S., & Swimberghek, K. (2013). The influence of religiosity on consumer ethical judgments and responses toward sexual appeals. *Journal of Business Ethics*, 115(2), 351-365. [10.1007/s10551-012-1399-y](https://doi.org/10.1007/s10551-012-1399-y)
- Redda, E. H. (2019). Attitudes towards online shopping: Application of the theory of planned behaviour. *Acta Universitatis Danubius*, 15(2), 148-159.
- Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, 9, 1-25. <https://doi.org/10.1186/s40497-019-0166-2>

- Research and Markets. (2020). *Online food delivery market in India 2020*. Research and Markets. <https://www.researchandmarkets.com/report/india-online-food-delivery-market?srsId=AfmBOooOiZ4bMRRu7c7Zw3f98gU3zBd8RdhTRumWDFRzJeBgqRkM-pYJ>
- Richa, D. (2012). Impact of demographic factors of consumers on online shopping behavior: A study of consumers in India. *International Journal of Engineering and Management Sciences*, 3(1), 43-52.
- Rindfleisch, A., Burroughs, J. E., & Wong, N. (2011). Religiosity and brand commitment: A multicultural perspective. *Asia Pacific Advances in Consumer Research*, 6, 8-17.
- Roberts, J. A., Gwin, C. F., & Martinez, C. R. (2004). The influence of family structure on consumer behavior: A re-inquiry and extension of Rindfleisch et al. (1997) in Mexico. *Journal of Marketing Theory and Practice*, 12(1), 61-79.
- Sabatier, C., Mayer, B., Friedlmeier, M., & Lubiewska, K. (2011). Religiosity, family orientation, and life satisfaction of adolescents in four countries. *Journal of Cross-Cultural Psychology*, 42(8), 1375-1393. <https://psycnet.apa.org/doi/10.1177/0022022111412343>
- Said, M., Hassan, F., Musa, R., & A, R. N. (2014). Assessing consumers' perception, knowledge and religiosity on Malaysia's halal food products. *Procedia - Social and Behavioral Sciences*, 130, 120-128. <http://dx.doi.org/10.1016/j.sbspro.2014.04.015>
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.) Pearson.
- Senthil, M., Gayathri, N., & Chandrasekar, K. S. (2020). Changing paradigms of Indian foodtech landscape - Impact of online food delivery aggregators. *International Journal of Food System Dynamics*, 11(2), 139-152. <http://dx.doi.org/10.18461/ijfsd.v11i2.46>
- Sentosa, I., & Mat, N. K. (2012). Examining a theory of planned behavior (TPB) and technology acceptance model (TAM) in internet purchasing using Structural Equation Modelling. *Researchers World*, 3(2 part 2), 62-77.
- Shin, Y. H., Jung, S. E., Im, J., & Severt, K. (2020). Applying an extended theory of planned behavior to examine state-branded food product purchase behavior: The moderating effect of gender. *Journal of Foodservice Business Research*, 23(4), 358-375. <https://doi.org/10.1080/15378020.2020.1770043>
- Shrivastava, A., & Pahwa, P. (2019). *Zomato, Swiggy, UberEats reduce discounts as food delivery market grows cold*. Economic Times.
- Siala, H. (2013). Religious influences on consumers' high-involvement purchasing decisions. *Journal of Services Marketing*, 27(7), 579-589. <https://doi.org/10.1108/JSM-02-2012-0046>
- Sood, J., & Nasu, Y. (1995). Religiosity and nationality: An exploratory study of their effect on consumer behavior in Japan and the United States. *Journal of Business Research*, 34(1), 1-9.
- Statista. (2020, March). *Online food delivery*. Statsita. <https://www.statista.com/outlook/dmo/eservices/online-food-delivery/worldwide#analyst-opinion>
- Sukesti, F., & Budiman, M. (2014). The influence of halal label and personal religiosity on purchase decision of food products in Indonesia. *International Journal of Business, Economics and Law*, 4(1), 150-153.
- Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business & Management*, 8(1), 1860385. <http://dx.doi.org/10.1080/23311975.2020.1860385>.
- Troise, C., O'Driscoll, A., Tani, M. and Prisco, A. (2021). Online food delivery services and behavioural intention – A test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664-683. <https://doi.org/10.1108/BFJ-05-2020-0418>
- Vitell, S. J., Paolillo, J. G., & Singh, J. J. (2005). Religiosity and consumer ethics. *Journal of Business Ethics*, 57(2), 175-181.
- Wang, L., Wong, P. P., & Elangkovan, N. A. (2020). The influence of religiosity on consumer's green purchase intention towards green hotel selection in China. *Journal of China Tourism Research*, 16(3), 319-345. <http://dx.doi.org/10.1080/19388160.2019.1637318>
- Wilkes, R. E., Burnett, J. J., & Howell, R. D. (1986). On the meaning and measurement of religiosity in consumer research. *Journal of the Academy of Marketing Science*, 14(1), 47-56.
- Yeo, V. C., Goh, S.-K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150-162. <https://doi.org/10.1016/j.jretconser.2016.12.013>
- Zait, A., & Berteau, P. E. (2011). Methods for testing discriminant validity. *Management and Marketing*, IX(2), 217-224.
- Zidehsaraei, M., Esmailpour, R., & Akbari, M. (2024). The effects of similarity of values, religious values, and empathy on bank commitment to CSR and customers' internal and behavioral responses: Evidence from Guilan Province in Iran. *Journal of Financial Services Marketing*, 29(1), 154-170. <http://dx.doi.org/10.1057/s41264-022-00189-2>

