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Food Delivery Application Usage Patterns and Consumer Spending Behaviour Among College Students: A Survey Based Statistical Analysis

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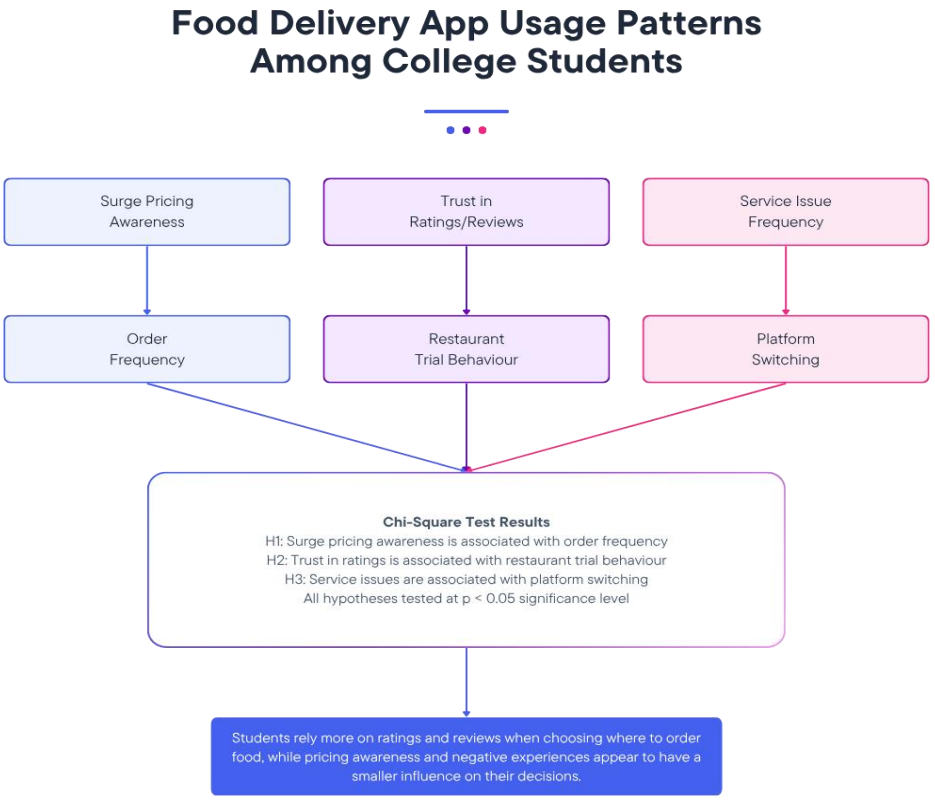
Abstract - Food delivery applications have changed consumer purchasing behaviour by increasing convenience and accessibility. This study examines relationships between pricing awareness, platform trust, service experiences, and consumer behaviour among college students in Goa using survey based quantitative methods and Chi-Square Tests of Independence. The findings show that trust in platform ratings is significantly associated with restaurant trial behaviour ($\chi^2 = 22.27$, $p = 0.0002$), whereas surge pricing awareness does not significantly influence ordering frequency ($\chi^2 = 6.06$, $p = 0.1949$). Negative service experiences also do not show significant association with platform switching behaviour ($\chi^2 = 1.14$, $p = 0.8883$). The study suggests that trust and service quality may influence consumer behaviour more strongly than pricing awareness.

Keywords - Food delivery applications, surge pricing awareness, consumer trust, platform ratings, purchasing behaviour, platform switching, chi-square analysis

Graphical Abstract **-** The graphical abstract summarises the relationships between pricing awareness, platform trust, service experiences, and consumer behaviour among college students using food delivery applications. The findings indicate that trust in platform ratings shows stronger association with consumer behaviour, whereas pricing awareness and negative service experiences demonstrate limited influence on behavioural outcome.



1. Introduction

Food delivery applications have transformed the way consumers purchase food by making the ordering process more convenient, accessible, and efficient [1], [2]. Over the past few years, platforms such as Swiggy and Zomato have witnessed significant growth and have become an integral part of everyday life for many consumers, particularly younger individuals who frequently rely on digital services for convenience and time savings [1], [4]. The increasing availability of smartphones, internet connectivity, and digital payment systems has further accelerated the adoption of these platforms, making online food ordering a common practice among students and working professionals alike [2], [5].

Several platform features influence consumer behaviour while using food delivery applications. Factors such as restaurant ratings, customer reviews, delivery charges, promotional offers, discounts, and service quality often play an important role in shaping purchasing decisions [1], [4], [6]. In addition, consumers frequently depend on ratings and reviews when evaluating unfamiliar restaurants, making trust in platform-provided information an important aspect of the decision-making process [6]. Service-related experiences, including delivery delays, incorrect orders, and food quality concerns, may also affect customer satisfaction and future usage behaviour [7]. College students represent a particularly important segment within the food delivery ecosystem. Busy academic schedules, changing lifestyles, limited time availability, and a growing preference for convenience-based services have contributed to the widespread use of food delivery applications among this population. As the popularity of these platforms continues to grow, understanding the factors that influence students' ordering behaviour has become increasingly important for both researchers and platform providers.

