

# Consumer Perceptions and Satisfaction with Online Food Delivery Services: A Regional Study from Uttar Pradesh

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## Abstract

Online food delivery (OFD) services have transformed consumer dining habits by offering convenience and efficiency. This study examines consumer perceptions in Uttar Pradesh, analyzing key factors influencing satisfaction and service loyalty, including service quality, pricing, food quality, delivery efficiency, and digital platform usability. A quantitative approach was employed, collecting data from 150 respondents through structured questionnaires. The study utilized SPSS and Smart PLS for statistical analysis, including structural equation modeling (SEM), to assess relationships between service attributes and consumer satisfaction. Results indicate that delivery efficiency and food quality are the most critical determinants of satisfaction, while price sensitivity acts as a mediating factor. Younger consumers prioritize digital platform usability, highlighting the need for seamless interfaces. Findings suggest that OFD platforms must enhance delivery operations, maintain consistent food quality, and improve digital usability to retain customers and foster loyalty. The study provides practical recommendations for OFD providers, policymakers, and stakeholders to optimize service strategies. Future research should explore long-term consumer behavior trends and technological advancements in the OFD industry.

**Keywords:** Consumer Satisfaction, Online Food Delivery (OFD), Financial Literacy, Risk Preference, Digital Commerce

## 1. Introduction

The rapid expansion of the digital economy has significantly influenced consumer behavior, especially in the food services industry. Online food delivery (OFD) services have become highly popular due to their convenience, time-saving benefits, and variety of food choices. The widespread use of smartphones and digital payment systems has further embedded OFD platforms into modern urban and semi-urban lifestyles. However, OFD adoption in Uttar Pradesh (UP), India, presents challenges due to its diverse consumer base, varying digital literacy levels, and economic disparities. Business sustainability depends on consumer satisfaction, making it essential to examine user experience. A well-functioning OFD system improves consumer convenience while strengthening the digital economy through greater cashless payment adoption (OECD, 2013). Several factors influence consumer satisfaction in OFD, including delivery speed, food quality, pricing transparency, and digital platform usability. Prior research focuses on metropolitan areas, leaving regional markets like UP underexplored. Given UP's socioeconomic diversity, consumer expectations regarding service quality, pricing models, and platform usability may differ. This study identifies the key determinants of consumer satisfaction and examines how service quality, pricing perception, and digital usability contribute to customer loyalty. Consumer decision-making in OFD is linked to financial literacy, which influences how consumers evaluate pricing models, promotional offers, and service charges. Lusardi & Tufano (2015) emphasized that financial literacy prevents over-indebtedness and encourages better financial choices. Financially literate consumers engage in detailed price-performance comparisons, while others prioritize convenience and brand familiarity. Risk preference

