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| Factors Influencing the Students’ Choices towards Online Food Delivery | *Journal of*  *Entrepreneurship and Business*  E-ISSN: xxxx-xxxx  Vol. 9, Issue 1, pp. xxx. June. 2021  Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan  Locked Bag 36, 16100 Pengkalan Chepa  Kota Bharu, Kelantan, Malaysia  http://fkp.umk.edu.my/journal/index.html  Date Received:  Date Accepted:  DOI: xxxxxxxxxxxxxxxx |
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Abstract – New world today has come out with many technology in helping us to ease our daily live. This includes creating a new system in e –commerce. Among the latest upgraded technology that arise during these days are the ability to use smart phone for buying and purchasing purpose. Like many other industries, food industry is currently effected with massive development of systems in providing better services and quality in terms of food ordering, selecting and delivery. The purpose of this study is to determine the factors effecting the students’ choices towards online food delivery. The quantitative research method was chosen and the questionnaire was used to collect data as a survey method. Structured questionnaire was used in this study. There were 265 respondents who were randomly included in the questionnaires conducted by the researcher. The data was analyzed using Google form and questionnaire. The data collected was analyzed by using Statistical Packages for Social Science Version 25 (SPSS Version 25) software based on descriptive analysis, reliability analysis, and correlation analysis. As for the result, all of the independent variables (attitudes, time saving, and promotion) that had been studied in this research had significant relationships towards dependent variable (consumer behavior). The result of the research objectives which is to examine the relationship between attitudes, time saving and promotion that influencing consumer behavior towards Online Food Delivery.

**Keywords:** “Attitudes”, “Time Saving”, “Promotion” and “Consumer Behavior”.

**1. Introduction**

Online food delivery services apply to web-based services from which consumers can position their order and have it delivered to their doorsteps (Botta et al., 2016). In addition, in the context of mobile apps, Food Delivery Apps essentially work. In the present study, it is curious that the Food Deliver Apps form an organisation of strategic franchise cooperation in which food delivery companies play an intermediary role (Van Weeren & Hulsink, 2017). Online ordering and delivery of food is the mechanism in which the order is put over the internet for the food and delivered to the customer at the designated location. Gupta (2019) mentioned online food ordering systems for food delivery apps are basically designed for those people who do not have time to go to the restaurant.

Correa et al. (2019) stated that online Food Delivery is a process that takes online orders from customers on a system and passes those orders to a production unit for restaurants or food, followed by delivery boys collecting the orders and delivering them to the destination of the customer. With the core concept of the system remaining for customer convenience, online food start-ups do not control the quality of food (Arcese et al., 2015). For those individuals who do not have time to go to the restaurant, the online food delivery application is impressively fine. Anyone who has a smart phone can order and receive food conveniently from anywhere.

There are numerous food distribution companies in Malaysia providing food delivery services online. Food Panda, the first distribution company to be actively introduced in Malaysia, is among the firms. Although Grab Food is one of Malaysia's most successful food delivery service providers, C.Y. Li & Ku (2018) listed. As a shopping service, the availability of e-commerce sites allows customers to conveniently shop, comparing products and prices quickly and arranging delivery of a product immediately. The availability of online delivery service technology has been described by Suhartanto et al. (2019) and allows the saturated market industry to increase order quality, increase productivity and improve customer relationships.

The feedbacks of both customers and businesses has been altered by the advancement of internet technology that enables e-commerce activities. The availability of e-commerce sites as a shopping tool helps consumers to easily shop, quickly compare goods and prices and instantly arrange delivery of the product (Chai et al., 2019). Meanwhile, differentiated mobile networks are significantly built and deployed in various industries. Food Delivery Apps have recently gained popularity as online-to-offline mobile services, offering two-way benefits to catering companies and customers by providing simple and efficient online ordering and offline delivery services, as stated by Chiang (2018). Significant development has also brought improvements to lifestyles and society in general in the field of online services. This would result on customer preferences in making online purchase. In reality, Akbar et al., (2017) stated that the reason for shopping is considered to be the socio-psychological conduct of humans, so the relationship between online shopping and conventional shopping will differ in this regard. For example, in physical shopping, a customer may experience face-to-face interaction; on the other hand, online customers may be restricted to virtual interactions.