Although previous studies have examined online food delivery adoption, customer satisfaction, and usage intentions, relatively limited research has explored how pricing awareness, platform trust, and service experiences influence behavioural patterns among college students, particularly within regional Indian contexts [3], [5]. Understanding these relationships can provide valuable insights into how consumers respond to pricing practices, evaluate platform credibility, and react to service-related experiences. Therefore, this study investigates food delivery application usage patterns and consumer spending behaviour among college students in Goa through survey-based statistical analysis. By examining the relationships between pricing awareness, trust in platform ratings, service experiences, and behavioural responses, the study aims to contribute to a deeper understanding of consumer behaviour within digital food delivery platforms.

1.1 Research Objectives

This study addresses this gap by examining food delivery application usage patterns among 119 college students across Goa through survey based statistical analysis. The study aims to:

(1) Examine demographic characteristics and usage patterns associated with food delivery applications among college students.

(2) Analyze whether awareness of surge pricing is associated with ordering frequency.

(3) Investigate the relationship between trust in platform ratings and willingness to try new restaurants.

(4) Examine whether negative service experiences influence platform switching behaviour and continued platform usage.

(5) Understand behavioural patterns related to pricing awareness, platform trust, and consumer decision-making within digital food delivery platforms.

2. Literature Review

Food delivery platforms have become an important part of consumer purchasing behaviour by changing how people search for, select, and order food. The rapid growth of smartphones, internet accessibility, and digital payment systems has further accelerated the adoption of these platforms, particularly among younger consumers [1], [2]. Features such as convenience, time savings, promotional offers, restaurant ratings, and doorstep delivery have made food delivery applications a preferred choice for many users [3], [4].

Understanding how consumers interact with these platforms requires examining factors such as pricing, service experiences, platform ratings, and consumer trust, as these factors often influence decision-making and usage behaviour. Previous studies have shown that consumers rely on platform-provided information, including ratings and reviews, to reduce uncertainty when choosing restaurants [1], [6]. Similarly, pricing mechanisms, delivery charges, and service quality can shape user satisfaction, purchasing decisions, and continued usage intentions [2], [4], [5].

As competition among food delivery platforms continues to increase, understanding the factors that drive consumer choices has become increasingly important for both researchers and industry practitioners. Examining these behavioural patterns provides valuable insights into how users respond to platform features and what influences their purchasing decisions in digital food delivery environments. Such insights can help platforms improve user experiences, strengthen consumer trust, and develop strategies that encourage long-term customer engagement [6], [7].

2.1 Digital Marketplace Trust and Consumer Adoption

Consumer adoption of food delivery platforms is often influenced by trust in platform information. Ratings and reviews help consumers evaluate restaurants, especially when they have limited prior experience [1], [6]. Previous studies suggest that younger consumers frequently rely on ratings while making purchasing decisions.

However, trust levels may vary among consumers. While some users rely heavily on ratings and reviews, others may question their reliability, which can influence how platform information affects decision making.

2.2 Pricing Mechanisms and Behavioural Response

Pricing mechanisms such as surge pricing and delivery charges can influence consumer decisions on food delivery platforms **[2], [4], [5]**. However, previous studies suggest that awareness of pricing does not always translate into price-sensitive behaviour, as convenience, urgency, and personal preferences may also influence purchasing decisions.

2.3 Service Failure, Recovery, and Platform Loyalty

Service quality and recovery mechanisms play an important role in shaping customer experiences and customer loyalty **[4], [7]**. Although negative experiences may influence satisfaction, consumer loyalty often depends on how effectively platforms resolve service related issues and maintain customer trust.

2.4 Research Gap

Although previous studies have examined digital marketplace adoption and online consumer behaviour, limited research has explored how pricing awareness, platform trust, and service experiences influence food delivery behaviour among college students within regional Indian contexts. This study addresses this gap by examining these relationships among college students in Goa using survey based statistical analysis.

3. Theory

Consumer behaviour on food delivery platforms is influenced by factors such as trust, pricing awareness, and service experiences. Previous studies suggest that service quality and perceived usefulness play an important role in shaping user decisions and platform adoption [7], [8]. Understanding the relationship between these factors and consumer behaviour requires an appropriate statistical approach.

This study employs the Chi-Square Test of Independence to examine whether significant associations exist between selected categorical variables. The test compares observed frequencies with expected frequencies to determine whether the relationship between two variables occurs by chance or reflects a meaningful association.

