

Consumer Adoption of an Integrated Healthy Meal-Planning and Delivery Platform in a Partially Served Market: Evidence from Region I, Philippines

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Abstract. Diet-related non-communicable disease is rising sharply in the Philippines, yet the two digital responses to it — meal-planning applications and meal-delivery services — remain separate, and integrated provision is largely confined to Metro Manila. Region I, the Ilocos Region, is not without healthy meal services, but those operating there take a single inflexible form: fixed diet plans supplied by delivery, concentrated in two of the region's four provinces, with no planning layer the user controls and no choice of fulfillment method. This study determined the intention of a sample of consumers in the region to adopt an integrated platform combining user-controlled meal planning with flexible fulfillment, and identified the factors associated with that intention. A descriptive-correlational design was employed. A researcher-made questionnaire anchored in the Technology Acceptance Model and extended with three consumer-context constructs was administered online to 50 purposively sampled adults aged 25 to 65 residing in the region's four provinces, each of whom evaluated a described and previewed platform concept. Data were analyzed using frequency, percentage, weighted mean, Pearson correlation with Spearman confirmation, and thematic analysis. Intention to adopt was favorable (WM = 3.83). Four factors fell within the Agree band, while willingness to pay was the only factor rated Neutral. All five were positively and significantly associated with intention to adopt, and all five null hypotheses were rejected. Sustainability was the highest-rated factor but the weakest correlate; cost was the lowest-rated factor, among the strongest correlates, and the dominant unprompted concern. Because the sample was purposive, these findings characterize the respondents studied and not regional demand. They indicate that such a platform's viability rests less on persuasion than on whether it can be priced inside a food budget of roughly sixty-five pesos per person per day, which makes affordability a design constraint, not a marketing problem.

Keywords: Behavioral Intention; Healthy Meal Delivery; Technology Acceptance Model; Underserved Markets; Willingness to Pay

Introduction

How people plan, purchase, and prepare what they eat has become one of the strongest determinants of long-term health, and the rise of diet-related non-communicable disease has moved nutrition from a household concern to a public health priority. Obesity, type 2 diabetes, hypertension, and cardiovascular disease share a common root in habitual dietary patterns, and each develops slowly enough that the daily decisions producing them seldom feel consequential. That gap between a single ordinary meal and its cumulative effect is the space digital nutrition tools have emerged to occupy.

The Philippine situation gives this urgency. The 2023 National Nutrition Survey placed obesity among adults aged 20 to 59 at 39.8% under the Asia-Pacific body mass index classification, which sets the obesity threshold at 25.0 rather than the international cut-off of 30.0, and the 2025 Updating Survey recorded a further rise to 44.5% (DOST-FNRI, 2024, 2026). Filipino adults consume an average of 58 grams of vegetables and 17 grams of fruit each day, well below the recommended combined intake of at least 400 grams (DOST-FNRI, 2022; WHO, 2023). Poor diet quality rather than food quantity is driving the deterioration, and undernutrition and overnutrition now coexist within the same population and, in many cases, the same individual (de Juras et al., 2021). Non-communicable diseases comprise eight of the ten leading causes of death and account for approximately 68% of all deaths (CPBRD, 2025), and four of the five leading causes recorded in 2025 — ischaemic heart diseases, neoplasms, cerebrovascular diseases, and diabetes mellitus, ranked first, second, third, and fifth — are conditions in which habitual diet is an established modifiable risk factor (PSA, 2026).

The technological conditions for a digital response are favorable: the Philippines records 98.0 million internet users, 83.8% of the population, and smartphone ownership is close to universal among them (DataReportal, 2026). That receptiveness is qualified by a countervailing condition. TransUnion (2026) reported that 72% of Filipino consumers surveyed had been targeted by fraud attempts during a recent four-month period, against a global average of 53% across eighteen markets. A service asking users to enter health data and payment details therefore enters a market in which most consumers have recently encountered attempts to obtain precisely such information by deception.

Two categories of digital solution have arisen, and each addresses only half the problem. Meal-planning applications help users design balanced meals, compute nutritional values, and track intake against personal goals, but they end at instruction: the user must still source ingredients, shop, and cook. Meal-delivery services solve the opposite half, removing sourcing and preparation, but are organized around convenience and taste instead of health objectives, and rarely account for what is locally available, seasonal, or affordable. A consumer wanting both structured planning and flexible fulfillment must maintain two unconnected relationships, and neither service knows what the other is doing.

The gap is compounded by geography, though not as a simple absence. The country's large healthy meal-delivery providers cluster in Metro Manila and its adjacent provinces and do not extend into Region I, the Ilocos Region, comprising Pangasinan, La Union, Ilocos Sur, and Ilocos Norte. What operates there instead is a small number of locally owned providers, supplying fixed diet plans by delivery or operating as health-oriented restaurants and stores. The region is therefore not unserved but partially and rigidly served, and whether its consumers would take up a more flexible service has not been tested against evidence.

The providers identified in Region I as of July 2026 include a range of health- and convenience-oriented food services. In Pangasinan, Happy Jeta Pangasinan provides diet meal-plan delivery through three fixed plans priced at ₱350–₱400 per day, inclusive of delivery. Green Meals On Wheels offers prepared meals through delivery, while Healthy Choice Cafe is a health-oriented restaurant offering vegan and vegetarian dining through two branches. Pangasinan also has several food-delivery platforms, namely Gofer, Taxikel Delivery, and Unlala, which provide general local food delivery services. In La Union, the identified providers include Buhay Gulay, a health-oriented restaurant specializing in vegetarian dining; Seabuds, a health-oriented cafe offering plant-based menu options; and Healthy Finds ELYU and Salveowell, both of which operate as health-food stores offering retail health foods. Overall, the identified providers represent a variety of offerings, including diet meal-plan delivery, prepared meal delivery, vegetarian and vegan dining, plant-based food options, health-food retail, and general food-delivery services. The list was compiled from business listings and provider pages accessed in July 2026 and is indicative rather than exhaustive, as small providers operating solely through social media may not appear in the list. No provider of comparable description was located in Ilocos Sur or Ilocos Norte.

Three features of this landscape bear on the study. Structurally, every provider identified operates on a fixed-offering model: none offers a planning layer through which the user generates a plan from their own health data, adjusts it, and sees the nutritional consequences recalculated, and none allows a subscriber to move between preparing a meal, receiving its ingredients, and receiving it prepared. The integration proposed here is absent from the market, even though its individual functions are not. Geographically, provision clusters in the two southern and most populous provinces, and no comparable provider was located in Ilocos Sur or Ilocos Norte. On price, the established local diet-plan provider charges 350 to 400 pesos per day for a full plan covering all eating occasions.