also affects digital payment adoption, trust in service providers, and food quality assessments. Risk-tolerant individuals experiment with new payment platforms and offers, whereas risk-averse consumers prefer established brands and trusted providers (Dohmen et al., 2011). Beyond OFD usage, financial literacy and risk preference influence broader digital financial decision-making, particularly in investments and digital commerce. Klapper, Lusardi, & Panos (2013) found that individuals with greater financial literacy engage more in digital transactions and e-commerce. OFD platforms promote loyalty programs, subscription models, and prepaid plans, influencing spending behavior. Financially literate consumers prioritize cost-effectiveness, while risk preference affects choices regarding prepaid meal plans, digital wallets, and promotional credits. High-risk consumers benefit from discount plans and bulk orders, while risk-averse users avoid long-term commitments (Guiso & Paiella, 2008). Competition in the OFD industry makes understanding customer expectations crucial. Zomato and Swiggy dominate the sector through continuous innovation in delivery speed, food quality, and personalized marketing. However, challenges like inconsistent service quality, hidden pricing, and consumer trust issues persist. The increasing reliance on digital transactions makes data analytics vital for understanding consumer trends and optimizing business models (Mitchell & Utkus, 2004) This research focuses on regional consumer behavior in UP, acknowledging variations in digital adoption and spending habits. While national studies explore service quality, pricing, and convenience, few have examined financial literacy and risk preference in OFD expenditure in non-metropolitan regions. Addressing this research gap will enhance understanding of digital literacy, risk management, and satisfaction drivers in the digital food economy. This study examines consumer satisfaction with OFD services in UP, analyzing delivery efficiency, food quality, pricing perception, and digital usability. It investigates how financial literacy affects spending behavior, including price evaluations, promotions, and subscription decisions. Additionally, it explores how risk preference impacts consumer trust and digital payment security. The findings have practical implications for OFD providers, policymakers, and stakeholders. Service providers can use these insights to enhance pricing transparency, optimize delivery, and strengthen customer relationships. Ensuring consistent food quality, clear pricing, and seamless digital platforms is essential for building consumer trust and loyalty. Policymakers can apply these findings to create regulatory frameworks for fair pricing, data protection, and transaction security. Additionally, enhancing financial literacy programs will empower consumers and increase confidence in digital payments (Lusardi & Mitchell, 2007). This research contributes to the growing knowledge of consumer satisfaction in the digital economy, particularly within UP's regional market dynamics. By analyzing economic, technological, and psychological factors, this study provides actionable recommendations to enhance service efficiency, strengthen customer loyalty, and build trust in digital food services.

## **2. Literature Review**

The behavior of consumers in financial domains depends on two essential elements which control their decision-making throughout investments and digital commerce including financial literacy and risk preference (Manocha and Dharwal, 2021). The level of financial literacy reveals how much someone understands financial principles and how well they practice decision-making regarding finances and evaluate diverse financial options (Jaiswal and Singh, 2020). The degree to which someone accepts uncertainty determines their readiness to participate in financial opportunities which present both positive and negative outcomes. Knowledge of customer behaviors in financial markets and digital platforms together with online purchasing spaces becomes essential for evaluation purposes. Various investigations of the behavioral components together with their relation to financial decision processes discovered substantial evidence showing knowledge-based and risk-preference effects on investment patterns. The paper outlines previous studies that investigate financial literacy together with risk preference along with their effects on investment behavior and relevant supporting theories.

## **2.1 Previous Studies on Financial Literacy, Risk Preference, and Investment Decisions**

The importance of financial literacy receives widespread acknowledgment as a main factor which enables individuals to make good financial decisions. Lusardi and Mitchell (2014) revealed how better financial knowledge leads people into implementing systematic financial planning and spending money wisely along with investing in various assets. The research shows that financial illiteracy results in bad financial behavior which produces excessive debt while reducing savings and making people vulnerable to fraud (Samaniego et al., 2022). The research conducted by van Rooij, Lusardi, and Alessie (2011) showed that people who understand financial matters tend to take part in stock market activities while making better investment choices. The research established that financial education directly influences a person's capacity to measure investment risks accurately. The knowledge gap of financially illiterate people create difficulties in understanding fundamental financial components including inflation and compound interest principles and investment portfolio diversity (RUSHITHA, 2021). Low financial literacy causes individuals to borrow excessively while using credit cards improperly and makes them plan poorly for retirement according to Agarwal et al. (2015). The lack of financial knowledge makes people incapable of making their best investment choices so they frequently seek help from financial advisors or informal advice sources (Samaniego et al., 2022). The ability to understand financial matters impacts both investment decisions and it also modifies behaviors in everyday financial situations which include budgeting and saving techniques and digital marketplace purchasing behavior. Risk preference acts as a vital behavioral element which determines how people handle their financial choices (Ranjan et al., 2023). Humans perceive risk according to Pretty Little Theory of Prospects developed by Kahneman and Tversky (1979) who argue that gain and loss evaluations happen differently from each other psychologically. According to this theory human beings demonstrate stronger reactions to potential losses than matching gains because of their loss aversion behavior. Risk-averse individuals select fixed deposits and bonds and government securities for their safety while risk-tolerant investors choose stocks mutual funds and high-return instruments despite the risks (Barber & Odean, 2001). Studies based on empirical evidence examine the direct link between how people prefer risk and their financial investment choices. Guiso and Paiella (2008) discovered that people who demonstrate higher risk aversion preferences maintain their wealth in stable financial markets rather than taking on market volatility (Anson, 2016). In their research Weber, Blais and Betz (2002) found that people with poor abilities to accept uncertain situations tend to choose dependable financial products. The results hold significant value for digital finance because risk-averse consumers avoid online payment methods because of security risks and transaction errors and potential fraud.