**2. Literature Review**

*2.1. The Theory of Planned Behavior*

The Theory of Planned Behaviour (TPB) is the continuation of the Theory of Reasoned Action (TRA) (Ajzen et al., 1985). Because of the key shortcomings in the previous theory in dealing with voluntary behaviours, the present theory suggested that behaviour is not completely controlled, thus voluntary action (Ajzen, 1991). TRA argued that the positive mind set of an individual along with the individual's thought constituted the behavioural intent of one person. In comparison to TRA, the TPB model provides a better explanation of the behavioural model that an individual can perform certain behaviours if that person has a real impact on the behaviours (Ajzen, 1991). Behavioural beliefs are expected to influence behaviours in the TPB model, in order to influence moral beliefs on subjective principles, whereas control beliefs are the basis for behavioural control. However, the relationship between these variables has remained uncertain (Ajzen,1991)

*2.2. Attitude*

According to a study, behaviour control awareness (or perceived behavioural control) is defined as an individual's perception of easy or difficult behaviour (Ajzen, 1991). It shows the level of control of behaviour rather than the result of behaviour. Attitudes contributes much in online purchasing due to the effect of behavioural control awareness which describes consumers' perceptions of the availability of necessary resources, knowledge, and opportunities to implement online shopping ( Hauk & L. (2018). Other than that such attitude provides professionalism in quickly receiving orders and delivery is a way to demonstrate the capabilities of an e-commerce site. According to Weltevreden, J.W.J. (2008) making online purchasing more favourable these days since their tendency to use the service which directly reach to their home. Behavioural effect that choosing online method as a way of shopping these days is support by a study which stated that in the era of technology development as today, the convenience becomes more important ever. This due to the busy lifestyle today, the buying process happened to be faster and easily accessible in terms of order and payment, and delivery will takes place (Le-Hoang, Phuong Viet,2020).

*2.3. Time saving*

Time itself is a factor to and a consequence of purchase (Lloyd et al., 2014). This support the growth of online purchasing nowadays. Time saving makes purchasing seems to be faster and convenience (Lloyd et al., 2014). People are more focusing on these type of services offered since there are more less hassle in handling order and delivery. The convenience feelings leads to online purchasing to be more favourable unlike traditional purchase. This happens when customer would have less waiting time in ordering and less pressure to make an order (Gupta, 2019). In fact these are the reason for many online business arise in modern days.

*2.4. Promotion*

Promotion is a part of marketing strategy. Its results to physiological effect which leads to buying behaviour. Price promotions has a positive effect on impulsive purchasing (Hosseini et al., 2020). Since people will attracted to any transaction which offer better price during any sales or promotion, people will tend to spend their money on to that promotion. Online purchasing seems to provide more promotion since study shown in United States Tour Operators Association (USTOA11 ) internet is a best medium to increase consumer engagement where they provides better marketing and offers. (Lai & Vinh, 2013). Internet is seems to be a great tools in providing and spreading information for such marketing strategy.

*2.5. Students’ Choices towards Online Food Delivery*

Consumer behaviour is stated as the behaviour that individuals display in planning, buying, and using products and services (Rodríguez-Torrico et al., 2017). Both physical and emotional actions are involved in this. The physical duties are going to a shop, testing the product or service. Consumer behaviour involves researching the preferences, motivations and thought processes of individuals who prefer one product over another and the patterns of consuming different goods and services (Orji et al., 2017).This consideration involve personal feeling in buying the product.

In addition, attitudes are characterised as a state of mental and neural preparation, organised by experience, the exercise of a directive or a dynamic influence on the person's response to all objects and conditions associated with it (Sousa et al., 2019). According to (Jayalath, 2016), attitude is a tendency or proneness in relation to a given object or situation to respond or react in a consistently favourable or unfavourable way. Attitude (Fullwood et al., 2017) is defined as user preferences when using such technologies and devices. That is to say, the utility of post-use is how much easier it would be to do something with the technology offered, while the benefit of ease is the amount of work that one has to make in order to be able to use a new product or technology. This analysis is justified (Bartneck et al., 2015) because better output on a machine would be given by the convenience incentive, allowing a user to perform more tasks in a shorter time period. Over time, a system that is easier to use may be seen as a more useful system. Consumers are often more likely to prefer two solutions that have the same capabilities, making it a more useful system that is easier to use (Talati et al., 2016). Applying such systems in food industries is helping a lot of consumer in responding to act of ordering food via using smart phone. Other than it is easier to handle it might also reducing time in performing transaction. The most important is that this system had simplified much for consumer in terms of having food for their daily needs.

Next, online food ordering is referred to as time saving (Wajcman, 2016), aimed at saving time for those who are busy with everyday routines and supporting those without transportation. Students can save time to get ready to go to the store using this online tool, waste time with long queues, and face traffic jams. Chai & Yat (2019) assessed that if a person feels a lack of time due to daily activities, such as work and leisure activities, this will lead the individual to search for instances where time can be saved.

In recent years, many people dislike the effort to search for food and wait for food at restaurants because of the hectic lifestyle, Kehl (2020) said. This is not to say that, whether deliberately or inadvertently, those who enjoy high levels of activity will not find online shopping and buying attractive. It's just that it's not the time-saving feature they consider to be (Akbar et al., 2017).