Regional economic conditions qualify this further. In the 2023 full-year official poverty statistics, poverty incidence among the population of Region I stood at 11.6% and subsistence incidence at 2.8%, and the regional annual per capita food threshold was 23,829 pesos (PSA, 2024), equivalent to approximately 65 pesos per person per day for all food consumed, or about 9,929 pesos monthly for a family of five. Against that benchmark, a single delivered meal at 150 pesos represents roughly 2.3 times an individual's entire daily food budget, and the established local provider's daily plan between five and six times it. On nutrition, the region ranks among the lowest in undernutrition but among the highest in overnutrition, with adolescent overweight and obesity at 19.1%, the fourth highest of any region (DOST-FNRI, 2026). The regional problem is not insufficient food but dietary composition, precisely what a planning-based service addresses. What the region produces makes the gap more striking: it is the foremost national producer of eggplant at 40.45% of national output and of garlic at 76.51%, and among the leading producers of tomato and mango (PIA, 2023; PSA-RSSO I, 2023). The raw material for affordable healthy eating is locally abundant; what is missing is the layer translating availability into a usable plan and a convenient meal.

Research Questions

This study assessed the intention of a sample of consumers in Region I to adopt an integrated healthy meal-planning and delivery platform and the factors associated with that intention. Specifically, the study sought to answer the following questions:

1. What is the profile of the respondents in terms of age, sex, province, occupation, meal-planning frequency, and prior use of meal-planning or meal-delivery services?
2. What is the level of the factors influencing adoption in terms of perceived usefulness, perceived ease of use, integrated-platform preference, willingness to pay, and sustainability influence?
3. What is the respondents' level of intention to adopt the proposed platform?
4. Is there a significant relationship between each of the five factors and intention to adopt?
5. Which fulfillment options would the respondents consider using, and what is the maximum they would pay for a single delivered meal?
6. What would most encourage the respondents to use the platform, and what would make them hesitant?

Scope and Delimitation of the Study

This study covered adults aged 25 to 65 residing in the four provinces of Region I, the Ilocos Region, who owned a smartphone with internet access, during the data collection period of 12 to 27 July 2026. It examined five factors associated with intention to adopt an integrated healthy meal-planning and delivery platform, together with preferred fulfillment options, the maximum amount respondents would pay for a single delivered meal, and their stated motivators and concerns. The study is delimited in four respects. It measured behavioral intention toward a described and previewed concept rather than observed use, because no service combining user-controlled planning with flexible fulfillment operates in the locale. It employed purposive, non-probability sampling and achieved 50 valid responses, so the findings describe the respondents studied and are not an estimate of demand in Region I or a characterization of its consumers generally. It examined relationships of association only, since the design is non-experimental and cross-sectional, and no causal claim is advanced. Finally, it did not evaluate an operating business, a pricing model in commercial use, or the technical feasibility of the platform described.

Literature Review

Digital Nutrition Tools and the Separation of Planning From Fulfillment

Digital nutrition tools can produce measurable dietary improvement where engagement is sustained, and the literature is consistent about what sustains it. Abdul Khalil et al. (2023), studying adults using diet-monitoring applications, identified five themes governing engagement, of which user-friendly design was one, and found that an application's capacity to raise awareness of progress and impart nutritional knowledge is what maintains adherence; control over personal data emerged as a material concern. User testing of applications supporting healthy family meals similarly found utility and acceptability to depend on how far planning was automated and integrated instead of left to the user to assemble (Mauch et al., 2021).

These studies converge on a conclusion neither was designed to test. Both identify integration and reduced user effort as conditions of sustained engagement, yet both examine applications that stop at instruction. Neither followed users to the point of acquiring food, so the literature establishes that planning tools fail where they demand too much downstream effort without establishing whether removing that effort would change adoption. Food choice is meanwhile governed by competing motives: Geeroms et al. (2008) showed that health-related motive orientations segment consumers and predict ready-meal consumption, while Imtiyaz et al. (2021) found psychological, social, and ethical determinants operating alongside convenience in convenience-food purchase intention. Convenience orientation and time scarcity are recurrent explanations for substituting prepared food for home preparation, placing health and convenience in tension. A service proposing to serve both simultaneously occupies a position the literature has not closely examined.

Technology Acceptance in Health and Food Services: Convergent and Conflicting Evidence

The Technology Acceptance Model is the dominant framework for explaining adoption of such services. In a systematic review and meta-analysis of 49 studies of mobile health acceptance, Binyamin and Zafar (2021) identified perceived usefulness and perceived ease of use among five factors consistently influencing behavioral intention. Park et al. (2025) reported the same pattern for health applications, and Mensah (2022) found the model held in a developing-economy setting among Ghanaian citizens evaluating mobile health services, where perceived risk, mobile health self-efficacy, and word-of-mouth were incorporated as additional constructs.

The evidence on perceived ease of use is not uniform, and the divergence is instructive. In a meta-analytic structural equation model of online food delivery, Chiu et al. (2024) established perceived ease of use

as a robust predictor of usage intention and found price-saving orientation to shape ease of use, while convenience influenced ease of use without directly affecting usefulness. Teo et al. (2024), by contrast, found perceived ease of use the only insignificant predictor in their model. The two are reconcilable once the dependent variables are distinguished: Chiu et al. modeled usage intention across prospective and current users, whereas Teo et al. modeled continuance purchase intention among consumers already using a delivery service, for whom the interface has ceased to be an open question. Effort expectancy appears to matter at the threshold of adoption and to recede thereafter, which determines which body of evidence applies to a service that does not yet operate.

Philippine evidence is broadly consistent on benefit perception. Gumasing et al. (2023), examining 373 online grocery consumers, found perceived benefits the most influential predictor of intention and usage behavior; Laurian et al. (2022), in an undergraduate thesis, found adoption, intention, and service innovation significantly related to satisfaction in Philippine online food delivery; and Altes et al. (2024), studying Filipino adoption of cloud storage services, found perceived benefit and usefulness the strongest determinants of intention toward an established service category with limited local uptake. The last is drawn from outside the food domain and is cited for the market pattern it describes.

