Food delivery applications (FDAs), mobile apps used to order food from food-aggregator platforms, are a subset of online food delivery (OFD) platforms, which include both restaurantto-consumer delivery and food-ordering platforms (aggregator-to-consumer delivery).One theory-led examination of consumer attitudes and behavioral intentions toward OFD services relied on information-system theories of technology acceptance, a contingency framework, and the extended model of IT continuance (Yeo et al., 2017).Though scholars have shown increasing interest in studying various aspects of these applications, our extensive literature review reveals that accumulated knowledge on consumer behavior related to OFDs in general and FDAs in particular needs further enrichment.Topics covered in the existing literature include the influence of value systems on the decision to order from O2O food delivery services (Roh and Park, 2019), the impact of e-service and food quality on customer loyalty toward OFDs (Suhartanto et al., 2019), the effect of drone food delivery on intentions (Hwang et al., 2019a), the influence of traffic conditions on significant performance indicators of OFDs (Correa et al., 2019), and evolutionary food quality (He et al., 2019).The unified theory of acceptance and use of technology (UTAUT) has been used to investigate the psychological factors that impact the use of mobile diet apps for ordering food online (Okumus et al., 2018).Notably, much of the O2O literature focuses on consumer behavior toward online products and services in general; few studies address consumer attitudes and intentions toward OFDs.Alagoz and Hekimoglu (2012) have also used the technology acceptance model to explore factors affecting the attitudes of Internet users toward OFDs.Notably, Statista (2019) projects the revenue from this platform to the consumer segment to grow globally at 9.8% from 2019 to 2024.The technology-adoption model and the elaboration likelihood model have been used to investigate consumers' decision-making while ordering food products through O2O commerce (Kang and Namkung, 2019a).More academic research would better guide practice in an area showing remarkable growth in America, Asia, Europe, and the Middle East, with significant investments and valuations attached to it (Hirschberg et al., 2016).One can estimate the growing popularity of FDAs from the fact that FDAs are used daily for 15 million food deliveries in China and 1 million food deliveries in India (Jindal, 2018).While online applications have revolutionized how people shop, even for food, it is necessary to understand how consumers perceive these services.Jointly, such platforms represent online-to-offline (O2O) services.