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ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

# An Examination of Consumers' Behavioral Intentions in Web-Based Food Ordering Applications Within the Framework of the Unified Theory of Acceptance and Use of Technology, and The Mediating Role of Trust

## Online Yemek Sipariş Uygulamalarında Tüketicilerin Davranışsal Niyetlerinin Birleştirilmiş Teknoloji Kabul ve Kullanım Teorisi Çerçevesinde İncelenmesi ve Güven Unsurunun Aracılık Rolü

**N. Ozan BAKIR**[*]
**H. Ayşegül TEMELLİ**[**]

**Abstract**

The emergence of mobile applications has introduced new paradigms in modern marketing, rendering many traditional business models increasingly obsolete. As a combination of technology and marketing intelligence, mobile applications have influenced the operations of companies in the new world order, transforming their marketing strategies from offline to online so that they can meet their customers' needs better. As smart devices and internet technologies have become deeply integrated into daily life, consumers increasingly expect shopping experiences that are fast, convinent and simple. This research aims to investigate factors influencing consumers' acceptance and use of web-based food ordering applications, within the framework of the Unified Theory of Acceptance and Use of Technology. Additionally, the study examines whether trust serves as a mediating variable in users' intention to continue using these applications. The research sample comprises consumers aged 18 and above residing in Istanbul, Turkiye,

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who have utilized web-based food ordering apps at least once. Data were obtained via an online survey, and structural equation modeling was implemented for data analysis. The study's findings indicate that the most significant predictors of behavioral intention are habit, performance expectancy, and effort expectancy. Moreover, the findings reveal that trust serves as a partial mediator in the relationship between behavioral intention and the continued usage intention of web-based food ordering applications within the UTAUT framework.

**Keywords:** Technology Acceptance Model, Mobile Retailing, Unified Theory of Acceptance and Use of Technology, Web-Based Food Ordering Applications, Structural Equation Modeling

**Öz**

Günümüz pazarlaması için yeni bir yol açan mobil uygulama çağı, tüm geleneksel iş modelleme biçimlerini modası geçmiş hale getirmiştir. Mobil uygulamalar, teknoloji ve pazarlama zekâsının bir bileşimi olarak, işletmelerin yenidünya düzeninde işleyişlerini etkileyerek, pazarlama stratejilerini, müşterilerinin istek ve ihtiyaçlarına uyacak şekilde çevrimdışı pazarlamadan çevrimiçi pazarlamaya dönüştürmüştür. Günümüzde akıllı cihazların ve internet kullanımının yaygınlaşmasıyla, tüketicilerin alışverişlerinde hız, kolaylık ve sadelik önemli olmaya başlamıştır. Bu araştırmanın hedefi, tüketicilerin online yemek sipariş uygulamalarının kabul ve kullanımındaki tercihlerini etkileyen faktörlerle birlikte Birleştirilmiş Teknoloji Kabul ve Kullanım Teorisi kapsamında incelenmek ve kullanıcıların online yemek sipariş uygulamalarını devamlı kullanma isteğinde, güven unsurunun aracılık rolünü belirlemektir. Araştırmanın evreni İstanbul'da 18 yaş ve üstünde ve online yemek sipariş uygulamalarını en az bir kere kullanmış olan müşterilerden oluşmaktadır. Araştırmada veri toplama yöntemi olarak çevrimiçi anket seçilmiş ve veri analizi olarak ise yapısal eşitlik modellemesine başvurulmuştur. Çalışma sonuçlarına göre, davranışsal niyeti en fazla etkileyen unsurlar alışkanlık, performans beklentisi ve kullanım kolaylığı beklentisi olarak bulunmuştur. Ayrıca online yemek sipariş uygulamalarında tüketicilerin birleştirilmiş teknoloji kabul ve kullanım teorisi çerçevesinde davranışsal niyet ile devamlı kullanma isteği arasında güvenin kısmi aracılık rolü olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Teknoloji Kabul Modeli, Mobil Perakendecilik, Birleştirilmiş Teknoloji Kabul Modeli, Online Yemek Sipariş Uygulamaları, Yapısal Eşitlik Modellemesi

## Introduction

Due to the advancement and broad use of the internet, consumers' ability to meet their wants and needs, and acquire products and services via the internet, forms the foundation of the concept of e-retailing. The advancement of mobile phones has driven a significant expansion in the range of services provided by businesses through computers, tablets, and mobile devices. Given the location and time-sensitive characteristics of these technologies, mobile marketing has notably enhanced the retailing experience. As a result of these technological advancements, retailers can now engage with consumers in virtually any setting, enabling interactions irrespective of the consumer's physical location (Shankar, 2010, pp.111–112).

Through the advancement of mobile retailing, various applications, including web-based food ordering platforms, have been established. The emergence of intermediaries and service providers within these applications has facilitated improvements in the sector's efficiency, enhanced order accuracy, and contributed to the development of customer relationships. Consequently, this has led

to the expansion of market access within the restaurant industry, thereby fostering a transformative shift in the sector (Yeo & Rezaei, 2017, p. 150).

Until recently, consumers had to either call a restaurant directly, visit the restaurant to dine in, or pick up their orders in person. However, with the advent of new technologies, food delivery has been made more accessible and convenient for consumers. Specifically, third-party platforms have emerged, enabling consumers to access menus from a variety of restaurants and submit orders for a fee. This development enables restaurants to market food ordered for off-premises consumption at a lower cost through third-party platforms, which facilitate both pickup and delivery. For restaurants that do not have their own delivery staff, these third-party platforms have assumed the responsibility of managing the delivery process (Ubi Beef Inspection, 2019).

Taking all this information into consideration, this research seeks to identify the main variables that influence consumers' utilization of web-based food delivery apps according to the Unified Theory of Acceptance and Use of Technology. Additionally, it will be determined whether trust serves as a mediating factor in consumers' intention to use web-based food delivery applications. By incorporating trust into the research model, the study aims to extend the existing theoretical framework through an examination of its potential mediating role in shaping consumers' behavioral intentions. In this sense, the research builds on the study conducted by Battal and Bakır (2021) on online delivery ordering applications. However, unlike the previous study, the current research includes trust as a mediating variable in the model. By focusing specifically on web-based food delivery applications, it aims to provide a more comprehensive conceptual and empirical contribution to the literature.

## Consumers' Behavioral Intentions within the Scope of UTAUT2 for Web-Based Food Delivery Applications

### Web-Based Food Delivery Applications

The web-based food ordering system was initially designed for use in university cafeterias. Today, however, many restaurants aim not only to offer their customers a rich dining experience but also to prepare and deliver their orders quickly and accurately to desired locations via the internet. The primary advantage of such applications is that they simplify the order placement procedure for both restaurants and customers (Chavan et al., 2015, p. 722). Therefore, restaurants strive to reach their customers either through their own websites, including websites and mobile applications, or through websites and mobile apps that serve multiple restaurants (Kimes, 2011, p. 7).