Integration itself has received less attention. Yen (2023) examined channel integration in food delivery platform services and found its effect on usage intention to operate through perceived value, with usefulness, enjoyment, and price significant in that relationship. The implication runs against the intuitive case for integrated services: consumers value integration to the extent that it delivers something they want, not as a benefit in its own right. Whether such an architectural proposition is preferred when stated directly to consumers, and whether that preference holds against the specific alternatives it would replace, has not been tested.

Price, Perceived Value, and a Contested Construct

Cost is theoretically and empirically central to adoption, but its predictive standing is more contested than single studies suggest. Zeithaml (1988) established perceived value as a trade-off between what is given and what is received, distinguishing objective price from the consumer's perception of it. Acceptance theory absorbed this reasoning when Venkatesh et al. (2012) extended the unified model with price value, on the ground that consumers, unlike organizational users, bear their own costs and that those costs can dominate adoption decisions.

Subsequent evidence divides. In food delivery, Teo et al. (2024) found price value the most dominant determinant of continuance purchase intention among all variables tested. The meta-analytic evidence across domains points the other way: synthesizing 60 studies and more than 122,000 observations, Tamilmani, Rana, and Dwivedi (2021) found price value the weakest of the three constructs added in the consumer extension, significant in roughly half the tests examined and underperforming where an offering is perceived as low-cost or cost-free, with habit the strongest; the companion theory evaluation by Tamilmani, Rana, Wamba, and Dwivedi (2021) reaches a similarly qualified assessment of how unevenly the extension has been applied. These positions are conditional rather than contradictory. Price value appears to dominate where the offering is discretionary, recurrent, and priced against a materially constrained budget, and to recede where cost is low, absorbed, or incidental. That reading generates a testable expectation for the present locale, where a delivered meal is discretionary and the food budget is documented and tight. It also indicates that willingness to pay should be measured in more than one way, since the literature's two ideas, a budget ceiling and a value judgment, are conceptually distinct and rarely operationalized separately in the same sample.

Trust, Privacy, and Perceived Risk

A further body of work examines barriers to digital adoption, identifying perceived risk, privacy concern, and trust as recurring impediments, particularly in developing markets. Mensah (2022) found perceived risk to bear on adoption intention in a developing-economy health context, and the mobile health literature reviewed by Binyamin and Zafar (2021) places trust among the factors consistently affecting behavioral intention. Two features matter here. Perceived risk is frequently modeled as operating through trust rather than independently of it, so studies omitting one construct may misattribute its effect to the other. And the concerns identified are practical as well as psychological: connectivity, infrastructure, and service reliability appear alongside data protection in developing-market samples, yet are seldom measured directly, being inferred instead from open-ended responses.

Philippine conditions present these considerations in a particular form. Beyond the TransUnion (2026) findings above, Check Point Software Technologies (2026) recorded an increase in phishing websites targeting Filipinos during 2025 from 731 sites to 3,824, a rise of 423%. The Data Privacy Act of 2012 governs the processing of personal information, including the sensitive personal information that health data constitutes. A platform of this kind would collect precisely such data, since meal plans matched to body mass

index and health goals cannot be generated without it, and the concentration of health and payment data within a single application is the specific form the privacy question takes for an integrated service.

Sustainability and the Attitude-Behavior Gap

Favorable attitudes toward sustainable consumption are widely held but weakly predictive of behavior. Vermeir and Verbeke (2006) documented the gap between stated attitude toward sustainable food and the intention that issues in purchase, examining involvement, perceived availability, certainty, perceived consumer effectiveness, values, and social norms as sources of the divergence; their evidence, however, rests on a student sample evaluating hypothetical products, which limits what it establishes about paying consumers. Qi et al. (2020) identified price, availability, mistrust, and limited knowledge as the factors keeping favorable green-food intentions from translating into behavior, in a qualitative Chinese sample that likewise cannot estimate effect sizes. The relationship between sustainability endorsement and adoption intention is therefore an open empirical question, and is treated as such here rather than assumed positive.

Methodological Limitations of the Existing Evidence and the Contribution of This Study

Four limitations recur across the studies reviewed and together define the space this study occupies. First, almost every primary study measures intention toward a service already operating in the respondent's market, so respondents evaluate something observable and the resulting models explain why an available service is or is not taken up; they do not address whether a configuration absent from the market would be adopted if introduced, a different question with different evidential requirements. Second, the meta-analytic syntheses carrying most of the field's authority (Binyamin & Zafar, 2021; Chiu et al., 2024; Tamilmani, Rana, & Dwivedi, 2021) aggregate across heterogeneous operationalizations of the same construct names, and their study pools are drawn predominantly from high-income or large-urban settings, so their pooled coefficients are weak guides to a rural, budget-constrained locale. Third, the designs are overwhelmingly cross-sectional and single-instrument: predictors and outcomes are captured by one self-report questionnaire at one sitting, so common method variance is a standing threat few of the studies test. Fourth, the Philippine evidence base is thin and unevenly sourced. Gumasing et al. (2023) sampled non-probabilistically, concentrated in urban centers, and report predictive importance rather than causal effect; Altes et al. (2024) examined a different service category; and Laurian et al. (2022) is an unpublished undergraduate thesis. Philippine research on digital food service adoption remains concentrated in Metro Manila and the larger regional cities, and Region I has scarcely been examined despite comparable digital engagement.

This study advances the literature on four fronts, each corresponding to one of those limitations. Categorically, it evaluates an integrated planning-and-fulfillment configuration the parent literatures have studied only in separation. Conditionally, it asks whether an absent service would be adopted rather than why an available one is not, using a concept-evaluation design suited to that question. Geographically, it extends Philippine adoption research to a partially served, predominantly rural region, against a documented inventory of what actually operates there rather than an assumed absence. Methodologically, it operationalizes cost in two independent ways, a scaled value judgment and a stated budget ceiling, within the same sample, permitting a direct test of the distinction Zeithaml (1988) drew theoretically. It does so within the constraints of a small purposive sample, and it shares with the literature it extends the cross-sectional, single-instrument design whose limitations are set out above.

Methodology

Research Design

The study employed the descriptive-correlational method. The descriptive component characterized the respondents and established the level of each factor and of intention to adopt; the correlational component determined whether each factor bears a significant relationship with intention to adopt. The design is non-experimental and cross-sectional: no variable was manipulated and all data were gathered within a single collection period, so the relationships reported are relationships of association and no causal claim is advanced. Because no service combining user-controlled planning with flexible fulfillment operates in the locale, the study necessarily measures behavioral intention rather than observed behavior; respondents evaluated a described and previewed concept, placing the study within the established tradition of concept-testing research anchored in the Technology Acceptance Model. This is a design choice imposed by the market under examination, and its consequences are stated among the limitations.