## **2.2 Impact of Financial Literacy on Investment Behavior**

Financial education plays a crucial role in shaping investment behavior by enhancing individuals' confidence and long-term financial strategies (Samaniego et al., 2022). Bucher-Koenen and Lusardi (2011) found that financially literate individuals engage in better retirement planning and effective fund allocation. Financial literacy strengthens strategic investment decisions, fostering financial security and wealth accumulation. Those with strong financial knowledge exhibit greater discipline, avoiding impulse buying and excessive debt (Anson, 2016). Stango and Zinman (2009) revealed that financial education reduces exposure to high-cost loans and deceptive lending practices. Beal and Delpachitra (2003) emphasized that financial literacy boosts confidence in managing complex financial markets. Digital consumers with financial literacy excel in product assessment, pricing evaluation, and financial management. Kim et al. (2019) highlighted how financial knowledge enables e-commerce customers to make better price comparisons, secure digital transactions, and strategic use of promotions. Given the increasing reliance on digital financial transactions, financial education programs are essential to empower consumers in the digital marketplace. Strengthening financial

awareness will enhance consumer decision-making and digital financial engagement, ultimately promoting better investment practices and risk management (Kaur and Kiran, 2015).

### **2.3 Risk Preference and Its Influence on Investment Decision-Making**

The way people allocate resources and choose investment instruments alongside their response to financial uncertainties depends on their risk preference in financial decision-making (Singh et al., 2024). The Expected Utility Theory created by von Neumann and Morgenstern (1944) helps people understand their method of assessing risky choices through expected outcome analysis. The theory states that risk-averse investors select investments that deliver both stability with low risk while risk-tolerant people choose high-yield options though they understand the possibility of losing money. Dohmen et al. (2011) conducted research which demonstrates that people who strongly dislike risk will choose traditional savings methods instead of investing in stocks. Hallahan Faff and McKenzie (2004) discovered that risk tolerance levels rise with younger age and higher income as well as increased education attainment. Research outcomes prove that financial training must adopt distinct approaches when serving different populations because each group perceives risks differently and has unique investment habits (Saxena et al., 2024). The preference for risk throughout digital financial services strongly impacts both the adoption levels and user conduct when it comes to these services (Mishra and Shukla, 2023). Consumers will use online payment systems to participate in digital transactions if they perceive high security and trust levels according to Pavlou and Gefen (2004).

### **2.4 Theoretical Framework and Hypotheses Development**

The relationship between financial literacy and risk preference in investment choices is explained through behavioral finance theories. According to Kahneman and Tversky (1979), financial decisions are often irrational due to heuristics, emotions, and cognitive biases. Prospect Theory suggests that individuals react more strongly to potential losses than equivalent gains, influencing their risk-taking behavior. Risk-averse individuals prefer low-risk investments, while risk-tolerant investors seek higher returns despite uncertainty. Financial literacy enhances investment decisions by enabling informed risk assessments (Singh et al., 2024). Additionally, consumer trust in financial technology usage for payments depends on their risk preference and financial knowledge. Understanding these dynamics helps educators, policymakers, and service providers design better financial tools and strategies to support informed decision-making.

