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Factors Influencing Consumer Behavioral Intention to Use Food Delivery Services: A Study of Foodpanda

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With the advancement of technology in this 21st century, food delivery services have emerged as a new wave in the food and beverage industry. People can now order the food with a simple click of a button. This study analyzes the factors influencing consumers' behavioral intention to use the food delivery apps-Foodpanda. Both primary and secondary data were collected through various sources. An online survey form was prepared to collect information from 100 respondents. The results indicated that factors including price, information quality and the perceived usefulness of the Foodpanda application have significant influences toward the consumer behavioral intention to use the food delivery service.

Keywords: Consumer behavioral Intention, Consumer Loyalty, Food Delivery Services, Foodpanda

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INTRODUCTION

The recent global pandemic, acting as a double-edged sword, provided food delivery services with perfect opportunities to optimize their performance (Kee et al., 2021). Food delivery services are getting more popular as they bring more flexibility and convenience to consumers, especially those who are busy working in the office. They can plan and create the order by using online food delivery services without preparing the meal or going to the restaurant and waiting for the food to be ready. Consumers might also be exposed to a variety of foods because many choices can be made. Consequently, online food delivery services have affected consumer behaviour intention, especially during the COVID-19 pandemic.

Foodpanda is one of the leading online food delivery marketplaces (Kamilah et al., 2020). It is one online foods and beverage delivery application to help consumers order and receive food and beverage without any barriers. It was established in 2012 and is currently owned by Delivery Hero, the international online food-delivery industry leader. As a leading delivery platform, Foodpanda is used in Asia, Bulgaria, and Romania (Delivery, 2021). It mainly focuses on providing a variety of food delivery options to fulfill consumer demands and satisfaction. Besides, it also offers coupons and discounts to reduce consumers' burden on the cost of online food services as their mission is 'Whatever you crave, we can help' (Foodpanda, 2021a). Foodpanda is very focused on bringing memorable experiences and convenience to the consumer in which the consumer may have the flexibility to enjoy any food at any time. It tries to maximize consumers' satisfaction by providing high-quality food delivery services such as delivering fresh food in a shorter period. They also ensure the food order services offered are always available for every meal.

Due to the advancement of technology, Foodpanda has built a network of retail partners and accelerated quick commerce. This ensures the food and beverage can be delivered and reach the location within 25 minutes. It also operated its Pandamart cloud store in Singapore in 2019 and currently has the largest network of cloud grocery stores in Asia. Thus, these features and benefits are the ways to engage consumer satisfaction in Foodpanda (Foodpanda, 2021a).

In addition to maximizing consumers' satisfaction, Foodpanda is the platform to help restaurants and retail vendors to gain revenue in the digital economy and provides an opportunity for riders to earn extra income. Currently, Foodpanda is available in more than 300 cities across 12 countries in Asia, including Thailand, Malaysia, Myanmar, Singapore, Taiwan, Bangladesh, Philippines, Hong Kong, Pakistan, Laos, Cambodia, and Japan (Foodpanda, 2021b). It consists of more than 115,000 vendors and 80,000 riders. In 2018, the first cloud kitchen was launched by Foodpanda in Singapore provides a pick-up option as the extension of services.

Lee, Lee, and Jeon (2017) stated that user-generated information, the information provided by restaurants, service quality, and design quality highly increase the perceived usefulness of the food delivery application and directly impact the behavioral intention toward the use of food delivery application. This can be shown by the information provided in the online services application, such as the details in a monetary transaction, making consumers have more trustworthiness to use the application.

Additionally, the usefulness of a food delivery application is also affected by price. The study by Yeo, Goh, and Rezaei (2017) proved that the price indirectly relates to post-usage usefulness. The consumers may decide to use which online food delivery

application by concerning the price of the food and delivery fees when using online food delivery services. However, Alalwan (2020) study shows that the customers' continued intention for food ordering applications is influenced by habit, e-satisfaction, and performance expectancy. Price value does not correlate with customers' continued intention as it only influences the e-satisfaction of consumers. Lee (2019) also expressed that the price value is not the key factor that impacts the continued intention to use food delivery applications as there are no differences between orders from online websites or food delivery applications via smartphone. They also demonstrated that the consumers may intend to use the application that speeds up the transaction of food ordering and time savings on the food delivery process.