Sampling Design

Purposive, non-probability sampling was employed, because the study required respondents meeting several screening criteria simultaneously and because evaluating a described digital platform requires a familiarity with digital services the general population cannot be assumed to possess uniformly. Respondents

were recruited through two routes: interest-based online communities concerned with healthy eating, meal preparation, and budget-conscious nutrition whose membership includes residents of the four provinces; and the research team's personal networks, through which the questionnaire reached eligible adults of varying dietary habits, including those who do not ordinarily plan or track meals. The second route was used deliberately so the sample would not consist exclusively of respondents already engaged with structured healthy eating.

Research Locale

The study was conducted in Region I, the Ilocos Region of the Philippines, comprising Pangasinan, La Union, Ilocos Sur, and Ilocos Norte. The locale was purposively selected because the integrated service under examination is absent from the market although its individual functions are not; because the region's agricultural character makes the platform's local-sourcing and seasonal-produce features concretely meaningful (PIA, 2023; PSA-RSSO I, 2023); and because its nutritional profile identifies dietary composition rather than food sufficiency as the regional problem (DOST-FNRI, 2026). A fourth, practical consideration was that the research team was based in the locale, which afforded access to local online communities but also carries a consequence for the composition of the sample, reported below.

Research Participants

Participants were adults aged 25 to 65, resident in any of the four provinces of Region I, and owning a smartphone with internet access, without which the platform could not be used. The age range was set deliberately, since adults aged 25 and above are generally financially independent, whereas the stated willingness to pay off financially dependent respondents would not correspond to actual purchasing capacity; the upper bound of 65 recognizes older adults as a smaller but genuine health-conscious segment. No screening item assessed income or purchasing capacity, so the sample includes respondents for whom the service would be unaffordable at any price tested, and the price responses below should be read with that in mind. Screening items opened the instrument so that ineligible respondents did not proceed. The representativeness of the achieved sample is limited in four respects, each bounding what the findings can support. First, because sampling was non-probability, no respondent had a known or equal probability of selection and no sampling error can be estimated; the findings describe the 50 respondents studied and cannot be projected to the population of Region I. Second, each recruitment route carries a distinct bias and both operate in the same direction: members of interest-based communities are already disposed toward the behaviors the platform supports, which would tend to raise reported intention, while respondents approached through personal ties may have been subject to acquiescence or social desirability effects. The instrument did not record which route a respondent came by, so the composition of the sample as between the two cannot be determined and each bias may be present in unknown proportion. Third, the achieved sample is geographically and demographically uneven, as Table 2 shows: 72.0% of respondents reside in Pangasinan, leaving the three northern provinces represented by fourteen respondents in total, and 52.0% are aged 25 to 30 against 10.0% aged 51 to 65; the two provinces in which no provider was located contribute nine respondents between them. Fourth, the instrument was distributed as a link, and a number of prospective respondents declined to open it for fear it was a phishing or scam link, so the achieved sample is likely to under-represent the more cautious consumer; since caution about entering personal data into unfamiliar applications is itself a determinant of adoption, reported intention may be higher than in a sample including them. The final sample consisted of 50 valid responses, and adequacy was assessed against the analyses actually conducted. Statistical power was computed using the Fisher transformation: at $n = 50$ and $\alpha = 0.05$ two-tailed, the study possessed 80% power to detect a correlation of 0.387 or greater and 95% power to detect one of 0.482 or greater. Every correlation obtained exceeded the first threshold and four of five exceeded the second, with achieved power from 92% for the weakest to more than 99% for the strongest. The sample was not sufficient to support subdivision into profile groups for inferential comparison, several containing fewer than ten respondents; no test of difference across profile groups was conducted, and profile characteristics are reported descriptively only.

Research Instrument

The primary instrument was a researcher-made structured questionnaire developed on the basis of the Technology Acceptance Model (Davis, 1989) and extended for the market under study. It was administered as an online survey form and comprised the following parts in order: informed consent and screening (2 items, dichotomous); respondent profile (6 items, multiple choice); a written description and visual preview of the platform; perceived usefulness (4 items); perceived ease of use (4 items); integrated-platform preference (3 items); preferred fulfillment option (1 item, multiple response); willingness to pay (2 items) followed by maximum amount payable for a single delivered meal (1 item, multiple choice); sustainability influence (3 items); intention to adopt (3 items); and two open-ended items on motivators and concerns. Nineteen scaled items were administered, sixteen measuring the five factors and three the dependent variable. Before

responding to any scaled section, respondents were shown a written description and visual preview of the platform, setting out its generation of a personalized meal plan from the user's health data and goals, its adjustment interface with automatic nutritional recalculation, its three fulfillment options, and its alerts concerning affordable, in-season local produce. This step was essential to instrument validity rather than merely explanatory: because the platform does not exist in operation, respondents had no shared referent, and their evaluations would otherwise have rested on differing private conceptions of what was being evaluated. The stimulus followed the profile section so that reported characteristics were recorded before exposure to the concept. One ordering consequence should be noted: the maximum-price item preceded the sustainability and intention items, so priming of the responses that followed cannot be excluded. All scaled items used a five-point Likert scale on which 1 denoted strongly disagree and 5 strongly agree. No item was reverse-worded and no attention-check item was included; both omissions are limitations addressed below. Each construct score was the arithmetic mean of its constituent items, on the same five-point metric. Means were interpreted using a class interval of 0.80, derived as $(5 - 1) / 5$: 4.21-5.00 Strongly Agree; 3.41-4.20 Agree; 2.61-3.40 Neutral; 1.81-2.60 Disagree; 1.00-1.80 Strongly Disagree.