3.1 Theoretical Foundation of the Chi-Square Test of Independence

To analyze non-parametric survey data rigorously, this study relies on the Chi-Square (χ^2) Test of Independence as its primary inferential tool. This non-parametric method determines whether a statistically significant association exists between two categorical variables. The test works by comparing the observed joint frequency counts inside a cross-tabulated contingency table against the distribution of frequencies that would be mathematically expected if the two variables were completely independent (the Null Hypothesis, H_0). A statistically significant finding demonstrates that the gap between actual observations and independence baselines is simply too large to be caused by random sampling chance, pointing instead to a real underlying relationship between the variables. To ensure the mathematical validity of the test, two core criteria must be met: 1. The primary data parameters must represent raw frequency counts rather than normalized percentages. 2. The calculated expected frequency inside any cell of the contingency matrix should not drop below a value of 5. This non-parametric approach is particularly appropriate for survey-based research because it makes no assumptions about the underlying distribution of data, requires only categorical measurements, and is robust to deviations from normality assumptions common in behavioural research.

3.2 Calculation Methodology

The computational pipeline executes across six standardized phases:

Step 1: Hypothesis Formulations. For each distinct variable pair, a dual hypothesis framework is mapped: • Null Hypothesis (H0): No significant association exists between the two selected categorical variables. • Alternative Hypothesis (H1): A significant association exists between the two selected categorical variables.

Step 2: Construction of Contingency Matrix. Survey responses are cross-tabulated into an r × c table of observed frequencies (Oij), where r denotes rows and c denotes columns.

Step 3: Derivation of Expected Frequencies. Assuming H0 is true, the expected count (Eij) for each coordinate cell is generated by: (1)

$$Eij = (Row\ Total \times Column\ Total) / Grand\ Total$$

Step 4: Computation of the Test Statistics. The mathematical distance between real-world observations and independence baselines is summed across all matrix blocks via the core Chi Square statistic ($\chi 2$): (2)

$$\chi 2 = i\ j\ (Oij - Eij)2\ Eij$$

A larger absolute value indicates an increasing divergence from independence, weakening the validity of the null model.

Step 5: Isolation of Degrees of Freedom. The parameter shaping the probability distribution scale is defined by table layout metrics: (3)

$$df = (r - 1)(c - 1)$$

Step 6: Statistical Inferences. The computed $\chi 2$ score and its matching degrees of freedom are evaluated against the theoretical distribution curve to return an exact probability score (p-value). If $p < \alpha$ (where the alpha threshold is locked at $\alpha = 0.05$), H0 is formally rejected in favour of H1.

4. Methodology

4.1 Research Design and Study Population

This study adopted a quantitative, cross-sectional descriptive survey design to examine food delivery application usage patterns, attitudes, and behavioural responses among college students in Goa. The cross-sectional approach was selected because it enables the systematic measurement of consumer behaviours and perceptions using numerical data at a specific point in time. As food delivery platforms continue to evolve rapidly, the cross-sectional design was considered appropriate for capturing students' experiences and attitudes during the study period (May 2026). The study population consisted of college-enrolled students across different academic disciplines at Goa-based higher education institutions. A total of 119 valid responses were collected using stratified convenience sampling to ensure participation from multiple academic backgrounds and study levels. This sampling approach helped achieve balanced representation across diverse academic disciplines and college years, reducing the likelihood of overrepresentation from any single field of study or academic cohort.

4.2 Research Population and Sampling

Responses were collected from 119 college students currently enrolled in higher education programs across Goa during May 2026. The stratified convenience sampling approach involved distributing survey instruments across selected university departments and academic programs rather than relying solely on random distribution. This approach helped obtain a more balanced sample composition, ensuring representation from multiple academic backgrounds, college years, and geographic regions within Goa. The sampling strategy acknowledged practical constraints while maintaining diversity necessary for statistical analysis.

4.3 Data Collection Instruments

Data for the study were collected using a structured questionnaire consisting of 12 questions, which was designed and distributed through Google Forms. To ensure consistency and simplify the analysis process, only closed-ended questions were included. The questionnaire contained two types of questions: multiple-choice items were used to gather demographic details and information related to food delivery application usage patterns, pricing awareness, and service experiences. Categorical response options were used to measure students' attitudes toward platform trust, rating influences, and platform switching behaviour. All questions were mandatory, ensuring complete responses from all 119 participants. This design eliminated missing data and ensured dataset integrity for statistical analysis.

4.4 Research Variables

The survey data were categorized into independent, dependent, and control variables to facilitate statistical analysis: Independent Variables: - Surge pricing awareness (aware, not sure, not aware) - Trust in platform ratings (fully trust, somewhat trust, do not trust) - Negative service experiences (yes, not sure, no) Dependent Variables: - Ordering frequency changes (order less, order same, sometimes reduce) - Restaurant trial behaviour (influenced by ratings: yes, sometimes, no) - Platform switching behaviour (continued, reduced orders, switched platforms) Control Variables: - Active enrolment in college - Academic level/college year - Age group - Geographic location (taluka)

4.5 Data Collection Procedure

Data collection was conducted during May 2026. The survey link was distributed through departmental email lists, student communication groups, and institutional online networks. Data collection continued until the target sample size of 119 valid responses was achieved. Since all questions were mandatory, the dataset contained no missing values. Before analysis, responses were screened for duplicate entries and incomplete submissions to ensure data quality and consistency. Participants were not identified, and no personally sensitive information was collected beyond demographic characteristics and behavioural responses related to food delivery application usage.