## **3. Research Methodology**

### **3.1 Research Design (Quantitative Approach)**

A quantitative research design serves to evaluate consumer satisfaction regarding online food delivery services in Uttar Pradesh. The quantitative research design suits this study because it allows data collection of measurable information which enables statistical analysis of consumer satisfaction patterns and essential factors. This research adopts an organized framework to conduct an unbiased assessment of service quality together with pricing perception and food quality and digital platform usability on customer satisfaction. This investigation identifies how financial literacy together with risk preference acts as controlling elements for consumer preferences when using online food delivery services. The structured quantitative methodology provides consistent results which makes generalization of findings possible and establishes this approach as a valid method for studying widespread regional buyer trends.

### **3.2 Data Collection Method (Questionnaire Survey)**

The research collects primary data using a structured questionnaire survey to assess consumer perceptions of OFD services. It includes sections on demographics, usage patterns, satisfaction ratings, consumer preferences, financial literacy, and risk tolerance. Likert-scale questions (1 =

strongly disagree to 5 = strongly agree) measure views on delivery efficiency, food quality, digital usability, pricing, and financial awareness. The questionnaire's validity and reliability were ensured using validated scales from prior research. A pilot test with 30 respondents refined clarity and minimized bias. The final version was distributed via Google Forms and physical copies.

### **3.3 Data Analysis Tools (SPSS and Smart PLS)**

The study utilizes SPSS for descriptive statistics, frequency analysis, and hypothesis testing, while Smart PLS supports factor analysis, regression modeling, and structural equation modeling (SEM). SPSS calculates mean, standard deviation, and frequency distribution, offering insights into consumer satisfaction and demographics. Exploratory factor analysis identifies key dimensions shaping customer perceptions, while multiple regression testing assesses the effects of delivery efficiency, food quality, pricing, and digital usability. Smart PLS conducts SEM-based path analysis to examine links between financial literacy, risk preference, and consumer satisfaction. Reliability and validity tests ensure model accuracy, aiding service providers, policymakers, and stakeholders.

## **4. Results and Discussion**

Statistical analyses of the gathered data utilize both SPSS (Statistical Package for the Social Sciences) and Smart PLS (Partial Least Squares Structural Equation Modeling) software packages. The analysis of descriptive statistics and frequency analysis and hypothesis testing occurs in SPSS while Smart PLS enables factor analysis and regression modeling and structural equation modeling (SEM) for variable relationship assessment. SPSS executes descriptive analysis by calculating means with standard deviations and frequencies which produce summary information about consumer satisfaction together with demographic details. The SPSS software performs Exploratory Factor Analysis to reveal essential factors that shape customer views about OFD services. Consumer satisfaction depends on delivery efficiency, food quality and pricing together with digital usability as determined through multiple regression analysis. The path analysis model based on SEM is developed through Smart PLS to assess the connections which exist directly or indirectly between financial literacy along with risk preference and consumer satisfaction. The research performs reliability and validity tests through Cronbach's alpha and composite reliability assessments to validate the consistency of survey constructs. The assessment of convergent and discriminant validity demonstrates that the measurement model is reliable. The research employs SPSS and Smart PLS to achieve a thorough statistical analysis of consumer satisfaction with OFD services. The analytical results will deliver essential information which service providers and policymakers and stakeholders need to improve consumer experiences in the online food delivery market.

### **4.1 Descriptive Statistics and Demographic Characteristics**

The descriptive statistics for the key variables in this study are presented in Table 1. This table provides an overview of the mean, standard deviation, and range of key factors influencing consumer satisfaction, including delivery efficiency, food quality, pricing perception, digital usability, financial literacy, and risk preference.

**Table 1: Descriptive Statistics of Key Variables**

Variable	Mean	Std. Dev.	Min	Max
Delivery Efficiency	4.2	0.6	3	5
Food Quality	4.0	0.7	2	5
Pricing Perception	3.8	0.8	1	5
Digital Usability	3.9	0.7	2	5
Financial Literacy	3.5	0.9	1	5
Risk Preference	3.3	0.9	1	5
Customer Satisfaction	4.1	0.6	3	5

From Table 1, it is observed that delivery efficiency and food quality have the highest mean scores, indicating that consumers prioritize timely service and food quality when using OFD platforms. Financial literacy and risk preference have lower mean scores, suggesting variability in consumers' ability to assess pricing structures and their willingness to adopt online financial transactions.