Data Gathering Procedure

Permission was sought from the administrators of the online communities in which the instrument was distributed, and distribution proceeded only where permission was granted. The questionnaire was administered through an online survey form open from July 12 to July 27, 2026, and was additionally circulated through the research team's personal networks to eligible adults. A consent statement preceding the questionnaire informed prospective respondents of the study's purpose, the voluntary nature of participation, the time required, the confidentiality of responses, and their right to decline or withdraw at any point without consequence. Only those who affirmed consent and satisfied the screening criteria reached the substantive sections. Responses were then retrieved and cleaned. Each submission was screened for completeness and eligibility and one entirely blank submission was removed; responses recorded by the survey platform under descriptive labels were converted to values from 1 to 5, the conversion verified against the original export. The cleaned data were encoded into a spreadsheet, yielding 50 valid responses. A further check was applied to response quality: because the shortened instrument could be completed quickly, the data set was examined for undifferentiated responding across the nineteen scaled items. Four respondents selected the same scale point for every item and a further sixteen used only two distinct points, the remaining thirty using three or more. The four undifferentiated cases were not uniformly favorable, one recording the minimum on every item and three the same mid-to-upper point, so their retention does not bias the construct means in one direction and no case was excluded on this ground. The pattern nonetheless affects the reliability coefficients and the correlations, both of which undifferentiated responding tends to inflate.

Results and Discussions

Research Question 1: What is the profile of the respondents in terms of age, sex, province, occupation, meal-planning frequency, and prior use of meal-planning or meal-delivery services?

Table 1. Profile of the Respondents (N = 50)

Variable	Category	f	%	Variable	Category	f	%
Age	25-30	26	52.0	Occupation	Employed	33	66.0
	31-35	6	12.0		Self-employed	7	14.0
	36-40	4	8.0		Other	6	12.0
	41-50	9	18.0		Student	4	8.0
	51-65	5	10.0	Meal-planning frequency	Always	5	10.0
Sex	Male	26	52.0		Often	7	14.0
	Female	24	48.0		Sometimes	22	44.0
Province	Pangasinan	36	72.0	Prior use of services	Rarely	12	24.0
	La Union	5	10.0		Never	4	8.0
	Ilocos Sur	5	10.0		Neither	22	44.0
	Ilocos Norte	4	8.0		Delivery only	17	34.0
					Planning app only	6	12.0
					Both	5	10.0

The respondents were predominantly young adults, just under two-thirds below the age of 36, with the sexes close to evenly represented and two-thirds employed. Pangasinan accounted for 72.0%, consistent with its status as the most populous province but leaving the three northern provinces represented by fourteen respondents in total. Four respondents reported their occupation as student; these met the age criterion and are not the financially dependent group the age floor was set to exclude.

Two features of the behavioral profile bear on the study's premise. Meal planning is an occasional rather than established practice: 44.0% reported planning or tracking their meals only sometimes and a further 24.0% only rarely, while just 10.0% did so always. More strikingly, 44.0% had used neither a meal-planning application nor a meal-delivery service and only 10.0% had used both, while a further 34.0% had used a delivery service but never a planning application. That asymmetry is precisely what the proposed platform is designed to address: among these respondents, convenience has arrived but structured nutritional planning has not.

Research Question 2: What is the level of the factors influencing adoption in terms of perceived usefulness, perceived ease of use, integrated-platform preference, willingness to pay, and sustainability influence?

Table 2. Summary of the Level of the Factors
Influencing Adoption and of Intention to Adopt (N = 50)

Construct	No. of Items	WM	Interpretation
Sustainability influence	3	3.96	Agree
Perceived usefulness	4	3.83	Agree
Integrated-platform preference	3	3.67	Agree
Perceived ease of use	4	3.59	Agree
Willingness to pay	2	3.31	Neutral
Intention to adopt (dependent variable)	3	3.83	Agree

Four of the five factors fell within the Agree band, spanning a narrow range from 3.59 to 3.96, while willingness to pay stood apart in the Neutral band at 3.31. These respondents were broadly favorable toward every attribute of the platform except its cost. Three patterns within the constructs bear on the interpretation that follows. Within perceived usefulness, respondents rated the platform's concrete computational functions, personalization to a measured body metric and automatic calculation, both at 3.98, more highly than its contribution to reaching health or fitness goals at 3.80 and its ultimate health outcome at 3.56; they were readier to believe the platform would do specific things for them than that it would change how they eat. Across the four indicators 68.0% of responses fell in the agree categories, 20.0% were neutral, and 12.0% expressed disagreement, with item standard deviations from 1.12 to 1.23, indicating a majority in agreement together with a consistent unpersuaded minority. Within perceived ease of use, respondents rated building and adjusting a plan at 3.66 and switching between cooking and ordering at 3.58, and the gap between general usability (3.74) and the ability to learn the platform unaided (3.36, the only Neutral indicator) is instructive: seven respondents disagreed and seventeen were neutral, so just under half the sample withheld agreement. Among respondents of whom 44.0% have never used any comparable service, this points to onboarding rather than interface design as the more probable barrier, consistent with Abdul Khalil et al. (2023), who found an application's capacity to build awareness and impart knowledge, not its visual design alone, sustains engagement. Third, integrated-platform preference weakened as the proposition became concrete, from 3.88 for the general appeal of combining planning and ordering to 3.64 against a planning-only application and 3.50 against a delivery-only service. Given that 34.0% of the sample had used a delivery service but never a planning application, the restraint is intelligible, and it is consistent with Yen's (2023) finding that integration is valued instrumentally rather than as an intrinsic benefit.

Willingness to pay was the lowest-rated factor by a clear margin and the only construct outside the Agree band. Both indicators were Neutral, the subscription item (3.24) lower than the delivery premium (3.38): eleven respondents disagreed or strongly disagreed with the subscription proposition against nine for the premium, indicating greater resistance to a recurring financial commitment than to a discrete instance of convenience. The construct carried the highest proportion of outright disagreement of any factor, 20.0% of responses in the disagree categories against 12.0% for perceived usefulness, while only 45.0% fell in the agree categories. The Neutral classification therefore understates the position: these respondents were not merely undecided about paying, since a fifth of their responses on the subject were negative.

Sustainability influence produced the strongest ratings in the study, with 72.0% of responses in the agree categories. The two most highly rated indicators, however, concern values respondents hold about food generally, packaging at 4.06 and waste at 4.04, rather than the platform's specific seasonal-produce feature, lowest of the three at 3.78. This internal structure matters for the correlational result below, since two of the three indicators measure a general disposition with no direct route to predicting adoption of this platform.

Intention to adopt obtained an overall weighted mean of 3.83, respondents being most willing to try the platform (4.06) and to recommend it (3.88) and least willing to commit to using it regularly (3.54). The three indicators produced the lowest standard deviations in the instrument, 0.96 to 0.98 against 1.04 to 1.26 for the factor items: these respondents disagreed less among themselves about whether they would adopt the platform than about any of the reasons for doing so. Only 6.0% of responses across the three indicators fell in the disagree categories, the reservation taking the form of neutrality at 28.7% rather than opposition.