Web-based food ordering services can be divided into two types: "Software-Only" platforms and "Order and Delivery Model" platforms. The first type, the "Software-Only" platforms, which emerged in the early 2000s, operate like a marketplace and were established to collect orders from customers and either deliver them to homes or workplaces themselves or direct them to participating restaurants that offer the service.

The first company to facilitate a web-based food ordering on a global scale was *Pizza Hut*, which successfully processed an internet-based pizza order in 1999. However, the earliest web-based food ordering platform, *World Wide Waiter* (waiter.com), was founded in 1995 in Northern California. It later expanded its operations to serve multiple states across the United States (Wikipedia, 2024). In Türkiye, the first web-based food delivery company, *Yemeksepeti*, was founded in 2001 (Uysal, 2023, p. 138). In 2015, *Getiryemek* entered the market, followed by other companies such as *Trendyol Yemek* and *Hepsi Express* in subsequent years. The web-based food delivery sector has expanded significantly, reaching a value of $500 billion globally and 150 billion Turkish Liras in Türkiye, driven by factors such as the large number of working individuals in major cities, traffic congestion, and the preference of those living alone for the convenience and practicality of food delivery. According to a study, considering that users may subscribe to multiple platforms, the number of customers utilizing web-based food delivery services is expected to reach 34.8 million in 2024 and 38 million by 2028 (Sakarya Pehlivan, 2024).

## The Development of Technology Acceptance Models and Unified Theory of Acceptance and Use of Technology Model 2

Especially towards the end of the 20th century, the fast progress of technology led to the development of numerous theories concerning consumers' adaptation to information technologies. These theories are the Diffusion of Innovations Theory, the Theory of Reasoned Action, the Theory of Planned Behavior and the Technology Acceptance Model (Hew et al., 2015).

The Technology Acceptance Model (TAM), developed by Davis (1989), is a theoretical framework that seeks to explain why users accept or reject information technologies, as well as to predict their responses to technological changes. According to the model, the two key elements—perceived ease of use and perceived usefulness— are considered central determinants of information technology acceptance (Davis, 1989). Building on the original model, Venkatesh et al. (2003) expanded TAM. They developed the Unified Theory of Acceptance and Use of Technology (UTAUT), which combines elements from several existing models to provide a more complete understanding of technology adoption behavior. This model was developed based on eight distinct frameworks that examine the acceptance of information technologies. Within the UTAUT, four key factors are identified as primary determinants influencing both behavioral intention and actual technology use: performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003). In a subsequent study, Venkatesh et al. (2012) extended the UTAUT to obtain a more thorough understanding of consumer technology adoption and usage. This extended model, known as UTAUT2, integrates additional factors, such as hedonic motivation, price value, and habitual behavior, into the initial framework, thereby enhancing its applicability to consumer contexts and providing a more comprehensive understanding of technology acceptance behavior.

Researchers have employed the UTAUT2 model in various domains to investigate technology acceptance and usage. These include mobile banking (Baptista & Oliveira, 2015; Gupta et al., 2019; Lakshmanan & Shanmugavel, 2025; Morasan & DeFranco, 2016), mobile applications (Hew et al.,

2015; Tak & Panwar, 2017; Widyanto et al., 2020; Zhang et al., 2019), and mobile shopping (Battal & Bakır, 2021; Chong et al., 2012; Devi et al., 2024; Gunden et al., 2020). When briefly examining the variables included in the UTAUT2 model:

**Performance expectancy** describes how much a person believes that using a particular technology will enhance their efficiency (Venkatesh et al., 2003). Numerous studies have identified performance expectancy as the most significant predictor of behavioral intention to adopt new technologies (Chang, 2012; Venkatesh et al., 2003; Zhang et al., 2019). In their study, Gunden et al. (2020) investigated consumers' willingness to use web-based food delivery apps, and it was found that performance expectancy had the strongest impact on their intention to act. Similarly, Hew et al. (2015) observed that when users perceive a mobile application as beneficial, their intention to use it increases accordingly. Drawing from these outcomes and in alignment with the objectives of this study, the following hypothesis has been formulated:

**H1:** Performance expectancy regarding web-based food delivery applications has a statistically significant impact on behavioral intention.

**Effort expectancy** refers to the extent to which using a new technology is perceived as easy. This concept originates from the idea of ease of use in the TAM (Venkatesh et al., 2003). If an application offers a more user-friendly experience, the likelihood of consumers choosing to use it increases. When an application is designed in such a way that it requires minimal knowledge, skills, and effort, the expectation of ease of use positively influences the intention to use that technology (Gupta et al., 2019). Additionally, due to the touchscreens on smartphones, users feel a greater sense of control over the device. If users perceive an application as easy to use, their intention to use it increases, and they develop a more favorable perception of its usability (Hew et al., 2015). Based on these findings, the hypothesis outlined below is formulated:

**H2:** Effort expectancy regarding web-based food delivery applications has a statistically significant impact on behavioral intention.

**Social influence** refers to the process through which a person takes into account and interprets the views of significant others concerning the adoption or rejection of new technology. In this context, it reflects the individual's perception of how others in their social environment will react if they decide to use a particular technology. Given that new technological products and services often carry risks, prospective users frequently seek the assessments of individuals within their social circles. The views of significant others may influence them (Giovanis et al., 2018). Therefore, an individual may believe that using a web-based food delivery application is important because others in their social environment perceive it as such. Considering this information, the following hypothesis has been developed:

**H3:** Social influence regarding web-based food delivery applications has a statistically significant impact on behavioral intention.

**Facilitating conditions** refer to individuals' perceptions of the availability of technical and organizational resources (such as information, resources, opportunities, and technical infrastructure)

when using a new technology (Venkatesh et al., 2003). These conditions are factors that ease individuals' use of technology during the purchase of a product or service. For instance, during mobile shopping, features such as the speed of a mobile phone, its interface, and data processing capacity are elements that facilitate mobile shopping. The high standards of such features are likely to increase consumers' performance expectations (Yang & Forney, 2013). It is suggested that when consumers perceive the facilitating conditions provided to them positively, their intention to use the related application may increase (Hew et al., 2015). For these reasons, the following hypothesis has been developed:

**H4:** Facilitating conditions for web-based food ordering applications have a statistically significant impact on behavioral intention.

**Hedonic motivation** is a fundamental element for individuals' experiences and behaviors. As a result of individuals' pursuit of hedonic goals, they initiate beneficial behaviors by enriching their subjective well-being (Widyanto et al., 2020). Hedonic motivation refers to the enjoyment individuals derive while using technology (Brown & Venkatesh, 2005). Motivation theory suggests that consumers' behavioral intentions are affected not only by utilitarian or economic factors but also by hedonic ones (Childers et al., 2001). If individuals perceive the mobile applications they use as enjoyable, their intention to use the application will be higher (Hew et al., 2015). Some studies in the literature have demonstrated that hedonic motivation influences technology acceptance and usage (Battal & Bakır, 2021; Brown & Venkatesh, 2005; Childers et al., 2001; Tak & Panwar, 2017; Venkatesh et al., 2012). Drawing on this information, the following hypothesis below is formulated:

**H5:** Hedonic motivation for web-based food ordering applications has a statistically significant impact on behavioral intention.