Muangmee (2021) suggested that the performance expectancy, attitudes, perceived safety, and timeliness are the factors that influence customers' behavior. Customers are very concerned about the hygienic and the condition of the food when they receive it. Besides, the attitudes of the rides, such as politeness and friendliness, will also directly affect the continued intention to use the food delivery services. These criteria are considered the service quality of a food delivery application, and they will influence the consumers' decision to recommend the application to others. Information quality and perceived usefulness are essential factors for consumers' behavioral intention. The safety of inserting personal information when using the online food delivery application should be protected to create trust and security for customers. It can enhance the perceived usefulness and intention to use the food delivery services.

This study investigates the important factor of promoting and enhancing consumer behavioral intention to Foodpanda. A survey was conducted to know consumer attitude and consideration of price, time, and choice. The consumer behavioral intention to use is worth studying to provide some recommendations to Foodpanda.

LITERATURE REVIEW

Consumer Behavioral Intention

Behavioral intention is a person's possibility of action or a customer's readiness to subscribe to the system in the future (Venkatesh, Brown, Maruping, & Bala, 2008). It is also outlined as a sort of purchase intention which can be used to forecast the consumers' behavior. According to Ajzen and Fishbein (1980), consumer behavioral intention can be defined as the degree to which a person makes deliberate preparations to perform or not a specified future action (Ajzen & Fishbein, 1980). In other words, it can be described as an individual's likelihood of engaging in the behavior of interest. Salisbury, Pearson, Pearson, & Miller (2001) pointed out that consumer motivation to engage in a particular purchasing behavior is the consumer behavioral intention.

Malle & Knobe (1997) explained that intention links desire and conviction to action. They argued that a deliberate effort to achieve the desired state affects the impression that action satisfies the desire. Boulding, Karla, and Staelin (1993) drew a link between consumer behavioral intention to purchase intentions and customer willingness to recommend. Similarly, Zeithaml, Benny, & Parasuraman (1993) defined consumer behavioral intentions as the degree of customer willingness to develop the behaviors of purchasing, remain loyal, and refer the product or services to others. In referring to this, purchasing behavior of a customer can be measured by an individual intention and willingness to perform a specified purchasing behavior (Salisbury et al., 2001) while customer loyalty would be described as the commitment of a customer to a particular brand and the intention in repeating the purchases decisions (Day, 1969).

Customer loyalty can also be measured based on the number of visits to the firm or the number of expenses spent with that company (Nilsson & Olsen, 1995). In fact, if the organizations know and clearly understand the factors that tend to drive value for their customers and provide superior customer value, they will be more likely to reach and retain the customers (Slater & Narver, 2000). The term of referring the products or services to others denotes the intention or the desire of the customer to influence the opinions of other customers. Indeed, referrals play the most vital role in contributing to consumer behavioral intention as it was proved that consumers prefer to rely on informal and word-of-mouth information when making purchase decisions instead of on a formal organizational source (Bansal & Voyer, 2000). Similarly, Lutz and Reily (1973) concluded that buyers frequently evaluate other's opinion especially when the purchase is substantial.

Price on Consumer Behavioral Intention

Price can be defined by the amount of money paid by customers to exchange for services or products (Kotler & Armstrong, 2010). It can also refer to the monetary costs for consumers and represent as a key influencing factor to consumer behavioral intention (Huang, Bai, Zhang, & Gong, 2019). Lee, Illia, and Lawson-Body (2010) contended that price fairness contributes to a proper predictor for the purchase decision. According to Cakici, Akgunduz, & Yildirim (2019), price justice positively influences customer purchase intention and customer loyalty. This recent study examines the relationship between the prices and the consumer behavioral intention toward the use of FoodPanda Application.

H1: There is a positive relationship between Price and Consumer Behavioral Intention toward the use of Foodpanda Application.