Research Question 3: Is there a significant relationship between each of the five factors and intention to adopt?

Table 3. Intercorrelations Among the Study Constructs (N = 50)

Construct	1	2	3	4	5	6
1. Perceived usefulness	-					
2. Perceived ease of use	.823	-				
3. Integrated-platform preference	.733	.735	-			
4. Willingness to pay	.355	.482	.535	-		
5. Sustainability influence	.565	.586	.705	.484	-	
6. Intention to adopt	.583	.679	.610	.615	.452	-

Note. Pearson product-moment coefficients. The high intercorrelations among constructs 1, 2, 3, and 5 are discussed in the text and recorded among the limitations.

Table 4. Correlation Between Each Factor and Intention to Adopt (N = 50)

Factor	r	95% CI	p	rho	Strength	Decision on Ho
Perceived usefulness	0.583	[.364, .741]	< .001	.519	Moderate	Rejected
Perceived ease of use	0.679	[.494, .805]	< .001	.593	Moderate	Rejected
Integrated-platform preference	0.610	[.399, .759]	< .001	.518	Moderate	Rejected
Willingness to pay	0.615	[.406, .763]	< .001	.630	Moderate	Rejected
Sustainability influence	0.452	[.199, .649]	.001	.472	Moderate	Rejected

Note. Correlation is significant at the 0.05 level (2-tailed). Confidence intervals were computed by Fisher transformation. Spearman's rho was computed as a confirmatory check and returned the same decision for every factor, all $p < .001$.

Table 3 reports the intercorrelations among all six constructs, and Table 4 the correlation between each factor and intention to adopt with the decision on each null hypothesis. All five factors bear a positive, moderate, and statistically significant relationship with intention to adopt, leading to the rejection of all five null hypotheses, and the Spearman coefficients confirm every decision, so the findings do not depend on the normality assumption the Shapiro-Wilk test showed to be violated. The four leading coefficients fall within a narrow band from 0.583 to 0.679 and their confidence intervals overlap substantially, so at $n = 50$ the differences among them do not support a claim that any one factor is more important than the others; four of five are associated with intention at comparable moderate strength, with sustainability influence somewhat weaker. This replicates the meta-analytic pattern established for perceived usefulness and perceived ease of use across mobile health studies (Binyamin & Zafar, 2021) and food delivery research (Chiu et al., 2024) and confirms the applicability of the Technology Acceptance Model in this context. The three added consumer-context constructs perform within the same band as the model's original two, supporting their inclusion without establishing that any outperforms the original constructs; perceived ease of use returned the largest coefficient in the study.

Table 3 carries a caution qualifying everything above. The predictors are strongly intercorrelated: perceived usefulness and perceived ease of use correlate at $r = .823$, sharing approximately two-thirds of their variance, and integrated-platform preference correlates at .733 and .735 with those two constructs and at .705 with sustainability influence. Discriminant validity was not formally assessed; no factor analysis, average variance extracted, or heterotrait-monotrait ratio was computed, and the sample does not support a confirmatory measurement model. The five factors may therefore represent facets of a single general evaluation of the concept rather than five separable determinants, in which case the uniformity of the correlations with intention would follow in part from the structure of the measurement rather than from five independent effects. This cannot be excluded on the present data and is recorded among the limitations.

One result invert the ordering of Table 2. Sustainability influence was the highest-rated factor at 3.96 yet is the weakest correlate at 0.452, while willingness to pay was the lowest-rated at 3.31 yet among the strongest correlates at 0.615. The attribute these respondents rated most highly is the one that least distinguishes those who would adopt from those who would not. Two readings are available and the data do not decide between them. The first is the attitude-behavior gap documented by Vermeir and Verbeke (2006) and elaborated by Qi et al. (2020): a variable on which almost three-quarters of responses cluster at one end has limited capacity to discriminate whatever its absolute level, so environmental commitments function here as an expected standard, necessary without being persuasive. The second is a measurement explanation: two

of the three sustainability indicators ask about general food values with no logical route to predicting adoption of this platform, so the construct's weak association may reflect how it was specified rather than how consumers behave. The near-total absence of sustainability from the respondents' unprompted accounts, reported below, is consistent with both.

Research Question 4: Which fulfillment options would the respondents consider using, and what is the maximum they would pay for a single delivered meal?

Table 5. Fulfillment Options for the Respondents Would Consider Using (N = 50)

Fulfillment Option	f	% of Respondents
Get the meal fully prepared and delivered	22	44.0
Cook it myself from scratch	20	40.0
Depends on the day	19	38.0
Get the exact ingredients delivered, then cook	12	24.0

No single fulfillment option commands majority support, and the three leading responses are separated by only six percentage points. Notably, 38.0% indicated their choice would vary by day, and the 73 selections from 50 respondents show many chose more than one route. These respondents do not want a single mode of fulfillment; they want the ability to move between modes according to circumstance, which is the respect in which the proposed platform differs most clearly from the fixed-offering providers documented in Table 1. The weak showing of the ingredients-delivery option further suggests they divide their intentions between full convenience and full self-preparation, the intermediate option holding less appeal.

Table 6. Maximum Amount Payable for a Single Delivered Meal,
With Mean Willingness to Pay and Intention to Adopt by Price Band (N = 50)

Price Band	f	%	Willingness to Pay	Intention to Adopt
Under ₱100	11	22.0	2.64	3.61
₱100 - ₱150	17	34.0	3.56	3.98
₱151 - ₱200	11	22.0	3.50	4.03
₱201 - ₱250	7	14.0	3.64	3.81
Over ₱250	4	8.0	3.00	3.25

The modal price band was 100 to 150 pesos. Cumulatively, 56.0% placed their maximum at 150 pesos or below and 78.0% at 200 pesos or below, only 8.0% being prepared to pay more than 250 pesos for a single delivered meal, a price tolerance well below the prevailing rates of the Metro Manila services on which the reference pricing shown to respondents was based.