**Price value** refers to the cognitive balance that consumers establish between the perceived benefits of the technology they use and the cost in terms of money for using that technology. The cost and pricing structure can significantly impact a consumer's decision to use the technology. If the benefits of using a technology outweigh its monetary cost, the price value is considered positive. In this case, it can be argued that price value has a positive effect on behavioral intention (Venkatesh et al., 2012). Based on this, the following hypothesis has been developed:

**H6:** Price value for web-based food ordering applications has a statistically significant impact on behavioral intention.

**Habit** is defined as the tendency to engage in behaviors automatically based on learning and behavioral repetition (Venkatesh et al., 2012). Habit arises from individuals' continuous interaction with technology. The more individuals use technology and experience higher satisfaction, the more they develop a habit of using it (Lakshmanan & Shanmugavel, 2025). Users who interact with businesses through mobile devices integrate the products or services offered by those businesses into their routines. Repeated behaviors then lead to the formation of habits in consumers (Wang et al., 2015). Findings regarding the role of habit in technology use suggest that habit improves how

technology is used (Hew et al., 2015; Kim et al., 2005; Tak & Panwar, 2017; Venkatesh et al., 2012). According to this information, the hypothesis presented is as follows:

**H7:** Behavioral intention is significantly affected by the habit of using web-based food ordering applications.

**Behavioral intention** refers to the degree to which an individual consciously plans to perform a behavior in the future (Warshaw & Davis, 1985). Proportional to Venkatesh et al. (2008), the boundaries of behavioral intention are limited by uncertainties and unforeseen events that may arise when the behavior is intended to occur. Fishbein and Ajzen (1975) suggested that behavior is best predicted by intention (as cited in Ajzen, 1991). In the context of adopting a new technology, behavioral intention is a significant factor that positively influences an individual's behavior (Davis, 1989). Therefore, the following hypothesis is formulated:

**H8:** Behavioral intention regarding web-based food ordering applications has a significant impact on users' continued use intention.

Reviewing the literature at both national and international levels shows that research on web-based food ordering and related behaviors is scarce. Kimes (2011) examined consumers' behavior in web-based food ordering. According to the findings, respondents indicated that the accuracy of delivery and the ease of placing the order were the most important factors they considered when ordering food. Additionally, the most frequently ordered items were identified as pizza, Italian food, sandwiches, and hamburgers. Another finding is that an increase in perceived control and convenience in web-based food ordering leads to greater customer satisfaction and also increases the likelihood of using the same application again and recommending it to others. Alagöz and Hekimoğlu (2012) identified that attitudes toward web-based food ordering depend on how easy and user-friendly the process is. Building on this, Arı and Yılmaz (2015) analyzed the factors influencing university students' attitudes and behaviors toward web-based food ordering using the TAM. Their study found that perceived benefits and perceived ease of use positively influenced attitudes toward the behavior, which, in turn, positively affected the actual behavior of ordering food online. Similarly, Sethu and Saini (2016) investigated users' perceptions, behaviors, and satisfaction with web-based food ordering applications, revealing that users primarily use these applications due to easy internet access and the convenience of ordering food whenever they want. In line with these findings, Das (2018) identified that the most important factors influencing consumers' preference for web-based food delivery services are doorstep delivery, convenience, and comfort. Furthermore, Armağan and Eskici (2019) emphasized that the primary reason consumers prefer web-based food ordering applications is the cost savings they offer. They also highlighted that consumers are influenced by the timely delivery of their orders to the correct location, which provides time savings, as well as by reviews from other customers. Notably, their study found that consumers most frequently use Yemeksepeti among online ordering applications. Expanding the theoretical perspective, Lee et al. (2019) applied the UTAUT2 model for food delivery applications and concluded that habit has the most decisive influence on continuous usage intention, followed by performance expectation and social influence. Building further on the UTAUT2 framework, Gunden et al. (2020) investigated

consumers' behavioral intention to adopt web-based ordering applications and extended the model by including dimensions of self-image, and compatibility as the most significant determinants of behavioral intention, ranked in order of influence. More recently, Uysal (2023) examined the effects of mobile food ordering applications on customer satisfaction and intentions to repurchase. The findings indicate that the key factors of – such as information presentation, payment and payment security, usefulness, and convenience – increase both consumers' satisfaction with these applications and their intention to reuse them. Similarly, Erdem (2024) investigated the effect of the Theory of Planned Behavior on consumers' intention to use mobile food ordering applications, showing that the attitude and subjective norm dimensions positively influence such intentions. Moreover, Sahranavard et al. (2024) found that consumers' e-lifestyle positively impacts e-satisfaction in web-based food ordering applications, which in turn, positively influences repurchase intention. Finally, Özdoğan and Karakaya (2024) examined factors affecting consumers' purchase intentions toward web-based food orders and found that menu visual appeal, adequacy of menu content, perceived COVID-19 risk, food craving, and perceived convenience significantly influence purchase intention. In a similar vein, Maalouf et al. (2025) identified that perceived food quality, trust, time savings, and convenience positively influence consumers' intentions to use web-based food ordering applications.

In the literature, trust in the context of e-commerce is defined as user's confidence in a service provider's ability to deliver reliable services through internet or mobile platforms (Yuan et al., 2019). Previous studies have emphasized that trust plays a crucial role in users' decisions to adopt new technologies (Boateng & Narteh, 2016; Chaouali et al., 2016; Gefen et al., 2008; Yuan et al., 2019). Considering the above-mentioned studies, some have utilized the Theory of Planned Behavior, others the TAM, and some the UTAUT and UTAUT2 models to measure consumer behavior. However, it has been identified that within the context of the UTAUT2 model, the effect of behavioral intention on trust and the effect of trust, both directly and as a mediating factor, on the intention for continued use have not yet been sufficiently explored. Based on these observations, the following hypotheses have been developed:

**H9:** Behavioral intention toward web-based food ordering applications has a statistically significant effect on trust.

**H10:** Users' trust in web-based food ordering applications significantly influences their intention for continued use.

**H11:** Trust serves as a mediating factor in the connection between users' behavioral intentions and their intention to keep using web-based food ordering applications.