Service Quality on Consumer Behavioral Intention

Perceived service quality is the customer assessment of the service's overall excellence or superiority (Zeithaml et al., 1993). Bagozzi (1992) stated that after a psychological assessment of the quality of service, consumers generate feelings and emotions to this evaluation, which then ultimately contributes to their behavioral intentions. Cronin and Taylor (1992) interconnected the service quality to consumer behavioral intention in their paper. High level of service performance that exceeds customer expectations tend to encourage customer behavioral intention. Therefore, we suggested a positive relationship between the quality of service and the customer intention to use the Foodpanda Application.

H2: There is a positive relationship between Service Quality and Consumer Behavioral Intention toward using Foodpanda application.

Information Quality on Consumer Behavioral Intention

Generally, the quality of information refers to the accessibility of conforming and searching for precise information at the moment (Zhao, 2019). It also implies the accuracy of the information content. The technology system's information quality refers to product, website, and application information (Kim & Niehm, 2009). Lacking information about the products in the app will increase consumer confusions, which might risk abandonment in using the apps. Consumers consider the quality of content to be an important feature when using an information system (Rita, Oliveira, & Farisa, 2019). According to research into the drivers of consumer attitudes toward internet sites, there is a better attitude when the information provided is pertinent and well-organized (Van Noort, Kerkhof, & Fennis, 2008). Therefore, researchers assume a favorable connection between the information quality and consumer behavioral intention to use the Foodpanda application.

H3: There is a positive relationship between Information Quality and Consumer Behavioral Intention toward the use of Foodpanda application.

Perceived Usefulness on Consumer Behavioral Intention

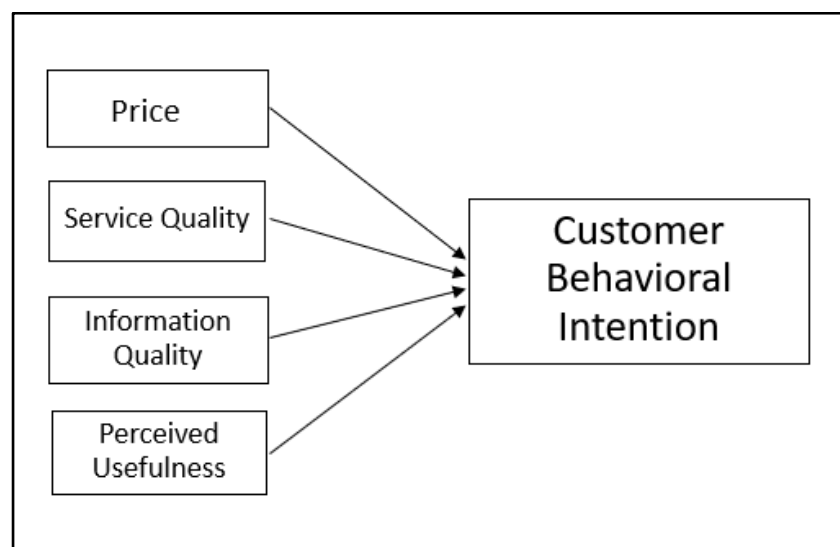
Gentry and Calantone (2002) stated that consumer perceptions of the app's usefulness are captured by perceived usefulness, which will ultimately help improve shopping productivity. People's decisions to utilize food delivery apps are influenced by the simplicity of use of the application (Arghya, Amandeep, Pradeep, & Puneet, 2019). Their study claimed that the perceived ease of use of food ordering application positively impacts customer behavioral intention. Similarly, Maneechot and Chirapanda (2013) argued that users would adopt a system if it is straightforward and uncomplicated to use. Pham and Ahammad (2017) contended that the flexibility and the simplicity of an app boost the buying decision among the customers.

A substandard application that does not meet customer expectations of usefulness will affect customer satisfaction towards the app, while an easy-to-use app will satisfy and lead the customer into a good mood when using the application. In the context of food ordering applications, good design features, such as the search engine, menu layout, and interesting graphics, potentially enhance user experience (Song & Zinkhan, 2003). According to Vivek, Jeevandas, and Nair (2019), buyers are inspired to keep using the system with a pleasant experience, while their terrible experiences with the application affect their interests to adopt the system and swap to another channel. Therefore, this study explores the relationship between the perceived usefulness and the consumer behavioral intention to use the Foodpanda application.