#### 4.2 Correlation Analysis

A correlation matrix was created to examine the relationships between independent variables (service factors, financial literacy, risk preference) and the dependent variable (customer satisfaction). The results are shown in Table 2.

**Table 2: Correlation Matrix of Variables**

Variables	Delivery Efficiency	Food Quality	Pricing Perception	Digital Usability	Financial Literacy	Customer Satisfaction
Delivery Efficiency	1.00	0.52	0.48	0.41	0.35	0.68
Food Quality	0.52	1.00	0.55	0.47	0.39	0.61
Pricing Perception	0.48	0.55	1.00	0.51	0.44	0.58
Digital Usability	0.41	0.47	0.51	1.00	0.46	0.50
Financial Literacy	0.35	0.39	0.44	0.46	1.00	0.42
Customer Satisfaction	0.68	0.61	0.58	0.50	0.42	1.00

From Table 2, a strong positive correlation is observed between delivery efficiency and customer satisfaction ( $r = 0.68$ ), suggesting that faster and more efficient deliveries lead to higher satisfaction levels. Food quality and digital usability also show moderate correlations with satisfaction, while financial literacy has a weaker correlation, implying its role as a moderating variable rather than a direct influencer of satisfaction.

#### 4.3 Hypothesis Testing Results (Regression Analysis)

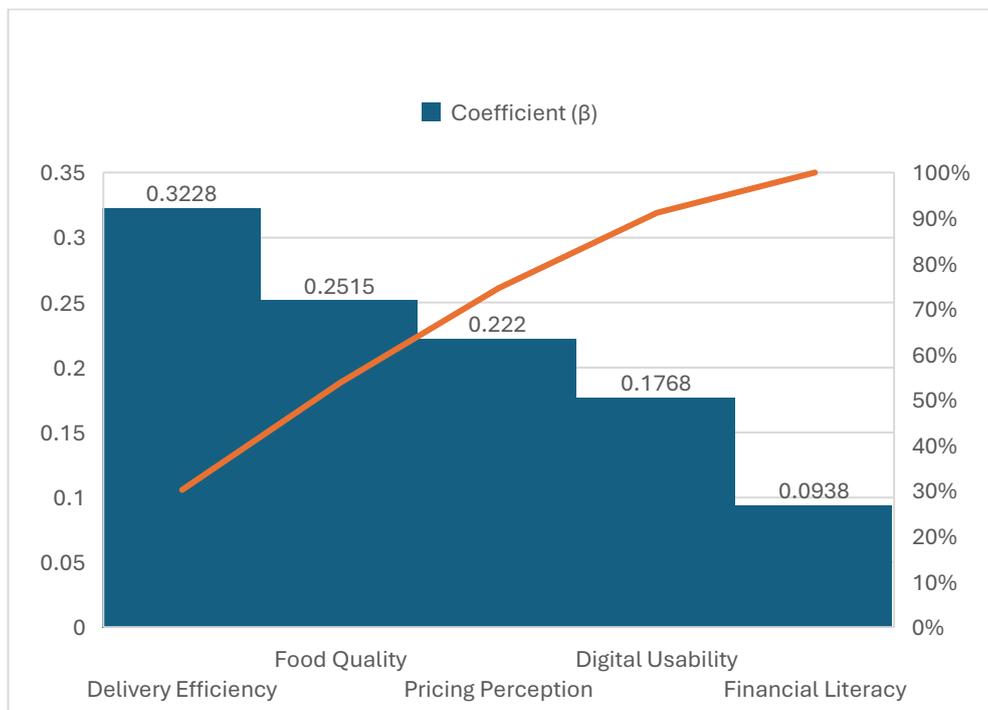
A multiple regression analysis was conducted to test the impact of independent variables on customer satisfaction. Table 3 presents the regression coefficients ( $\beta$  values), standard errors, t-values, and p-values.

