

# Drivers of consumers' purchase intentions on online food delivery platforms in the light of the COVID-19 pandemic

**Kanthicha Boonyabaramee**  
Mainz University of Applied Sciences  
**Isabelle Hillebrandt**  
Mainz University of Applied Sciences

Cite as:

Boonyabaramee Kanthicha, Hillebrandt Isabelle (2021), Drivers of consumers' purchase intentions on online food delivery platforms in the light of the COVID-19 pandemic. *Proceedings of the European Marketing Academy*, 50th, (104373)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021



# Drivers of consumers' purchase intentions on online food delivery platforms in the light of the COVID-19 pandemic

## **Abstract**

The global online food delivery industry is growing continuously, yet little knowledge exists about the drivers of customers' purchase intention on these platforms. Therefore, the research aims to identify the drivers with an additional focus on analysing a potential moderating effect of the COVID-19 pandemic. The online survey (n=362) reveals that habit, hedonic browsing, application performance expectancy, overall restaurant image, and eWOM & social influence have a significantly positive effect on purchase intention. These findings help understand the drivers of purchase intention on online food delivery platforms, even though the COVID-19 pandemic showed no significant effect.

**Keywords:** *Purchase intention; Online food delivery platforms; COVID-19 pandemic*