4.6 Data Analysis

After the data collection process was completed, the survey responses were organized and analyzed using Python. Descriptive statistics were used to summarize the data and understand the distribution of responses through frequencies, percentages, and visualizations. To examine relationships between selected categorical variables, Chi-Square Tests of Independence were performed at a significance level of $\alpha = 0.05$. This approach helped identify whether the observed patterns in the data reflected meaningful associations between variables related to food delivery application usage and consumer behaviour.

4.7 Tools and Implementation

Data cleaning, statistical analysis, contingency table construction, and visualization were performed using Python and its associated libraries:

Pandas & NumPy: Used for data preparation, cleaning, and organization, as well as constructing contingency tables and calculating marginal totals.

SciPy.stats: Used to conduct Chi-Square Tests of Independence and calculate corresponding p-values via the chi2 contingency function.

Matplotlib & Seaborn: Used to generate clear and interpretable bar charts and heatmaps, visualizing observed associations and facilitating interpretation of statistical results. This integrated analysis pipeline ensured consistency across all statistical procedures and enhanced reproducibility of findings.

4.8 Ethical Considerations

The study followed standard research ethics protocols throughout. Participants reviewed informed consent information indicating voluntary participation before accessing the survey. Participation was entirely voluntary, and respondents could exit the survey at any time. No personal identifiers such as names, phone numbers, email addresses, or student IDs were collected. This ensured complete anonymity and confidentiality for all responses. The research involved minimal risk, collecting only aggregated behavioural and attitudinal information without any sensitive personal data collection.

4.9 Limitations of the Methodology

Despite its structured design, the study has certain limitations that should be acknowledged. Although a sample size of 119 participants was adequate for the stated objectives, the findings may not fully represent the broader population of college students in India. As with most survey-based studies, the data relied on participants' self-reported responses and may therefore be influenced by response bias or inaccurate reporting. Additionally, the study was conducted within a specific regional context (Goa), which may limit the generalizability of findings to students from other institutions or geographical regions. The cross-sectional design captured behaviour at a single point in time, precluding longitudinal tracking of behaviour change over extended periods. Despite these limitations, the study provides rigorous empirical evidence within its specified scope and context, contributing to the growing understanding of food delivery platform usage among college students in Indian higher education contexts.

5. Results

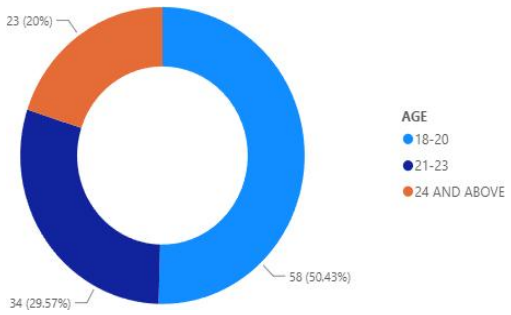
5.1 Sample Demographics

The study included 119 college students representing different age groups, academic years, and geographic regions across Goa. Age distribution indicates that the majority of respondents belonged to the 18–20 age group (50.43%), followed by 21–23 years (29.57%) and 24 years and above (20.00%). This distribution suggests stronger representation from younger student populations, who are generally more active users of digital platforms and mobile-based services.

Participants from multiple academic years contributed to the survey, with second-year students representing the largest group (33.61%), followed by third-year (22.69%), first-year (21.01%), fifth-year (16.81%), and fourth-year students (5.88%). The distribution across academic years provides representation from students with varying academic workloads and lifestyle patterns.

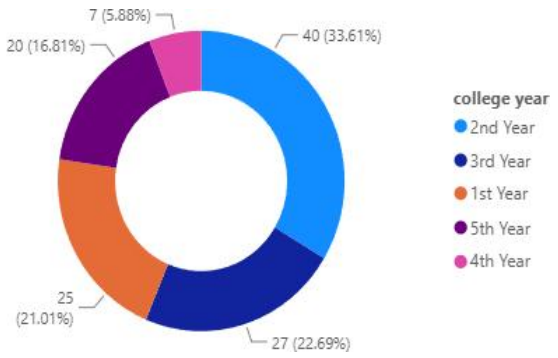
Geographically, respondents represented 12 talukas across Goa, indicating broad regional participation within the study population. Bicholim contributed the highest number of responses (21.01%), followed by Tiswadi (15.13%) and Bardez (12.61%). The geographic distribution suggests that the study captures behavioural responses from students belonging to different regional backgrounds within Goa.