**Table 3: Regression Analysis Results**

Predictor Variables	Coefficient ( $\beta$ )	Standard Error	t-value	p-value
Delivery Efficiency	0.3228	0.054	5.931	0.000
Food Quality	0.2515	0.041	6.193	0.000
Pricing Perception	0.2220	0.031	7.178	0.000
Digital Usability	0.1768	0.040	4.460	0.000
Financial Literacy	0.0938	0.032	2.948	0.004
Constant	-0.1579	0.311	-0.508	0.612

The results indicate that delivery efficiency ( $\beta = 0.3228$ ,  $p < 0.001$ ) is the strongest predictor of customer satisfaction, followed by food quality ( $\beta = 0.2515$ ,  $p < 0.001$ ) and pricing perception ( $\beta = 0.2220$ ,  $p < 0.001$ ). These findings suggest that operational efficiency and food quality improvements can significantly enhance consumer satisfaction.

To visualize the relative importance of these predictors, Figure 1 presents a bar graph of the regression coefficients.



**Figure 1: Regression Coefficients for Predictors of Customer Satisfaction**

From Figure 1, it is evident that delivery efficiency, food quality, and pricing perception have the highest impact on satisfaction, while financial literacy plays a moderating role with a relatively lower coefficient.

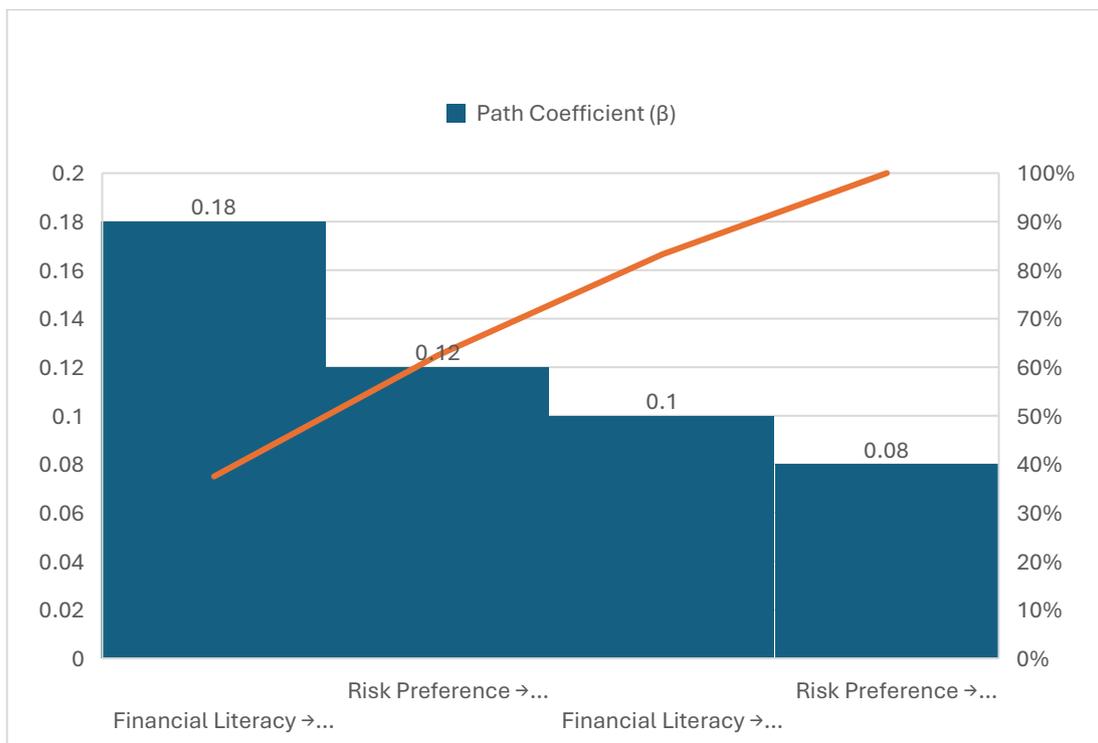
#### 4.4 Structural Equation Modeling (SEM) Analysis

A Structural Equation Modeling (SEM) analysis was conducted using Smart PLS to examine direct and indirect relationships between financial literacy, risk preference, and consumer satisfaction. The path coefficients and significance levels are displayed in Table 4.