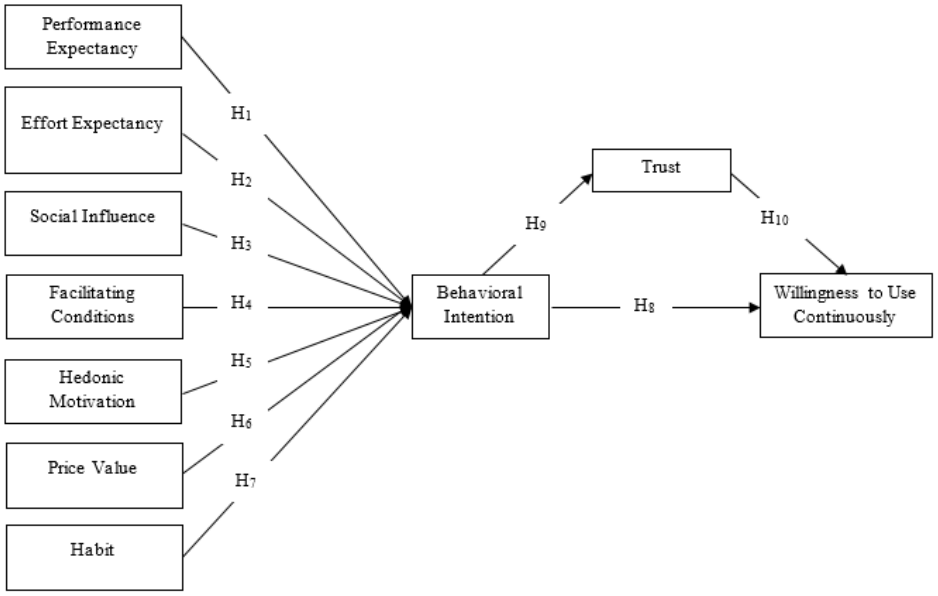
## Method

Prior to the data collection phase, a compliance report confirming the ethical suitability of the study was obtained from the Research Ethics Committee of the Social Sciences at Marmara University, dated 26/04/2022, meeting number 2022-2/20, and decision number 2022-27. The purpose of this research is to examine the variables affecting consumers' preferences in the acceptance and use of web-based food ordering applications within the framework of UTAUT2 and

to determine whether the element of trust plays a mediating role in users' intention for continued use of such applications. The research model is based on UTAUT2, a model that has proven effective in explaining technology user behavior and is known for its high predictive power. Figure 1 presents the model developed for this research:

**Figure 1**

*Model Developed for the Research*




The study population consists of consumers aged 18 and above residing in Istanbul who have used web-based food ordering applications at least once. Due to limitations in time and budget, the snowball sampling method, a non-probability sampling technique, was utilized. Data were gathered through an online survey. The questionnaire was designed by the authors and was distributed via the internet using Google Forms. It was initially shared with individuals known to have used web-based food ordering applications, who were also asked to forward the survey to others in their networks who used such applications. In this way, the survey reached the relevant participants. A screening question, "Do you use web-based food ordering applications?" was placed at the beginning of the survey. Participants who responded "No" were excluded from the study, thereby ensuring that only individuals relevant to the research scope were included. Following the screening question, participants were asked about their shopping habits related to web-based food ordering applications. Subsequently, they were presented with items from the scales used in the study, followed by demographic questions. Since the survey was conducted online, a system was implemented that allowed participants to proceed to the next question only after they had answered the current one. This approach aimed to minimize item nonresponse errors during data collection. Data collection took place between July 1, 2023, and September 30, 2023. During this period, responses were obtained

from 503 individuals. Of these, 83 responded *"No"* to the filter question and were thus excluded from the study. As a result, the research continued with a final sample of 420 valid responses. This study is a descriptive study.

In accordance with the research objective, an extensive literature review was performed, and the survey was designed based on items derived from the UTAUT2 framework, which are likely to affect consumers' acceptance and adoption of new technologies. The first section of the questionnaire included the previously mentioned screening question to ensure that participants were relevant to the study. The second section contained questions regarding consumers' shopping behaviors related to web-based food ordering applications, aiming to gain insights into their usage patterns and experiences. In the third section of the study, a total of 18 items adapted from the work of Venkatesh et al. (2003) were utilized, corresponding to the constructs in UTAUT2: performance expectancy (4 items), effort expectancy (4 items), social influence (3 items), facilitating conditions (4 items), and behavioral intention (3 items). Additionally, a 3-item scale related to hedonic motivation was adapted from Kim et al. (2005); a 3-item scale measuring price value was adapted from Dodds et al. (1991); a 4-item scale addressing habit was adapted from Limayem and Hirt (2003); and both the trust scale (3 items) and the intention to continue use scale (3 items) were adapted from Yuan et al. (2019). All constructs were measured using a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The final section of the study included questions aimed at eliciting the demographic characteristics of the participants.

The questionnaire developed by the authors was reviewed for content and scope by experts. Before the study commenced, a pre-test was carried out on the draft version of the questionnaire to ensure that no shortcomings were overlooked (Gegez, 2014, p. 202). The questionnaire was pre-tested on a sample of 65–70 individuals over a period of 2–3 days, during which no deficiencies or misunderstandings of the items were identified. To maintain the validity of the study, data collection was completed as efficiently as possible.

## Findings and Analysis

The demographic frequencies of the respondents who participated in the study are summarized in Table 1.

**Table 1**

*Demographic Frequencies of the Respondents*

| | Frequency | Percentage (%) | | Frequency | Percentage (%) |
|---|---|---|---|---|---|
| **GENDER** | | | **EDUCATIONAL BACKROUND** | | |
| Woman | 295 | 70,2 | Primary school graduate | 3 | 0,7 |
| Man | 125 | 29,8 | Secondary school graduate | 5 | 1,2 |
| **AGE** | | | High school graduate | 64 | 15,2 |
| 18– 25 age | 100 | 23,8 | Associate degree graduate | 49 | 11,7 |
| 26– 35 age | 162 | 38,6 | Bachelor's degree graduate | 197 | 46,9 |
| 36– 45 age | 108 | 25,7 | Post graduate | 102 | 24,3 |

| | | | | | |
|---|---|---|---|---|---|
| 46– 55 age | 38 | 9 | **HAVING CHILDREN** | | |
| 56– 65 age | 9 | 2,1 | Nothing | 202 | 48,1 |
| 66 age and older | 3 | 0,7 | 1 child | 79 | 18,8 |
| **MARITIAL STATUS** | | | 2 children | 95 | 22,6 |
| Single | 179 | 42,6 | 3 children | 35 | 8,3 |
| Married | 241 | 57,4 | 4 children | 7 | 1,7 |
| **INCOME STATUS** | | | 5 children and above | 2 | 0,5 |
| 11.402 ₺ and less | 86 | 20,5 | **OCCUPATION** | | |
| 11.403– 15.000 ₺ | 66 | 15,7 | Public sector employee | 69 | 16,4 |
| 15.001– 20.000 ₺ | 79 | 18,8 | Private sector employee | 133 | 31,7 |
| 20.001– 25.000 ₺ | 65 | 15,5 | Self–Employed | 41 | 9,8 |
| 25.001– 30.000 ₺ | 37 | 8,8 | Student | 84 | 20 |
| 30.001– 35.000 ₺ | 22 | 5,2 | Housewife | 62 | 14,8 |
| 35.001– 40.000 ₺ | 9 | 2,1 | Retired | 10 | 2,4 |
| 40.001– 45.000 ₺ | 10 | 2,4 | Not working | 21 | 5 |
| 45.001 ₺ and above | 46 | 11 | | | |

The shopping habits of the respondents regarding web-based food ordering applications are summarized in Table 2.