Figure 1. Age Distribution of Respondents



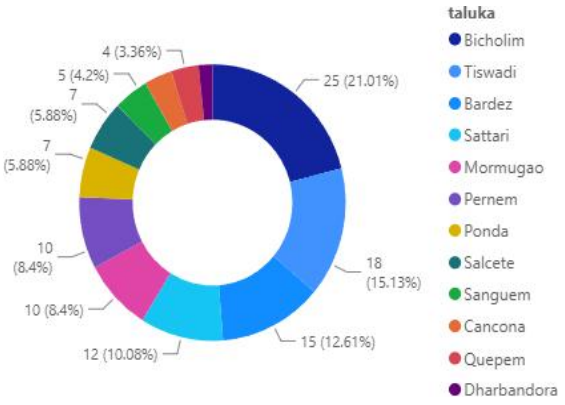
The age distribution of respondents indicates that the majority of participants belonged to the 18–20 age group (50.43%,). Respondents aged 21–23 years accounted for 29.57%, while those aged 24 years and above represented 20.00% of the total sample. The findings suggest that younger undergraduate students formed the largest proportion of the study population.

Figure 2. Academic Year Distribution of Respondents



The academic year distribution shows that second-year students constituted the largest group of respondents (34.80%), followed by third-year students (22.60%), first-year students (20.00%), fifth-year students (17.40%), and fourth-year students (5.20%). This distribution provides representation from students across different stages of higher education. The participation of students from multiple academic years helped capture a wider range of perspectives and experiences related to food delivery application usage.

Figure 3. Taluka wise Distribution of Respondents



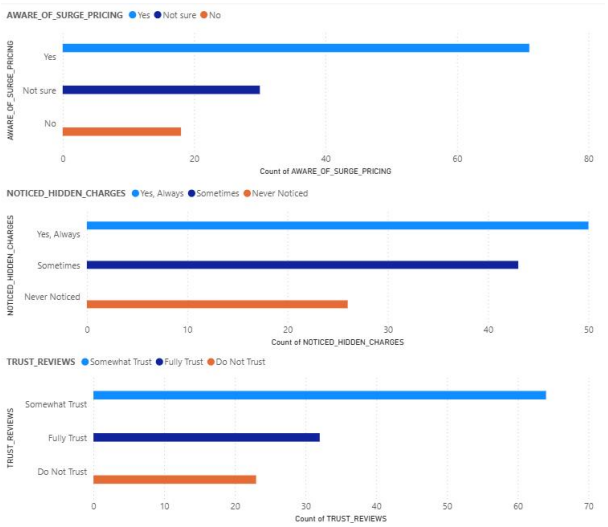
The geographical distribution of respondents covered 12 talukas across Goa. Bicholim contributed the highest proportion of responses (20.90%), followed by Tiswadi (14.80%) and Bardez (13.00%). The broad regional representation enhances the diversity and reliability of the study findings.

5.2 Pricing Awareness and Platform Usage

The findings indicate relatively high awareness of pricing mechanisms among respondents. Most students reported being aware of surge pricing (60.0%), while 24.3% remained uncertain and 15.7% reported no awareness. Awareness of hidden platform fees was also common, with 41.7% consistently noticing additional charges and 36.5% noticing them occasionally.

Trust in platform ratings showed moderate variation among respondents. Most participants reported somewhat trusting platform ratings (52.2%), while 27.8% fully trusted them. In contrast, 20.0% reported not trusting platform ratings. These variations in pricing awareness and trust provide important context for understanding behavioural differences examined in the hypothesis testing section.

Table 1. Pricing Awareness, Hidden Fees, and Rating Trust



Results: Platform ratings influenced restaurant selection decisions for many respondents, while experiences such as delivery delays, incorrect orders, and food quality issues affected consumer behaviour differently, suggesting that users respond to service experiences in different ways.

5.3 Hypothesis Testing Results

Three chi-square tests of independence were conducted to evaluate associations between categorical variables. All tests met statistical validity assumptions, with expected cell frequencies exceeding five in all cells.

5.3.1 Hypothesis Test 1: Surge Pricing Awareness and Ordering Frequency

H_0 : No association exists between awareness of surge pricing and changes in ordering frequency.

H_1: A significant association exists between awareness of surge pricing and changes in ordering frequency.

Table 2. Surge Pricing Awareness × Ordering Frequency

AWARE_OF_SURGE_PRICING	No, I order the same	Sometimes I reduces my order	Yes, I order less
No	4	3	11
Not sure	11	11	8
Yes	17	16	38

Statistical Metrics: The null hypothesis (H_0) is not rejected because the p-value (0.1949) is greater than 0.05. Therefore, there is no statistically significant association between awareness of surge pricing and changes in food ordering frequency among the respondents.