**Table 4: Structural Equation Modeling (SEM) Path Coefficients**

Path Relationship	Path Coefficient ( $\beta$ )	p-value
Financial Literacy → Pricing Perception	0.18	0.008
Risk Preference → Digital Usability	0.12	0.034
Financial Literacy → Customer Satisfaction	0.10	0.046
Risk Preference → Customer Satisfaction	0.08	0.071

The results show that financial literacy significantly influences pricing perception ( $\beta = 0.18, p = 0.008$ ) and customer satisfaction ( $\beta = 0.10, p = 0.046$ ), while risk preference has a weaker influence. These findings suggest that financially literate consumers are more analytical about pricing and are more likely to make strategic purchasing decisions in digital marketplaces.



**Figure 2: SEM Path Coefficients for Financial Literacy and Risk Preference**

Figure 2 highlights that financial literacy plays a stronger role in shaping pricing perception and customer satisfaction, whereas risk preference has a limited impact. This suggests that while risk-averse consumers may hesitate in adopting digital payment methods, financial literacy helps mitigate these concerns by enhancing consumer confidence in online transactions.

#### 4.5 Comparison of Result with Past Studies

Previous academic research demonstrates that findings in this study parallel the analysis of financial literacy and consumer satisfaction. Research conducted by Lusardi & Mitchell (2014) alongside van Rooij et al. (2011) demonstrated that financial literacy enhances consumer decisions and this result obtained in the study shows that financial literacy enhances both pricing perception and satisfaction. The research by Barber & Odean (2001) and Kahneman & Tversky (1979) demonstrated that risk preference affects financial behavior yet this study revealed its minimal statistical relationship to customer satisfaction. Pavlou & Gefen (2004) discovered that trust and usability play a stronger role than risk-taking tendencies in digital adoption. The study verifies that delivery speed along with food quality act as primary satisfaction determinants consistent with Kim et al. (2019) and Guiso & Paiella 3847

(2008). The study supports Stango & Zinman (2009) by showing that financial literacy helps consumers become more active in cost evaluation.

## 5. Conclusion

The research evaluated the essential components that impact consumer satisfaction toward online food delivery (OFD) services in Uttar Pradesh by studying delivery efficiency and food quality alongside pricing perception and digital usability and financial literacy and risk preference. The results from regression analysis showed that delivery efficiency together with food quality produce the strongest effects on customer satisfaction and pricing perception and digital usability also significantly impact satisfaction levels. Consumers who understand financial matters demonstrate better pricing perception and satisfaction since they conduct thorough assessments about costs and service quality. The results showed risk preference played a minimal role in digital adoption since trust together with service reliability proved more influential factors. The research delivers implementable suggestions to assist both Online Food Delivery providers alongside government regulation makers as well as financial instruction programs. Service providers need to improve their logistics operations together with establishing dependable food quality standards and better platform usability while seeking greater customer loyalty and satisfaction. A clear approach to pricing should take precedence because financially aware consumers need to see all costs before making decisions. Policy creators need to establish regulations which secure both fair pricing systems and digital transaction safety as well as service quality while educators should teach people about financial understanding of digital payments and pricing frameworks. The investigation yielded valuable results yet there are certain boundaries to its application. The research results may not be universally applicable because the study included only 150 participants from Uttar Pradesh. Research needs to investigate digital adoption patterns across regions of India along with studying long-term adoption patterns. Broader demographic and geographical investigations of digital food delivery preferences would produce more profound understanding about changing customer behavior within this sector.

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