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Customer mindset and its role in the willingness to order food online based on the CMOFO model

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Abstract

The present study aims to explain how customer mindset affects the tendency to order food online. The research method is applicable in terms of its purpose, with a quantitative approach. The statistical population of this study was 384 customers of food ordering applications and the sampling method was available sampling. A questionnaire was developed to collect data and PLS Smart software was used to analyze the findings. The findings showed that advertising (impact coefficient: 0.410 to 0.480) and the ordering experience with the app (0.428 to 0.454) have the greatest effect on the relevance of content, competitors, and app features. Customer mindset with a coefficient of 0.861 is one of the most important variables, strengthened through time savings (0.328), rewards (0.526), and support (0.590). Also, living conditions (up to 0.519), food quality (up to 0.271), and food price (up to 0.187) play a significant role in interaction with the application. The results showed that food quality, food price, and living conditions are independent variables. These factors affect advertising and ordering experience. The aforementioned components affect the components of app features, app content relevance and competitors. Therefore, it is suggested that food ordering application developers focus on these key factors to improve customer experience and increase the willingness to buy on digital platforms.

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Extended Abstract

Introduction

Today, buying goods and receiving services is no longer limited to physical stores, but with the expansion of e-commerce, people can use online stores and digital platforms to buy and receive services. This evolution in business models allows companies to reach a wider audience and make the purchasing process easier for customers. Online stores have provided consumers with many advantages, including ease of price comparison, shopping anytime and anywhere, and access to a wide variety of goods and services (Al Maalouf et al., 2025). Therefore, businesses are increasingly using Internet technology to improve their business processes, allowing companies to deliver their services and products to customers faster and more efficiently, create a competitive advantage, facilitate customer relationship management, and reduce costs (Alalwan, 2020). In recent decades, online food ordering services have been rapidly changing and evolving in the food service industry market. These changes, especially in the food retail sector, have led researchers to carefully examine how consumers interact with these platforms. Despite the significant use of these services, there has not been enough research on consumer behavior towards online food ordering (Yang, 2024). In particular, studies that have examined consumer behavior in this area are limited in number, and more up-to-date research is needed to better understand this trend (Alvarez et al., 2022). Some studies have focused on factors such as convenience, accessibility, and delivery time that influence consumers' decision-making in using these services, but in general, there is still no complete understanding of the long-term effects of these platforms on consumer purchasing behavior (Siddiqi et al., 2024). Given that consumer mindset is a new topic that is mostly studied in the field of psychology and has many gaps in the field of consumer behavior, this study attempts to evaluate the role of customer mindset in the willingness to order food online. So far, no research has focused on the mindset of Iranian consumers. This article examines the impact of mindsets and other psychological factors on the willingness to order food online in Iran. Despite the growing body of research in psychology, sociology, and to some extent marketing on the role of mindsets, there is little information on the role of mindsets in online shopping behavior. Therefore, there is a significant gap in the existing knowledge regarding the role of mindsets and their relationship with individuals' willingness to use online space. Thus, the researcher intends to answer the fundamental question: what are the factors affecting customers' mindsets for using online ordering applications?

Theoretical Framework

Online Ordering

While e-commerce is rapidly expanding, the food industry has also gradually found its place in this growing space (Alagoz & Hekimoglu, 2012). Online food ordering applications, as a specific type of e-commerce, provide convenience and time savings to consumers (Dirsehan & Cankat, 2021) and have increased consumers' willingness to use these applications, which is one of the main reasons for the boom of this industry (Ramesh et al., 2023). In fact, applications have helped consumers eliminate unnecessary processes and have more time to do other things (Yeo et al., 2021). These applications have great potential to provide a better quality of life for consumers if they include certain features (Sobnath et al., 2017). Online food ordering is especially suitable for people who live in busy urban environments and have little time because they can place their order online and pick up the food at a designated location (Zulkarnain et al., 2015). These services are very convenient to use because they offer consumers a variety of food options (Idris et al., 2021) and help exchange experiences and feedback between customers and restaurants (Shah et al., 2021). In online food ordering applications, price acts as a determining factor in consumers' purchasing behavior (Lin et al., 2014), and food quality refers to its overall characteristics that affect the customer's experience of the restaurant (Suhartanto et al., 2019).

Research Methodology

This study is applicable and focuses on quantitative analysis of the relationships between variables. The data collection method is a questionnaire that includes 14 dimensions and 71 items. To verify the validity of the questionnaire, the content validity method was used; in this way, experts in the fields related to consumer behavior and online food ordering were first consulted and the necessary amendments were made based on their opinions, and Cronbach's alpha coefficient was calculated for the reliability of the questionnaire; therefore, the desired variables had the required reliability. Then, the questionnaire was presented to 384 consumers of online food ordering applications as a sample.

Research findings

SPSS software was used to analyze the findings, and structural equations and PLS Smart software were used to fit the model. The research findings showed that food ordering applications lead to improved customer experience and increased willingness to buy on digital platforms.

Conclusion

The present study was conducted based on the CMOFO model with the aim of customer mindset and its role in the willingness to order food online. The results showed that food quality and living conditions as independent factors have a significant impact on advertising and ordering experience variables. This result is clearly in line with previous studies such as the studies of Tewari et al., (2022) and Papadopoulou et al., (2023). Privacy and ordering rewards also affect time savings and follow-up support. These variables are known to be influential factors in consumer decision-making and are in line with the studies of Valenti et al., (2023) and Murphy & Dweck (2016).

According to the present study, the following suggestions are made:

Accurate, realistic and practical information in effective advertising

Continuous application updates

Assuring users to protect personal information

Providing services tailored to specific segments of society

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Conflicts of Interest

The authors declare that they have no financial or non-financial, personal, professional, or institutional conflicts of interest relevant to this work.

Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

AI Use Statement

The authors declare that no generative artificial intelligence (AI) or AI-assisted technologies were used in the preparation, writing, or editing of this manuscript.

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Ethics Approval

All procedures performed in this study were conducted in accordance with the ethical standards of the responsible institutional and national research committee.