Figure 4. Relationship Between Surge Pricing Awareness × Ordering Frequency (Bar Chart)

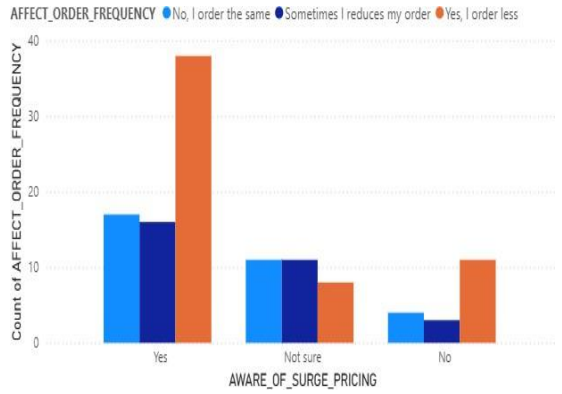
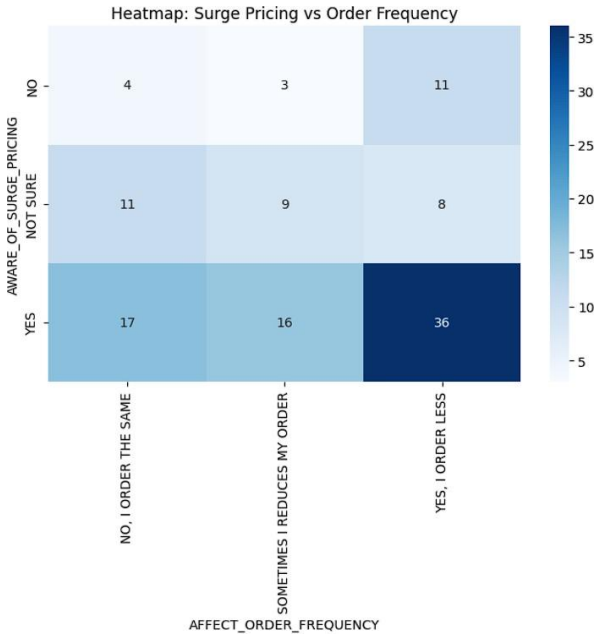


Figure 4 shows the relationship between students' awareness of surge pricing and their food ordering behaviour. The chart indicates that respondents who were aware of surge pricing were more likely to report reducing their order frequency compared to those who were unaware or uncertain about surge pricing. This suggests that higher pricing during peak periods may influence some students' purchasing decisions. However, the Chi-Square test results revealed that the relationship was not statistically significant (p = 0.1949). Therefore, while awareness of surge pricing appears to have some influence on ordering patterns, the evidence from this study is not strong enough to conclude that a significant association exists between surge pricing awareness and changes in ordering frequency.

Figure 5. Relationship Between Surge Pricing Awareness × Ordering Frequency (Heatmap)



5.3.2 Hypothesis Test 2: Trust in Ratings × Rating Influence

H_0 : No association exists between trust in platform ratings and the influence of high ratings on decisions to trial new restaurants.

H_1: A significant association exists between trust in platform ratings and the influence of high ratings on decisions to trial new restaurants.

Table 3. Trust in Ratings × High Rating Influence

TRUST_REVIEWS	No	Sometimes	Yes
Do Not Trust	11	9	3
Fully Trust	9	8	15
Somewhat Trust	5	27	32

Statistical Metrics: Since the calculated p-value (0.0002) is less than the significance level of 0.05, the null hypothesis (H_0) is rejected. This indicates a statistically significant relationship between trust in platform ratings and the influence of high ratings on decisions to try new restaurants. The findings suggest that students who trust platform ratings are more likely to rely on them when selecting unfamiliar restaurants. In contrast, respondents with lower trust levels appear less influenced by ratings and reviews. This highlights the importance of rating credibility in shaping consumer choices on food delivery applications.

Figure 6. Trust in Ratings × Rating Influence (Bar Chart)

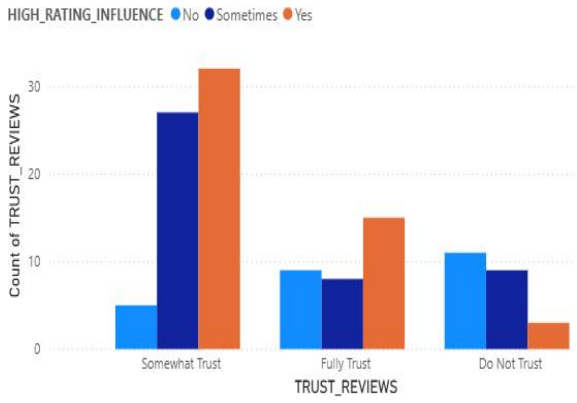
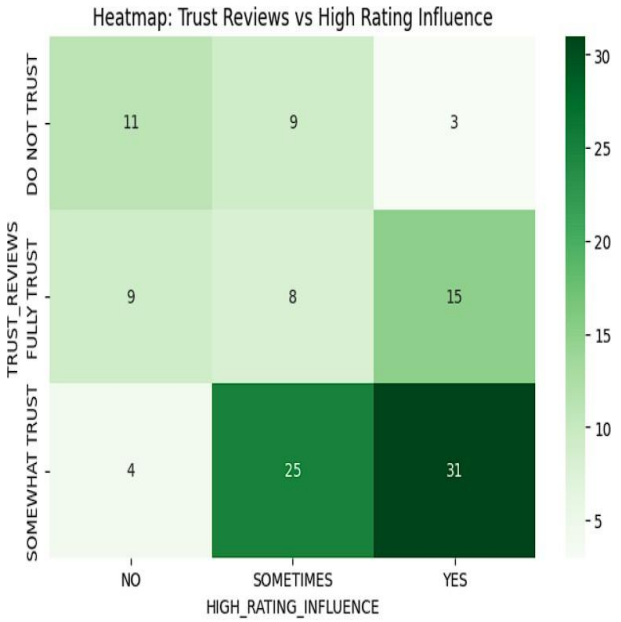