H4: There is a positive relationship between Perceived Usefulness and Consumer Behavioral Intention toward the use of Foodpanda application.

Figure 1 illustrates our theoretical framework providing guidance to identify factors and relationships that should be considered. In this study, we develop a framework to link information quality, price factor, service quality, and perceived usefulness to behavioural intention. Subsequently, a survey was distributed to 100 Foodpanda users to validate the model.

Figure 1. Research Framework



RESEARCH METHOD

Sample and Procedure

During the middle of April 2021, a questionnaire by a Google Form was distributed through Whatsapp. This online questionnaire was used as it would be comprehensive to obtain respondents from other places and countries. Furthermore, during this Covid-19 pandemic, an online questionnaire is more appropriate since a face-to-face survey could spread the virus through contact. The questionnaire focused on 100 respondents who had experience with Foodpanda food delivery services from different nationalities in Asia. The identity of respondents is anonymous. The majority of respondents (63%) were female and the respondents were mainly 20 years old and below (38%). By nationality, Malaysian take up slightly more than half of the respondents (52%), followed by Indonesian (40%). A total of 61% of the respondents are full-time students and 60% earn less than RM1000 per month.

Measures

The questionnaire consists of four sections, including (A) demographic information, (B) customer attitude towards Foodpanda, (C) factors influencing consumer behavioral intention to use Foodpanda, and (D) consumer satisfaction towards Foodpanda. For (C) and (D), we used a 5-Point Likert Scale to allow the respondents to indicate how much they agreed or disagreed with a statement. Strongly disagree is represented by 1, while strongly agree is represented by 5.

For section B, a series of multiple-choice questions were developed to collect the respondent attitude towards Foodpanda. Examples of the questions are "What types of cuisines do you typically order from Foodpanda?", "How often do you order food through Foodpanda in a month?" and "What is the approximate money you send on ordering food per time?".

For section C, we implemented a 23-item scale to investigate the factors influencing consumer behavioral intention to use Foodpanda. The scale consisted of four variables which include Price (4 items), Services Quality (8 items), Information Quality (4 items), and Perceived Usefulness (7 items). The following were some examples of sample items: "The price of the food is lower than other food delivery services companies" (Price); "The food is served in warm conditions" and "The delivery riders are polite and friendly" (Services Quality); "The menu is understandable" (Information Quality); "The app is easy to use" and "Live delivery tracking works" (Perceived Usefulness).

For section D, we implemented a 5-item scale and two multiple-choice questions to measure consumer satisfaction towards Foodpanda. Customer satisfaction is the dependent variable in the analysis and the sample items were: "I am satisfied with the price"; "I am satisfied with the condition of food delivered"; "I am satisfied with the services quality"; "I am satisfied with the restaurant and menu"; "I am satisfied with the Foodpanda app". Besides, two of the multiple-choice questions used to test consumer satisfaction are "Would you recommend Foodpanda to your family and friends?" and "Would you continue to order food through Foodpanda in the future?".

RESULTS

The research survey was carried out among 100 respondents by a questionnaire that comprises 4 main sections: demography, customer attitude, factors influencing behavioral intention towards Foodpanda. All data in each section is prevalent in the key discussion of the study. The study was conducted on respondents who have experience

of using Foodpanda delivery service. All the 100 questionnaires were answered and deemed valid to be used with a response rate of 100%. The summary of respondents' demographic data has been tabulated in Table 1.

Table 1 shows a summary of the respondents' demographics. Each of the 100 respondents has been using Food Panda to place a meal order. The majority of the respondents are female of 63%, while another 37% are male. Among the respondents, 74 respondents aged below 30 years old, 38 are 20 years old and below, 36 are between 21 to 30 years old. The majority of respondents are under 30 years old because younger generations are more frequently exposed to electronic devices and take advantage of technological conveniences like online meal ordering.