**Table 2**

*Respondents' Shopping Habits in Online Ordering Applications*

| | Frequency | Percentage (%) | | Frequency | Percentage (%) |
|---|---|---|---|---|---|
| **ONLINE ORDERING APPLICATION USED** | | | **FREQUENCY OF USE (Days)** | | |
| Yemeksepeti | 242 | 57,6 | Everyday | 16 | 3,8 |
| Getir Yemek | 93 | 22,1 | Once in two days | 26 | 6,2 |
| Trendyol Yemek | 72 | 17,1 | Once in three days | 22 | 5,2 |
| Hepsi – Express | 2 | 0,5 | Once in five days | 26 | 6,2 |
| Sodexo Plus | 1 | 0,2 | Once a week | 99 | 23,6 |
| Tıkla Gelsin | 1 | 0,2 | Once every fifteen days | 90 | 21,4 |
| Yemeksiparisi | 1 | 0,2 | In a month | 75 | 17,9 |
| Acikinca | 1 | 0,2 | Less than once a month | 66 | 15,7 |
| Ne Yiyek | 1 | 0,2 | | | |
| Others | 4 | 1 | **USAGE PERIOD (Minutes)** | | |
| | | | 1– 5 min | 77 | 18,3 |
| **PRODUCT PURCHASED IN ONE ORDER** | | | 6– 10 min | 111 | 26,4 |
| 1 product | 78 | 18,6 | 11– 15 min | 52 | 12,4 |
| 2 product | 161 | 38,3 | 16– 20 min | 45 | 10,7 |
| 3 product | 105 | 25 | 21– 25 min | 34 | 8,1 |
| 4 product | 52 | 12,4 | 26– 30 min | 59 | 14 |
| 5 product | 10 | 2,4 | 31 min and above | 42 | 10 |
| 6 products and above | 14 | 3,3 | | | |

Table 3 summarizes the frequency of food orders placed by the respondents through web-based food delivery applications.

**Table 3**

*Respondents' Frequent Food Orders from Online Ordering Applications*

| Food orders | Frequency | Percentage (%) | Food orders | Frequency | Percentage (%) |
|---|---|---|---|---|---|
| Hamburger | 249 | 59,3 | Soup | 12 | 2,9 |
| Pizza | 186 | 44,3 | Grilled meat | 9 | 2,1 |
| Kebap | 113 | 26,9 | Salad | 7 | 1,7 |
| Lahmacun | 112 | 26,7 | Pastry | 6 | 1,4 |
| Doner kebab | 100 | 23,8 | French fries | 6 | 1,4 |
| Dessert | 86 | 20,5 | Rice | 6 | 1,4 |
| Steak tartar a la Turca | 59 | 14 | Toast | 6 | 1,4 |
| Pitta bread | 40 | 9,5 | Appetizer | 6 | 1,4 |
| Chicken | 31 | 7,4 | Nut | 5 | 1,2 |
| Tantuni | 20 | 4,8 | Kumru | 4 | 1 |
| Home cooking | 19 | 4,5 | Sandwich | 4 | 1 |
| Drink | 19 | 4,5 | Kokorec | 4 | 1 |
| Meatball | 18 | 4,3 | Pasta | 2 | 0,5 |
| Fish | 16 | 3,9 | Baked potato | 1 | 0,2 |

Table 4 presents the mean and standard deviation values for the scales used in the study. According to the table, the highest values for each scale are indicated in bold and underlined. Reliability analysis, used to assess the consistency of the variables within each scale, was applied separately to all scales (George & Mallery, 2001, p. 209). Based on this analysis, the Cronbach's alpha values for each scale were found as follows: performance expectancy scale 0.863; effort expectancy scale 0.888; social influence scale 0.943; facilitating conditions scale 0.832; hedonic motivation scale 0.915; price value scale 0.860; habit scale 0.874; behavioral intention scale 0.854; trust scale 0.893; and continued use intention scale 0.928. Additionally, the item (FC4) in the facilitating conditions scale was found to reduce the scale's reliability, leading to its removal. After this adjustment, the Cronbach's alpha value for the facilitating conditions scale was 0.832. Based on these results, and according to Nunnally (1979), since the Cronbach's alpha values for the indicated scales are all above 0.70, it can be concluded that the scales are reliable.

**Table 4**

*Mean and Standard Deviation Values of the Scales*

| Item No | Variables | Mean | Standard deviation |
|---|---|---|---|
| **PE1** | Using this application in my daily life provides benefits. | 4,17 | 0,939 |
| **PE2** | Using this application enables me to access essential products I need. | 4,01 | 1,058 |
| **PE3** | Using this application helps me access my daily needs more quickly. | **4,26** | 0,950 |
| **PE4** | Using this application increases my productivity. | 3,79 | 1,185 |

| | | | |
|---|---|---|---|
| **EE1** | Learning to use this application is easy for me. | **4,72** | 0,558 |
| **EE2** | The usage of this application is clear and understandable. | 4,64 | 0,685 |
| **EE3** | I find the use of this application easy. | 4,68 | 0,602 |
| **EE4** | It is easy for me to use this application skillfully and proficiently. | 4,65 | 0,620 |
| **SI1** | People who are important to me recommend that I use this application. | **3,57** | 1,220 |
| **SI2** | Individuals who influence my purchasing decisions recommend this application. | 3,55 | 1,242 |
| **SI3** | People whose opinions I value recommend that I use this application. | 3,53 | 1,239 |
| **FC1** | I have the necessary resources (smartphone, tablet, internet, etc.) to use this application. | **4,87** | 0,427 |
| **FC2** | I possess the necessary knowledge to use this application. | 4,81 | 0,484 |
| **FC3** | This application is compatible with other technologies I use (iOS, Android, etc.). | 4,80 | 0,526 |
| **FC4** | When I experience difficulties using this application, I can get help from people around me. | 3,94 | 1,308 |
| **HM1** | Using this application is enjoyable. | **3,99** | 0,956 |
| **HM2** | Using this application is pleasurable. | 3,93 | 1,009 |
| **HM3** | Using this application is very entertaining. | 3,57 | 1,149 |
| **PV1** | The cost (product price + delivery fee) of the products and services I purchase through this application is reasonable for me. | 3,60 | 1,062 |
| **PV2** | The products and services I purchase through this application are worth the money I pay. | **3,77** | 0,967 |
| **PV3** | Given the current prices of products and services, using this application provides good economic value. | 3,29 | 1,167 |
| **H1** | Using this application has become a habit for me. | 3,09 | 1,411 |
| **H2** | Using this application creates a sense of dependence in me. | 2,32 | 1,339 |
| **H3** | I always feel the need to use this application when necessary. | **3,40** | 1,279 |
| **H4** | Using this application has become part of my routine. | 2,64 | 1,445 |
| **BI1** | I intend to continue using this application in the future. | **3,82** | 1,016 |
| **BI2** | I will try to use this application regularly in my daily life. | 2,85 | 1,327 |
| **BI3** | I will continue to use this application frequently in the future. | 3,43 | 1,163 |
| **T1** | I believe that my orders will be fulfilled accurately when I place them through this application. | 3,94 | 0,945 |
| **T2** | I think I can trust this application. | **4,01** | 0,958 |
| **T3** | I believe this application demonstrates high integrity from my perspective. | 3,72 | 0,996 |
| **WUC1** | I will continue to use this application for my web-based food orders. | **3,89** | 1,020 |
| **WUC2** | Continuing to use this application for food ordering is something I plan to do in the future. | 3,74 | 1,074 |
| **WUC3** | I foresee myself continuing to use this application for web-based food orders. | 3,74 | 1,081 |