Figure 6 illustrates how respondents' trust in platform ratings relates to their willingness to try new restaurants based on high ratings. The results show a clear pattern: students who expressed greater trust in platform ratings were more likely to be influenced by highly rated restaurants when making ordering decisions. On the other hand, respondents who reported lower levels of trust were less likely to rely on ratings when choosing a restaurant.

The Chi-Square test confirmed that this relationship is statistically significant (χ^2 = 22.27, p = 0.0002). Since the p-value is well below the 0.05 significance level, the null hypothesis was rejected. This indicates that trust in platform ratings plays an important role in shaping consumer behaviour. In other words, students who trust the ratings displayed on food delivery applications are

significantly more likely to use those ratings when deciding whether to try a new restaurant.

Figure 7. Trust in Ratings × Rating Influence (Heatmap)



5.3.3 Hypothesis Test 3: Negative Service Experience and Platform Switching

H_0 : No association exists between experiencing negative service events and subsequent platform switching behaviour.

H_1: A significant association exists between experiencing negative service events and subsequent platform switching behaviour.

Table 4. Negative Service Experience × Platform Response

NEGATIVE_EXPERIENCE	No, Continued as before	Yes, Reduced ordering	Yes, Switche
No	8	9	
Not Sure	12	10	
Yes	20	23	

Statistical Metrics: Since the calculated p-value (0.8883) is greater than the significance level of 0.05, the null hypothesis (H_0) is not rejected. Therefore, there is insufficient statistical evidence to conclude that a significant association exists between experiencing negative service events and subsequent platform switching behaviour.

Figure 8. Negative Service Experience × Platform Response (Bar Chart)

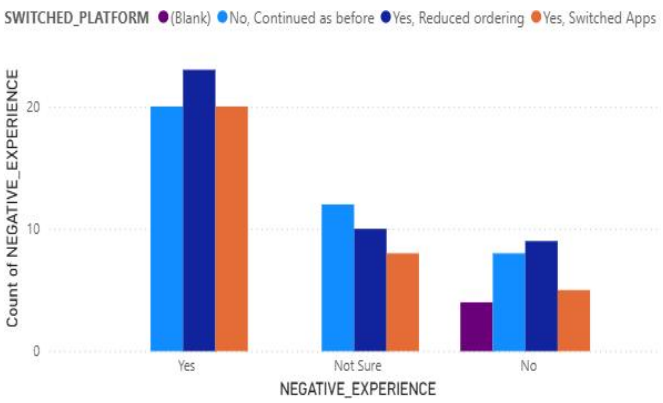
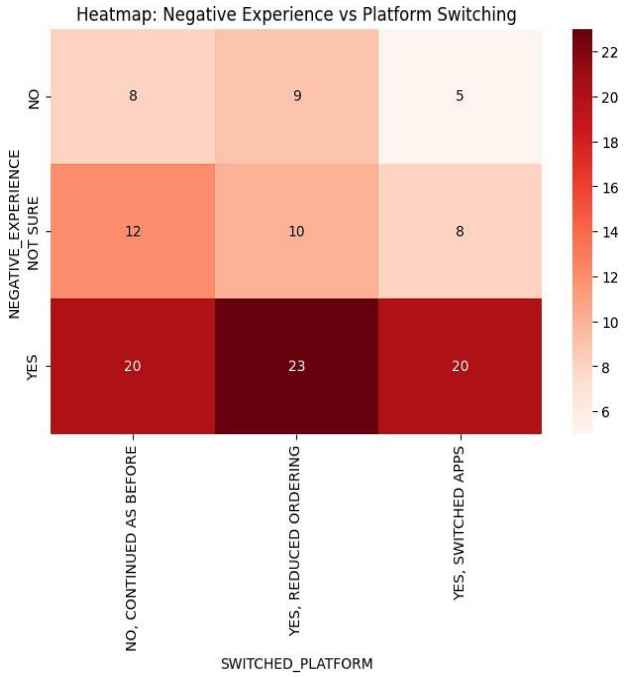


Figure 8 illustrates the relationship between respondents' experiences with service related issues and their subsequent platform response. Although respondents who reported experiencing problems such as wrong orders, delayed deliveries, or food quality concerns showed slightly different response patterns compared to those who had not experienced such issues, the differences were relatively small. Many respondents continued using the same platform even after encountering negative experiences, while others reported reducing their ordering frequency or switching platforms.