The stated maximum price nonetheless bears no significant relationship to intention to adopt: respondents willing to pay more were not meaningfully more disposed to adopt, and the two highest bands recorded the lowest and third-lowest adoption means, though the small numbers counsel caution. This matters because the scaled willingness-to-pay construct did correlate substantially with intention, at $r = .615$. The two cost measures behave differently. The stated maximum is a statement about budget, what a respondent can afford to spend on a meal; the willingness-to-pay construct is a statement about value, whether the convenience is worth paying for at all. It is the second that tracks adoption intention and the first that does not, and the divergence maps directly onto the separation of objective price from perceived value established by Zeithaml (1988). Operationalizing the two separately within a single sample is the methodological contribution flagged earlier, and the result indicates that the price-value construct in acceptance research captures a value judgment, not a budget constraint. The single exception is telling: the group placing their maximum below 100 pesos recorded a willingness-to-pay score of 2.64, within the Disagree band and the only construct mean in this study to fall there. For those eleven respondents, budget and value judgment coincide.

Three independent lines of evidence converge on affordability as the binding constraint within this sample: willingness to pay was the only factor below the Agree band; it was among the strongest correlates of intention; and, as reported below, it emerged as the dominant unprompted concern, mentioned more than six times as often as any other. The convergence of a scaled measure, a correlational result, and an open-ended response pattern gives the finding a weight none of the three would carry alone, and it is consistent with the conditions under which price value has been found to dominate purchase intention in food delivery (Teo et al., 2024) rather than to recede as the broader meta-analytic evidence would predict (Tamilmani, Rana, & Dwivedi, 2021).

The regional statistics reported earlier indicate this price sensitivity is structural rather than attitudinal. Against a food threshold of approximately 65 pesos per person per day, a single delivered meal at

150 pesos represents roughly 2.3 times an individual's entire daily food budget. The reluctance recorded here is an arithmetic consequence of regional incomes, not a bargaining posture, and no amount of persuasion substitutes for a cost structure designed around it. The same arithmetic applies to existing provision: the established local diet-plan provider charges 350 to 400 pesos per day for a plan covering all eating occasions, which on an assumption of five eating occasions works out at 70 to 80 pesos each but represents between five and six times the daily food threshold in total. Affordable provision is therefore not straightforwardly present in this market either. What the finding identifies is a ceiling on what this population can commit to food purchased through any such service, whoever supplies it, and the practical implication is that an operator should address the perceived value of the service rather than seek consumers with higher price ceilings, the exception being the segment whose maximum falls below 100 pesos, for whom budget and value judgment coincide.

Research Question 5: What would most encourage the respondents to use the platform, and what would make them hesitant?

Table 7. Themes in the Respondents' Stated Motivators and Concerns

Motivators (36 respondents, 50 mentions)	n	%	Concerns (29 respondents, 37 mentions)	n	%
Health and nutrition improvement	17	47.2	Price, fees, and subscription cost	19	65.5
Convenience and time saving	8	22.2	Food quality, freshness, portion size	3	10.3
Affordability and cost saving	5	13.9	Data privacy and payment security	3	10.3
Ease of use and accessibility	5	13.9	Delivery reliability and delays	2	6.9
Personalization, planning, and tracking	4	11.1	Dependence on internet connectivity	2	6.9
Flexibility and all-in-one integration	3	8.3	Accuracy of information and app performance	2	6.9
Reliability and meal quality	3	8.3	Effort required or preference for existing habits	2	6.9
Curiosity and novelty	2	5.6	Limited meal variety and customer service	1	3.4
Sustainability and support for local farmers	1	2.8	Perceived redundancy with free online information	1	3.4
Non-substantive responses	2	5.6	No concern stated	2	6.9

Thirty-six respondents answered the item on what would most encourage them to use such a platform and twenty-nine answered the item on what would make them hesitant. The themes identified in each are reported in Table 7. Health and nutrition improvement dominated the motivators, mentioned by 47.2% of those who answered, roughly twice as often as convenience and time saving at 22.2%; one respondent wrote of the platform being of value to a working and busy mother, another that it would save time and effort to eat healthily each day. The most striking feature of the panel is at its foot: sustainability and support for local farmers was mentioned by a single respondent, 2.8%, despite sustainability influence being the highest-rated factor in the quantitative analysis. Asked to endorse sustainability propositions on a scale, these respondents endorsed them strongly; asked without prompting what would encourage them to use the platform, they almost never raised the subject.

Price overwhelmed every other concern. Nineteen of the twenty-nine respondents who answered, 65.5%, raised cost in some form, whether the price of meals, the premium plan, the subscription fee, or fees in general, and no other theme was mentioned by more than three. The concern was expressed in varied terms: one respondent asked simply that the price be economical and fair to both parties, another that the platform might prove out of budget at times, and another objected to the expense of the premium plan. The remaining concerns, though far less frequent, identify design requirements a prospective operator would need to address: data privacy and payment security, food quality and portion size relative to price, delivery reliability, and dependence on internet connectivity.

The privacy and payment-security concerns acquire a specific meaning in this market, having arisen where most consumers report having been targeted by online fraud and where phishing sites directed at Filipinos increased more than fourfold in a single year (TransUnion, 2026; Check Point Software Technologies, 2026). Caution toward an application requesting health data and payment details is, in that environment, an inference from experience and not an irrational reluctance, consistent with the developing-market finding that perceived risk requires explicit incorporation into acceptance models (Mensah, 2022). The concern raised about dependence on internet connectivity belongs to the same class of practical barrier and is specific to a predominantly rural locale, which makes it a contribution of the present study rather than a confirmation of prior work.

One further pattern merits notice. The ordering within intention to adopt, trial at 4.06 above recommendation at 3.88 above regular use at 3.54, reappears within willingness to pay, where a discrete

premium was accepted more readily than a recurring subscription. These respondents are receptive to the platform but not yet committed to it, the appropriate response to a concept they have not used, and the literature recognizes the distinction: perceived ease of use has been found insignificant as a predictor of continuance among users who have already adopted a delivery service (Teo et al., 2024), whereas it is robust as a predictor of adoption intention across studies (Chiu et al., 2024). These findings are accordingly evidence about the threshold of adoption, not about retention.