*Note.* PE: Performance Expectancy; EE: Effort Expectancy; SI: Social Influence; FC: Facilitating Conditions; HM: Hedonic Motivation; PV: Price Value; H: Habit; BI: Behavioral Intention; T: Trust, WUC: Willingness to Use Continuosly

Structural equation modeling (SEM) was applied to evaluate the data obtained in the study. SEM is a methodological approach used in research involving multiple relationships between dependent and independent variables (Şimşek, 2007, p. 12; Bayram, 2010, p. 48). The primary purpose of SEM is to statistically test theoretically constructed models, thereby assessing the extent to which

the research findings align with the theoretical framework established through the literature review (Hair et al., 1998). The primary aim of the study is to investigate the influence of a mediating variable on the relationship between independent and dependent variables. In examining the mediating role of trust in the relationship between the independent variable, behavioral intention, and the dependent variable, continuance intention to use, this study followed the mediation analysis procedures proposed by Baron and Kenny (1986). To assess the construct validity of the scales used in the study, a single-factor confirmatory factor analysis was performed for each scale. As shown in Table 5, the values fall within acceptable fit indicators, confirming the single-factor structure of all scales employed in the research (Meydan & Şeşen, 2011, p. 37).

**Table 5**

*Fit Values of the Scales*

| Scale | $X^2$ | *df* | $X^2/df$ | GFI | CFI | RMSEA |
|---|---|---|---|---|---|---|
| Performance expectancy | 6,044 | 2 | 3,022 | 0,933 | 0,995 | 0,001 |
| Effort expectancy | 0,051 | 1 | 0,051 | 1 | 1 | 0,000 |
| Social influence | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Facilitating conditidions | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Hedonic motivations | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Price value | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Habit | 0,775 | 0 | 0 | 1 | 1 | 0,000 |
| Behavioral intention | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Trust | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| Willingness to use continuously | 0,000 | 0 | 0 | 1 | 1 | 0,000 |
| ***Good fit values*** | | | **<3** | **≥ 0,90** | **≥ 0,97** | **≤ 0,05** |
| ***Acceptable concordance values*** | | | **≤ 4-5** | **0,89 – 0,85** | **≥ 0,95** | **0,06 – 0,08** |

Following the confirmatory factor analysis, the Table 6 summarizes the factor loadings, AVE and CR coefficients of the scales.

**Table 6**

*Factor Loadings, Average Variance Extracted (AVE) and Composite Reliability (CR) Scores*

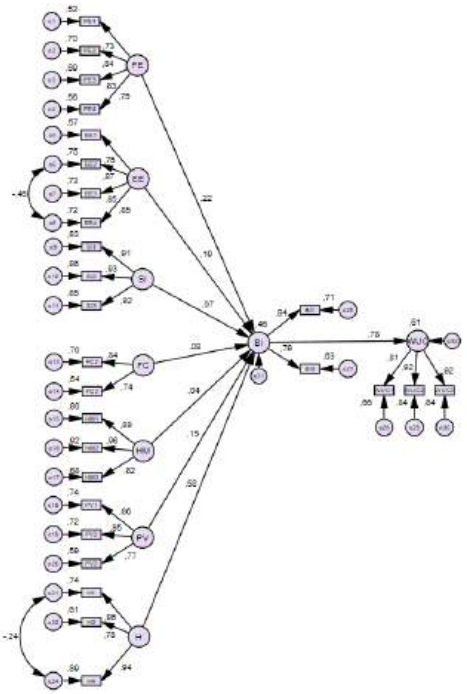
| Variables | Code | Factor load | AVE | CR | Variables | Code | Factor load | AVE | CR |
|---|---|---|---|---|---|---|---|---|---|
| PE | PE1 | 0,73 | 0,622 | 0,867 | *FC* | FC1 | 0,82 | 0,577 | 0,839 |
| | PE2 | 0,84 | | | | FC2 | 0,83 | | |
| | PE3 | 0,83 | | | | FC3 | 0,74 | | |
| | PE4 | 0,75 | | | | | | | |
| EE | EE1 | 0,75 | 0,691 | 0,899 | *H* | H1 | 0,83 | 0,643 | 0,876 |
| | EE2 | 0,87 | | | | H2 | 0,80 | | |
| | EE3 | 0,85 | | | | H3 | 0,63 | | |
| | EE4 | 0,85 | | | | H4 | 0,92 | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | SI1 | 0,91 | | | | HM1 | 0,89 | | |
| SI | SI2 | 0,93 | 0,634 | 0,942 | *HM* | HM2 | 0,96 | 0,596 | 0,92 |
| | SI3 | 0,92 | | | | HM3 | 0,82 | | |
| | PV1 | 0,86 | | | | BI1 | 0,77 | | |
| PV | PV2 | 0,85 | 0,513 | 0,886 | *BI* | BI2 | 0,75 | 0,514 | 0,866 |
| | PV3 | 0,77 | | | | BI3 | 0,95 | | |
| | T1 | 0,78 | | | | WUC1 | 0,84 | | |
| T | T2 | 0,92 | 0,552 | 0,893 | *WUC* | WUC2 | 0,93 | 0,613 | 0,930 |
| | T3 | 0,87 | | | | WUC3 | 0,94 | | |

Fornell and Larcker (1981) stated that three conditions must be met to establish convergent validity. These conditions are: (1) the factor loading of each item should be greater than 0.50, (2) the AVE should be equal to or greater than 0.50, and (3) the CR coefficient should be 0.70 or higher. Reviewing the values in Table 6 shows that the factor loadings range from 0.63 to 0.94, the AVE values range from 0.513 to 0.691, and the CR values range from 0.839 to 0.942. Based on these data, it has been determined that the conditions for convergent validity, as outlined above, are met.

**Figure 2**

*Structural Equation Model*



In Figure 2, an SEM approach was employed to test the hypothesis (H8) regarding whether there is a statistically significant effect of behavioral intention toward food delivery applications on the desire for continued use. Since the fit indices of the model presented in the figure did not meet the

acceptable criteria, one item was removed from each of the scales for facilitating conditions, habit, and behavioral intention. As a result of the modifications made, the model's chi-square value was 1342.973, with 314 *df*; the chi-square/*df* ratio was 4.277; the GFI was 0.868; the CFI was 0.9; and the RMSEA was 0.088. Given that these fit indices fall within acceptable limits, it was observed that there is sufficient evidence to support the structural adequacy of the model (Meydan & Şeşen, 2011 p. 137).