For nationality, slightly more than half of the respondents (52%) are Malaysians, followed by Indonesians (40%). Besides, 61% of the respondents are full-time students, while only 3% of the respondents are housewives. This shows that full-time students who are unable to cook and want to concentrate on their studies frequently order meals from Foodpanda. On the other hand, most housewives who spend their days at home prefer to prepare their own meals. As a result, housewives represent a minority of those who answer this survey. In terms of respondents' monthly income, given the majority of respondents are full-time students, the majority of respondents earn RM1,000 or less each month.

Table 1. Summary of Respondent Demographics (N=100)

Response	Frequency	Percentage (%)
Gender		
Male	37	37
Female	63	63
Age		
20 years old and below	38	38
21 – 30 years old	36	36
31 – 40 years old	17	17
41 – 50 years old	6	6
51 years old and above	3	3
Nationality		
Malaysian	52	52
Indonesian	40	40
Singaporean	5	5
Japanese	2	2
Filipino	1	1
Occupation		
Full-time students	61	61
Employed	24	24
Self-employed	8	8
Retired	4	4
Housewife	3	3
Monthly Income		
RM 1,000 and below	60	60
RM 1,001 – RM 3,000	13	13
RM 3,001 – RM 5,000	12	12
RM 5,001 and above	15	15

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-Order Correlations of All Study Variables

Variable	1	2	3	4
Price	.822			
Service Quality	.832**	.848		
Information Quality	.890**	.795**	.847	
Perceived Usefulness	.889**	.849**	.883**	.877
M	3.7	3.8	3.8	3.8
SD	0.9	1.0	1.0	0.9

** p < 0.01 level (2-tailed); N=100; Diagonal entries in bold indicate Cronbach's coefficient alpha

We surveyed 100 customers from Foodpanda Delivery Service about the factors that influence consumer behavioral intentions. The scale consists of four factors: price, service quality, information quality, and perceived usefulness. Person Correlation Analysis was utilized to find the degree of relationship between all the variables. A correlation coefficient of zero indicates that no linear relationship exists between two continuous variables (Mukaka, 2012).

Table 2 shows that all factors are well kept above 0.80. The internal consistency of all the variables tested by using Cronbach Alpha is 0.822, 0.848, 0.847 and 0.877. This greatly indicates that all items for each factor are reliable and their internal consistency is high. In reliability analysis, all Cronbach's Alpha coefficient values greater than 0.70 are considered good. According to Taber (2017), alpha values are described as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90). Overall Alpha for internal service quality for the entire scale is 0.84, which comfortably exceeds the suggested cut-off point of 0.70. All independent variables have positive Pearson's correlation coefficient. None of them has a negative Pearson's correlation coefficient. The mean for overall variables are in the range of 3.00, implying that the respondents have a neutral (value '3' in Likert scale) impression towards the survey.

Table 3. Regression Analysis

Variables entered	Beta
Price	0.614
Service Quality	-0.008
Information Quality	0.446**
Perceived Usefulness	0.365**
F Value	134.862
R Square	0.85
Adjusted R Square	0.844

Note: N=100; *p<0.05 **p<0.01. Dependent variable: Foodpanda Consumer behavioral Intention

The hypothesis was tested accordingly by using regression analysis. Table 3 represents the result of multiple regression analysis conducted to test the variables that was generated. All the four independent variables are explained collectively as R² of .850, which indicates that the four independent variables can justify 85% of the variance in intention to share the variables of Price, Service Quality, Information Quality, and Perceived Usefulness. Consumer behavioral intention was entered as a dependent variable in the analysis.

As in Table 3, the model consists of price, service quality, information quality, and perceived usefulness influencing consumer behavioural intention to use Foodpanda delivery service. The standardized coefficient beta analysis explains a single variable while deducing the remaining variables as constant. The beta values obtained by applying standardized coefficient beta of price variable is 0.614. This explains that the standard deviation of price variable increases by 614 with respect to a single increase in standard deviation. This positive correlation also indicates that whenever the value of independent variables increases, other values such as mean and standard deviation also tends to increase as well (Frost, 2017).

