

**EFFECT OF DEMOGRAPHIC FACTORS ON BEHAVIORAL INTENTION FOR ADOPTION OF ONLINE FOOD DELIVERY SERVICES****Ms. Peenal Sankhla and Dr. Jitesh Parmar****Abstract:**

In this technological world, people want to access everything on the tap of a finger. Considering this as an opportunity, the food aggregator has come with different platforms like Zomato, Swiggy, Uber Eats and Food Panda to deliver the food at the doorstep of consumer with ease and convenience. This study analyses Unified Theory of Acceptance and Use of Technology<sup>2</sup> to determine the adoption for online food delivery services. The aim of the study is to identify the significance difference of demographic variables on adoption of online food delivery services. 200 respondents surveyed who had ordered the food via online food delivery applications. The Kruskal Wallis test and Mann-Whitney test was applied. The implications of the findings would be helpful to academicians and marketer.

**Key words:** Consumer Adoption, UTAUT<sup>2</sup>, Online Food Delivery Services