**Table 7**

*Structural Equation Model Coefficients*

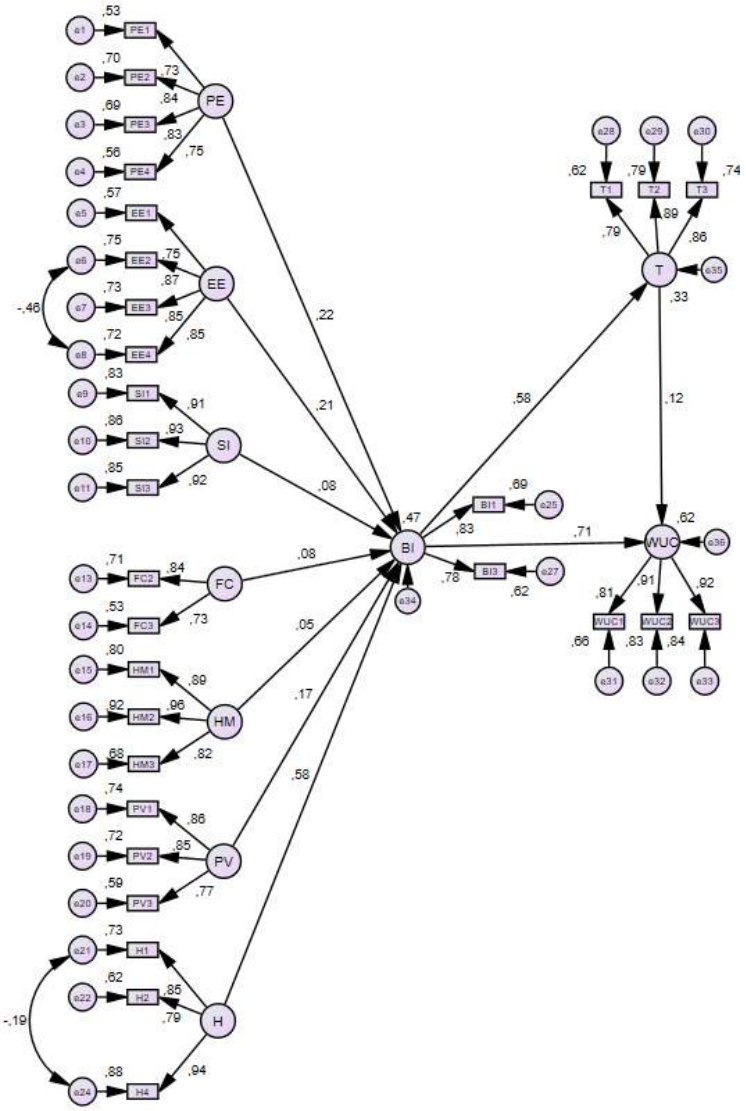
| Independent variables | Dependent variables | Standardized beta | Standart error | Critical ratio | *p* values | Squared multiple correlation ($R^2$) |
|---|---|---|---|---|---|---|
| PE | | 0,22 | 0,070 | 3,463 | *** | |
| EE | | 0,19 | 0,108 | 3,128 | *0,002* | |
| SI | | 0,07 | 0,037 | 1,349 | 0,177 | |
| FC | BI | 0,08 | 0,131 | 1,126 | 0,26 | 0,46 |
| HM | | 0,04 | 0,051 | 0,727 | 0,467 | |
| PV | | 0,15 | 0,045 | 2,472 | *0,006* | |
| H | | 0,58 | 0,040 | 8,988 | *** | |
| BI | WUC | 0,78 | 0,046 | 17,316 | *** | 0,61 |

An examination of the values presented in Table 7 reveals that the relationships between behavioral intention and the constructs of social influence, facilitating conditions, and hedonic motivation were not statistically significant, as indicated by $p > 0.05$. Therefore, no statistically significant associations were identified among these variables. However, performance expectancy was found to influence behavioral intention ($\beta = 0.22$; $p < 0.05$), as did effort expectancy ($\beta = 0.19$; $p < 0.05$), price value ($\beta = 0.15$; $p < 0.05$), and habit ($\beta = 0.58$; $p < 0.05$). Based on these findings, hypotheses H1, H2, H6, and H7 were supported.

An examination of the $R^2$ values obtained for the model shows that the specified factors account for 46% of the variance in behavioral intention. Moreover, the analysis revealed that behavioral intention has a significant effect on the intention to continue using the application ($\beta = 0.78$; $p < 0.05$). Based on these findings, hypothesis H8 was supported. The $R^2$ value further indicates that the model explains 61% of the variance in continued usage intention. Within the framework of the UTAUT, the mediating role of trust in the relationship between behavioral intention and continued usage intention in web-based food delivery applications was tested using the three-step approach proposed by Baron and Kenny (1986). In accordance with this method, the first step, which involves examining the effect of the independent variable on the dependent variable, is presented in Figure 2. The SEM developed to investigate the second and third steps is illustrated in Figure 3.

**Figure 3**

*Structural Equation Model for Mediation Effect*




In Figure 3, as a result of these modifications, the model yielded a chi-square value of 1528.957, with 393 *df*, and a chi-square/*df* ratio of 3.890. The GFI was calculated as 0.867, the CFI as 0.890, and the RMSEA as 0.083. Since these fit indices fall within acceptable limits, it was observed that there is sufficient evidence to confirm the structural adequacy of the model (Meydan & Şeşen, 2011, p. 137). The standardized beta coefficients, standard errors, critical ratios, significance levels and $R^2$ values for the relationships among the variables in the final model are presented in Table 8.

**Table 8**

*Structural Equation Model Coefficients to Measure Mediation Effect*

| Independent variables | Dependent variables | Standardized beta | Standart error | Critical ratio | *p* values | Squared multiple correlation ($R^2$) |
|---|---|---|---|---|---|---|
| PE | | 0,22 | 0,068 | 3,500 | *** | |
| EE | | 0,21 | 0,106 | 3,440 | *** | |
| SI | | 0,08 | 0,036 | 1,429 | 0,153 | |
| FC | BI | 0,05 | 0,128 | 1,098 | 0,272 | 0,46 |
| HM | | 0,17 | 0,049 | 0,914 | 0,360 | |
| PV | | 0,11 | 0,044 | 3,181 | *0,001* | |
| H | | 0,58 | 0,040 | 8,942 | *** | |
| BI | T | 0,58 | 0,047 | 11,77 | *** | 0,33 |
| BI | WUC | 0,71 | 0,056 | 12,963 | *** | 0,62 |
| T | WUC | 0,12 | 0,057 | 2,276 | *0,023* | |

An examination of the values presented in Table 8 reveals that behavioral intention is significantly influenced by trust ($\beta = 0.58$; $p < 0.05$). Given that this finding satisfies the second condition of Baron and Kenny's (1986) mediation framework, the third step of the mediation analysis was subsequently conducted to determine the presence of a mediating effect.