Additionally, the beta values of the service quality variable is -0.008. This explains that the standard deviation of the service quality variable decreases by 8 with respect to a single decrease in standard deviation. The beta value of the information quality variable is 0.446. This explains that the standard deviation of the variable increases by 446 with respect to a single increase in standard deviation. The beta value of the perceived usefulness variable is 0.365. This explains that the standard deviation of the variable increases by 365 with respect to a single increase in standard deviation. The overall regression analysis lays out that only information quality and perceived usefulness are accepted as significant variables. This deduces implies that differences or changes in consumer behavioral intention are correlated with either positive or negative changes in the significant variables of information quality and perceived usefulness. Therefore, only H3 and H4 are accepted as an indication of a positive relationship with consumer behavioral intention, whereas H1 and H2 are rejected.

DISCUSSION

Our results have enhanced understanding of relational factors that either encourage or deter the user from using right Foodpanda applications, and provide insights of industry management food service for Foodpanda to grow their business strategies to remain competitive.

Perceived Usefulness

First, the information created increases the perceived usefulness. This result expands the literature on the perceived quality of information technology systems and the perceived usefulness of websites and applications (Kim & Niehm, 2009). Consumers have felt about risk concerns various information from product and product delivery. Consumers, therefore, seek a variety of information to reduce risk, and as such, consumer reviews can be a strong indicator of perceived risk levels. Perceived usefulness also affects usability. Gentry and Calantone (2002) stated that the buyer's view of application usability is captured by the perception of usability, which helps increase shopping productivity. A lousy application that fails to meet customer expectations for usability will affect customer satisfaction with the application, while an easy-to-use application will satisfy and make customers happy when using the system. The convenience and ease of using the application can increase buying interest among customers. Therefore, perceived usefulness is also one factor that significantly influences consumer intentions and decisions.

Information Quality

The quality of information can be explained as accessibility to adapt and seek the right information at this time (Zhao, 2019). Consumers find information more useful. Therefore, application administrators should be aware that negative reviews mean that consumers find applications more useful.

Price

Prices have a positive effect on their usability. Price fairness and satisfaction positively influence customer repurchase intentions and slow loyalty (Cakici et al., 2019). The price that is considered appropriate and satisfaction greatly influences customers. Previous research has shown that discounts add to the perceived value of the product offered because it shows that the price is indeed a better deal (Thaler, 2008). However, the research implies that information quality and perceived usefulness have a dominant influence compared to price. This means that the consumers are fonder in the perceived usefulness and information quality where the price is disregarded as the main factor to determine the consumer behavioral intention. Therefore, the price factor in this research is not in accordance with previous research as this study is done in the current pandemic period of Covid-19 where most consumers are forced to use the online food purchasing app daily. These can be the leading cause of why consumers pay heed more towards the information quality and perceived usefulness rather than price factor.

CONCLUSION

This study has achieved our objectives. Based on the result, price, service quality, information quality, and perceived usefulness are factors that may be considered when using the Foodpanda application. However, there are only two factors (information quality and perceived usefulness) have a positive relationship with consumer behavioral intention. Thus, the hypothesis H3 and H4 are accepted, while the hypothesis H1 and H2 are rejected. This result has shown a clearer understanding of the consumer behavioral intention toward the use of Foodpanda. The food delivery order application's perceived usefulness is significant as consumers have risk concerns about the information to raise the consumer behavioral intention.

There is a limitation to this study. As it is only be limited to Southeast Asian Countries, the analysis may differ over the countries due to the different culture, advancement of technology, lifestyle, and other elements. Essentially, the Foodpanda application should supply more features that may bring convenience to the consumer and improve the information quality by providing more details about the menu and food information. Personal information security is a significant component that consumers may be considered. Foodpanda can advance the system quality on confidential information of consumers.

Future researchers can conduct a larger population in a sample that includes more countries worldwide to provide an international market of study. Besides, future researchers are suggested to examine the consumer satisfaction and loyalty as the elements to affect consumer behavioral intention and how these two variables correlate to consumer behavioral intention. Structure Equation Model (SEM-AMOS) is highly recommended to use data analysis on the research as it enhances the validity and reliability of data.

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