The Chi-Square test indicated that the observed relationship was not statistically significant ($\chi^2 = 1.14$, $p = 0.8883$). This suggests that negative service experiences alone were not a strong enough factor to influence platform switching behaviour among the students surveyed.

Figure 9. Negative Service Experience × Platform Response (Heatmap)



6. Discussion

These findings are broadly consistent with previous research that emphasizes the importance of trust and ratings in shaping consumer behaviour on digital food delivery platforms [1], [6]. Respondents who expressed greater trust in platform ratings were more likely to rely on them when exploring new restaurants, suggesting that ratings and reviews continue to serve as an important source of information during the decision-making process. This reinforces the idea that consumers often look for reassurance from other users' experiences before trying unfamiliar food outlets. At the same time, the study highlights that not all factors influence consumer behaviour in the same way. While trust in ratings showed a meaningful relationship with restaurant trial behaviour, pricing awareness and negative service experiences appeared to have a more limited impact on overall usage patterns. Similar observations regarding service quality, customer satisfaction, and loyalty have been reported in earlier studies [4], [7]. These findings suggest that consumer decisions on food delivery platforms are influenced by a combination of factors, with trust and perceived credibility often playing a more prominent role than pricing concerns alone.

The results also provide useful insights into the behaviour of college students, who represent a significant user group within the food delivery market. Despite being aware of surge pricing and additional platform charges, many students continued to use food delivery applications because of the convenience and accessibility they offer. This indicates that while consumers may be conscious of pricing practices, factors such as ease of use, familiarity with the platform, and confidence in available information can have a stronger influence on their overall purchasing behaviour.

6.1 The Awareness-Action Gap in Pricing

The findings indicate that awareness of surge pricing and hidden platform fees does not necessarily translate into changes in ordering behaviour. Although many respondents reported being aware of pricing mechanisms, the statistical analysis showed no significant association between pricing awareness and ordering frequency. This suggests that awareness alone may not be sufficient to influence consumer behaviour, as factors such as convenience and personal preferences may outweigh price sensitivity. [2], [4], [5] .

6.2 Trust as the Gateway to Rating Efficacy

The findings reveal a clear relationship between trust in ratings influences willingness to try new restaurants. [1], [2], [6]. Students who had greater confidence in ratings and reviews were more likely to use them when exploring unfamiliar dining options. In contrast, respondents who were less trusting tended to rely on other factors when making their choices. This suggests that Ratings act as an important source of information for users. [1], [6] and can strongly influence food ordering decisions. The results highlight the value of maintaining reliable and trustworthy rating systems on food delivery platforms. For many students, ratings and reviews act as a guide when deciding where to order from.

6.3 Service Failure and the Complexity of Loyalty

The findings indicate no significant association between negative service experiences and platform switching behaviour ($p = 0.8883$). Although some respondents reported reducing orders or changing platforms after experiencing service-related issues, many continued using the same platforms without major changes in behaviour. These findings suggest that negative service failures alone may not fully explain platform loyalty. [4], [7] and usage behaviour among college students, indicating that multiple factors may influence consumer decisions within food delivery platforms.

7. Conclusion

This study explored food delivery application usage patterns and consumer behaviour among college students in Goa. The findings show that students use food delivery platforms not only for convenience but also rely on the information available on these platforms when making decisions. Among the factors examined, trust in ratings and reviews influences consumer choices. [1], [6], particularly when students were deciding whether to try a new restaurant. In contrast, awareness of surge pricing and negative service experiences appeared to have a relatively limited impact on overall ordering behaviour.

The results suggest that students place considerable importance on the credibility of ratings and reviews when evaluating food options. While many respondents were aware of pricing practices and had experienced service-related issues, these factors alone were not strong enough to significantly alter their behaviour. This highlights the importance of trust and perceived reliability within digital food delivery platforms.

Overall, the study provides useful insights into how college students interact with food delivery applications and the factors that influence their decisions. By examining these behavioural patterns within the context of Goa, the research contributes to a better understanding of consumer behaviour in the growing online food delivery applications that continue to shape consumer purchasing behaviour. [1], [2], [5].

7.1 Future Research Directions

The present study focused on college students in Goa and provides a snapshot of their food delivery application usage patterns. Future research could extend this work by including a larger and more diverse sample from different regions, allowing for broader comparisons and a deeper understanding of consumer behaviour.

Researchers may also explore factors such as customer satisfaction, service recovery experiences, promotional offers, and platform loyalty to better understand what drives continued usage of food delivery applications. In addition, studies conducted over a longer period could provide valuable insights into how consumer preferences and behaviours evolve as digital food delivery services continue to grow.

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