When the mediator variable was included in the model, it was found that trust significantly influenced the intention to continue use ($\beta = 0.12$; $p < 0.05$), and that behavioral intention also had a significant effect on the intention to continue use ($\beta = 0.71$; $p < 0.05$). In this context, it was observed that the effect of the independent variable, behavioral intention, on the dependent variable, intention to continue use, decreased from 0.78 to 0.71. In contrast, mediator variable, trust, exerted a moderate effect of 0.12 on the intention to continue use.

Therefore, within the framework of the UTAUT, it can be concluded that trust partially mediates the relationship between behavioral intention and the intention to continue using web-based food delivery applications. Accordingly, the third step of Baron and Kenny's (1986) mediation model has been partially fulfilled. In light of these findings, hypotheses H9, H10 and H11 of the study were supported. Examination of the $R^2$ values indicates that the model explains 47% of the variance in behavioral intention, 33% of the variance in trust, and 62% of the variance in the intention to continue use.

## Conclusion

While traditional retailing remains prevalent, retailers aim to stay competitive by adopting multi-channel or omnichannel approaches. With the increasing rate of urbanization and technological usage, the concept of time has become significantly important for consumers. Particularly in urban life, "convenience" has become a crucial norm (Battal & Bakır, 2021). Since online shopping offers significant convenience to consumers, demand in this area continues to grow daily, leading to the emergence of new services and business models in the sector.

To achieve the research's goal, the study first analyzed the shopping behaviors of participants regarding web-based food delivery applications. Accordingly, the most frequently used application by the participants was "Yemeksepeti." The most frequently ordered products from web-based food delivery applications were "hamburgers" and "pizzas," while the least ordered products were "baked potatoes" and "pasta." These outcomes align with the studies conducted by Kimes (2011) and Armağan and Eskici (2019).

The analysis revealed that the variable most influencing behavioral intent was "habit." These findings suggest that users have developed a routine of consistently using the same food delivery application when ordering. These behaviors may evolve into daily habits rather than being conscious decisions (Kim et al., 2005). As indicated by this finding, habit influences users' intention to continue using web-based food delivery applications. This result aligns with other studies in the literature (Alagöz & Hekimoğlu, 2012; Battal & Bakır, 2021; Kim et al., 2005; Lee et al., 2019).

In the study, the variable that most influences behavioral intent after forming a habit is "performance expectancy." According to this, participants may view using web-based food delivery applications as a way to meet their daily food needs more quickly. The third most influential factor on behavioral intent is "effort expectancy." For users, it is likely considered important that all processes, from ordering to payment and delivery, are simple, straightforward, and easy to understand. Additionally, "price value" emerged as another factor influencing behavioral intent in the study. Given that the cost of shopping before preparing meals at home, along with the effort and time spent on cooking, is perceived to provide greater value than the monetary cost of the order, the price value can be considered positive. These findings align with the results of studies by Das (2018), Lee et al. (2019), Maalouf et al. (2025), Sahranavard et al. (2024), Venkatesh et al. (2003), Venkatesh et al. (2012), and Uysal (2023).

In the research, it was observed that "social influence," "facilitating conditions," and "hedonic motivation" did not affect behavioral intent. Based on these findings, when considering an individual's eating habits, it can be inferred that with web-based food delivery applications, consumers are likely to prefer ordering products they desire at the moment, enjoy, and find pleasurable to eat. Since this behavior aligns with the nature of these needs, which are driven by personal enjoyment and pleasure, it can be argued that hedonic motivation does not influence behavioral intent. Similarly, due to the widespread use of web-based food delivery applications by social groups such as spouses, friends, significant others, and family, social influence is likely not to affect behavioral intent in this context. In the literature, it has been suggested that hedonic motivation is an important variable in the acceptance and use of technology (Childers et al., 2001; Lee et al., 2019; Van der Heijden, 2004; Venkatesh et al., 2012). However, this study shows that hedonic motivation does not influence behavioral intent within the context of web-based food delivery applications. From this perspective, the findings of this study differ from the literature.

The study revealed that behavioral intention positively influences consumers' willingness to continue using web-based food delivery applications. Factors such as habit, performance expectancy, effort expectancy, and price value, which are established among users of these applications, contribute

to consumer satisfaction. Consequently, when these needs arise, users are more likely to persist in using the same applications. The findings indicate that behavioral intention positively influences trust, which in turn enhances users' willingness to continue using the applications. These results suggest that consumers trust each stage of the process in these applications, from placing the order to receiving the correct delivery and making the payment. In such purchases, after the order is placed, the timely and accurate delivery of the desired product, the security of users' credit card information, and the handling of payments (either through the app or cash on delivery) can all be linked to the element of trust. According to this result, trust has a positive influence on users' continued use of web-based food delivery applications.

Finally, the study revealed that the explanatory power of the willingness to continue using the application variable is 61%, which increases to 62% with the mediating effect of the trust factor. Thus, in the context of web-based food delivery applications, it was observed that the mediating role of trust, as part of the UTAUT, has a minimal effect on consumers' behavioral intentions. Regarding trust, it can be assumed that users consider the technological infrastructure of these frequently used applications to be already secure.

Conducting the research solely on web-based food ordering applications constitutes an important limitation. Therefore, the findings and interpretations are limited to relevant applications. Based on the study's results, several research suggestions have been developed to guide future studies of a similar nature. Accordingly:

The research was conducted only on consumers residing in Istanbul. In future research, including users from different cities or regions would allow for a larger sample size and enable comparative analyses across provinces.

Conducting this research on applications operating in other fields may help identify similarities or differences in results.

## Author Declarations

**Peer Review Statement:** This article has been evaluated through a double-blind peer process.

**Plagiarism Check:** The article was screened with intihal.net and iThenticate software and found to compliance with the jounal's plagiarism policy.

**Conflict of Interest:** The authors declare to have no conflict of interest.

**Financing and Project Support:** This study did not receive any institutional/financial support.

**Ethics Committee Approval:** For the research conducted in this article, ethical approval was obtained in accordance with the decision of the Research Ethics Committee of the Social Sciences at Marmara University, dated April 26, 2022, meeting number 2022-2/20, and decision number 2022-27.

**Use of Artificial Intelligence Tools:** In this study, Grammarly and DeepL were used only for language control after writing the article. All content reflects the original contribution of the authors.

**CRediT Author Contributions Statement:** Conceptualization: N.O.B and H.A.T.; Method: N.O.B and H.A.T.; Formal Analysis: N.O.B.; Research: N.O.B.; Sourcing: N.O.B.; Data Methodology: N.O.B.; Writing – First Draft: N.O.B. and H.A.T.; Writing – Revision and Editing: N.O.B. and H.A.T.; Visualization: N.O.B.

**Data Sharing Statement:** Data supporting the findings of this study were generated by the authors and are available from the corresponding authors upon reasonable request.

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