Appendix

Measurement Scales

Family orientation (Fetvadjiev et al., 2021).

- FO1: I help my family members if they have a problem.
- FO2: I take care of my younger family members.
- FO3: I take responsibility for my role in my family.
- FO4: I give guidance to younger members of my family.
- FO5: I plan my future closely with my family.
- FO6: I give priority to the goals of my family above my own goals.
- FO7: I regularly discuss things affecting me with my family.
- FO8: I spend as much time as possible with my family.
- FO9: I form strong social relationships by treating others like family.
- FO10: I get to know members of class/study groups well to work with them effectively.
- FO11: I take responsibility for the welfare of people close to me.

Religiosity (Allport & Ross, 1967; Essoo & Dib, 2004)

- RG1: I enjoy reading about my religion.
- RG2: It is important for me to spend time in private thought and prayer
- RG3: I would prefer to go to church
- RG4: I have often had a strong sense of God presence.
- RG5: I try hard to live all my life according to my religious beliefs
- RG6: My religion is important because it answers many questions about the meaning of life.
- RG7: I would rather join a religious study group than a social group.
- RG8: My whole approach to life is based on my religion
- RG9: Prayers I say when I am alone are as important to me as those I say when worshipping.

Attitude (Rehman, 2019)

Purchasing food online is

- ATT1: Negative (1)/Positive (5)
- ATT2: Unpleasant (1)/Pleasant (5)
- ATT3: Bad (1)/Good (5)
- ATT4: Un-enjoyable (1)/Enjoyable (5)
- ATT5: Non-beneficial (1)/Beneficial (5)

Subjective norms (George, 2004)

- SN1: People who are important to me think that I should buy food on the internet
- SN2: People who influence my behavior think that I should buy food on the internet.

Perceived behavioral control (George, 2004)

- PBC1: I am capable of buying food from the internet
- PBC2: Buying food from the internet is entirely under my control
- PBC3: I have resources, knowledge and ability to buy food from the internet

Intention (Garcia et al., 2020)

- PI1: If the opportunity arises, I intend to buy from online channels
- PI2: If given the chance, I can predict what I should buy through online channels in the future
- PI3: I am likely to transact through online channels soon