Ethical Considerations

The research protocol, including the instrument and the consent statement, was reviewed and approved by the supervising faculty member and the Graduate School of the authors' institution before data collection commenced. Under that institution's research ethics policy, review by an institutional ethics review board is not required for anonymous, minimal-risk survey research of this type and scope, and the protocol was designed from the outset to remain within that exemption: it involved no intervention, no deception, no collection of sensitive personal information within the meaning of Republic Act No. 10173, the Data Privacy Act of 2012, and no vulnerable population, and presented no foreseeable risk of physical, psychological, social, or economic harm. The study therefore proceeded under an institutional exemption from ethics review board clearance rather than under a clearance certificate, and no ethics review board approval number exists for it; documentation of the institutional approval is available from the corresponding author. Informed consent was secured from every respondent prior to administration. The consent statement preceded the questionnaire and could not be bypassed, and a prospective respondent who did not affirm consent was not admitted to the substantive sections. Participation was entirely voluntary, no incentive was offered, and respondents were advised of their right to withdraw at any stage without explanation or consequence. No personally identifying information was collected: the instrument requested no names, contact details, addresses, or any other datum by which a respondent could be identified, so responses are anonymous rather than merely confidential. All findings are reported in aggregate, and the verbatim responses reproduced in the thematic analysis contain no identifying information. The encoded data set was stored securely with access restricted to the research team and its supervising faculty member, was used solely for this study, and was not shared with any third party or disclosed to the administrators of the communities in which the instrument was distributed.

Conclusion

Within the sample studied, respondents expressed a favorable intention to adopt an integrated healthy meal-planning and delivery platform whose combined form does not operate in their region, and did so from substantial inexperience with the category, 44.0% having used neither a planning application nor a delivery service. That receptiveness was expressed more strongly at the level of trial than of sustained commitment, so the findings bear on the threshold of adoption rather than on retention. Perceived usefulness, perceived ease of use, integrated-platform preference, willingness to pay, and sustainability influence are each significantly and positively associated with intention to adopt among these respondents, confirming the applicability of the Technology Acceptance Model in this context and supporting its extension with the three additional constructs, all of which performed within the same band as the model's original two. Because the four leading coefficients occupy a narrow band with overlapping confidence intervals, no single factor can be identified as pre-eminent at this sample size, and the practical conclusion is that the platform would need to satisfy all four rather than excel at one. That conclusion is further qualified by the high intercorrelations among the predictors, which leave open the possibility that the five factors express a single underlying evaluation. Region I is not a market without healthy meal services but one in which those services take a single, inflexible form: locally owned providers supply fixed diet plans by delivery, none offers a planning layer the user controls or a choice of fulfillment method, and provision is concentrated in two of the region's four provinces. That 44.0% of these respondents had used neither a planning application nor a delivery service while expressing a favorable disposition toward the proposed platform is consistent with unmet interest that the present form of provision has not reached. This is an interpretation available within the sample and a hypothesis for testing on a probability sample; it is not an estimate of demand, and nothing in this study establishes how many consumers in the region hold the views these fifty expressed. Affordability is the binding constraint on adoption within this sample, established by the convergence of a scaled measure, a correlational result, and an open-ended response pattern, and that constraint is structural: against a regional food threshold of approximately 65 pesos per person per day, a single delivered meal at 150 pesos represents roughly 2.3 times an individual's daily food budget and existing daily diet plans between five and six times it. What constrains adoption at the individual level, however, is the judgment that the service is worth paying for and not the size of the respondent's food budget, since the scaled measure of willingness to pay tracked intention while the stated maximum price did not. Sustainability functions in this sample as an expected standard and not a reason to adopt, consistent with the attitude-behavior gap documented in the sustainable consumption literature, though a measurement

explanation cannot be ruled out. These respondents valued flexibility in how they obtain their meals over any single mode of fulfillment, supporting the integrated design of the proposed platform, and ease of use operates as a threshold condition, the barrier lying in beginning rather than continuing.

Recommendations

Recommendations for Platform Developers, Design the cost structure around a ceiling near 150 pesos for a single delivered meal, since 56.0% of respondents placed their maximum at or below that figure, and treat the regional food threshold of approximately 65 pesos per person per day as the economic reality within which any pricing must sit; pricing viable in Metro Manila will not transfer to this market. That figure should be treated as a design starting point derived from a small purposive sample and confirmed against a larger and more representative one before commercial commitment. Offer per-order pricing alongside any subscription, given the greater resistance these respondents showed to a recurring commitment. Invest in onboarding and first-use support rather than interface design alone, since respondents doubted their ability to learn the platform unaided more than they doubted its usability. Retain all three fulfillment options rather than optimizing for one, since flexibility is the attribute that distinguishes the platform from existing regional provision. Address privacy and payment security explicitly and visibly, given documented fraud exposure in this market, and design for intermittent connectivity. Treat sustainability commitments as a standard to be met and not the leading proposition in promotion, leading instead with health improvement and convenience, which respondents themselves named as motivators. Recommendations for Policymakers and Local Producers, the platform model examined here represents a potential additional channel for regional produce, though respondents valued local sourcing as an attribute of a service they would use for other reasons rather than as a reason to use it; any such channel should therefore be built on a service proposition standing independently of its local-sourcing credentials. That a substantial proportion of digitally capable, employed adults in this sample have never accessed any structured meal-planning or healthy meal-delivery service, in a region ranking fourth nationally in adolescent overweight and obesity, is consistent with a service gap that nutrition promotion and digital economy initiatives might help close, and warrants investigation at population scale. Because the price ceiling identified here sits below the cost structure of existing provision, any policy instrument intended to widen access, whether through producer aggregation, logistics support, or demand-side subsidy, would need to act on unit cost rather than on consumer awareness alone. Recommendations for Future Researchers, Replicate this study using probability sampling and a substantially larger sample, which would permit the inferential comparison of adoption intention across profile groups the present sample could not support, allow deliberate coverage of the older age groups among whom diet-related disease is most prevalent, and establish whether the associations reported here hold beyond this sample. Extend the study to Ilocos Sur and Ilocos Norte, where no comparable provider was located and which the present sample barely represents. Submit the instrument to an external panel of content-area experts, compute a content validity index, and pilot it on respondents drawn from the study population rather than on the research team; include reverse-worded and attention-check items to permit detection of undifferentiated responding, and report a sensitivity analysis excluding low-differentiation cases. Establish the discriminant validity of the five constructs through exploratory and confirmatory factor analysis at an adequate sample size, and test for common method bias, since the intercorrelations reported here leave open whether the constructs are separable. Establish the legitimacy of the research instrument before circulating it, since a documented fraud environment materially affected recruitment. Finally, examine adoption following an actual product trial or pilot deployment rather than concept evaluation alone, so that stated intention can be tested against observed behavior, and consider a longitudinal design capable of distinguishing the determinants of trial from those of continued use, a distinction this study identified but could not test.

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