Consumers listed in the promotion prefer easy accessibility to the delivery and promotion of food. Sales promotion is a way to quickly bring customers into the store (Chavan et al., 2017). When you tell a customer he can save money, you are likely to get his attention. Promotions not only benefit the customers, but also help the business. Promotions, from increased sales to increased reputation, can be one ingredient that can bring business success. Promotions, meanwhile, are very enticing to consumers and can not only draw in new customers, but also bring back old customers. Promoting goods and services, especially in demand ones, is a good way of getting publicity. Ahmad et al. (2018) suggested that word-of-mouth traffic, particularly in these social media days, can increase the impact of promotions quickly. The local suppliers are able to communicate with customers through the distribution apps (Ahmad et al., 2018). According to the findings of the report, most individuals use online platforms to profit from the promotions available. As customers like them, these apps should broaden their reach to local suppliers (Chandan, 2020).

*2.6. Conceptual Framework*

The focus of this study is to determine how several variables can impact the consumer behaviour towards online food delivery. In examining the factors that could influence the consumer behaviour towards online food delivery, we focus on three sets of factors that can influence this relationship:

|  |
| --- |
| INDEPENDENT VARIABLE DEPENDENT VARIABLE  Attitudes  Online food delivery    Time saving    Promotion  Figure 1: Research framework for Consumer Behavior towards Online Food Delivery |

**3. Methodology of Study**

The target respondent in this research was Third students from Faculty of FKP in University Malaysia Kelantan. Regarding to this study, we used Stratified Proportionate Random Sampling technique. This study was completed by distributed 265 questionnaires to the students in University Malaysia Kelantan. In this study, it focused on‬ third students in a University in Kelantan that target the students with business background which are 3490 students. This study applies Stratified Proportionate Random Sampling technique. Stratified random sampling is a method of sampling that involves the division of a population into smaller sub-groups (Faculty) known as strata. Based on the number of students which were 897‬, the table has shown that the number of sample size is 265. However, we managed get 265 respondents to answer the sets of questionnaires which distributed by using Google form in University Malaysia Kelantan.

**4. Findings and Discussion**

*Demographic Profile*

The demographic data consist of gender, course, race, total spend on OFD, frequencies of using OFD, platform that use to make OFD and disadvantages of OFD

*Table 1: Respondents’ demographic information*

|  |  |  |
| --- | --- | --- |
| **Demographic** | **Frequency** | **%** |
| ***Gender*** |  |  |
| Male | 110 | 41.5 |
| Female | 155 | 58.5 |
| ***Course*** |  |  |
| SAB | 35 | 13.2 |
| SAR | 59 | 22.3 |
| SAL | 74 | 27.9 |
| SAK | 60 | 22.6 |
| SAE | 37 | 14.0 |
| ***Race*** |  |  |
| Malay | 94 | 35.5 |
| Chinese | 77 | 29.1 |
| Indian | 67 | 25.3 |
| Others | 27 | 10.2 |
| ***Total spend on OFD*** |  |  |
| RM0- RM20 | 76 | 28.7 |
| RM21- RM50 | 108 | 40.8 |
| RM51- RM70 | 59 | 22.2 |
| RM71- and above | 22 | 8.3 |
| ***Frequencies of using OFD*** |  |  |
| Every day | 74 | 27.9 |
| Every week | 96 | 36.2 |
| Every 2-3 week | 95 | 35.8 |
| ***Platform that use to make OFD*** |  |  |
| FoodPanda | 114 | 43.0 |
| GrabFood | 78 | 29.4 |
| UberEats | 42 | 15.8 |
| Others | 31 | 11.7 |
| ***Disadvantages of OFD*** |  |  |
| Limited menu | 65 | 24.5 |
| Confusing menu | 62 | 23.4 |
| Higher price | 82 | 30.9 |
| Data security lost | 29 | 10.9 |
| Others | 27 | 10.2 |

Table 1 shows the characterization of respondents .110 out of 265 respondents are male represented 41.5%, while 155 respondents are female represented 58.5%. For the course, the lowest percentage of the respondents from SAB represented 13.2%, 22.3% of the respondents from SAR, 27.9% respondents from SAL, 23% respondents from SAK and the salt respondent from SAE represented 14.0%. The highest percentage of race from Malay 35.5%, 29.1% are Chinese, 25.3% are Indian and 10.2% of the respondents are others.

The highest percentage is 41% of the respondents are spend RM21- RM50, and the lowest percentage of respondents are spend RM71- and above which contain 8.3%. Besides, majority of the respondents using OFD on every week which contain 36.2% and only 27.9% respondents using OFD on every day. There were 43.0% percentages of respondents are use Food Panda as a platform to make OFD and 11.7% of respondent choose others. Lastly, there were 30.9% percentages of respondents were choose higher price as a disadvantages of OFD and the lowest percentages which contain 10.2% choose others.

*Analysis of Consumer Behaviour towards Online Food Delivery*

*Table 2: Mean, standard deviation (SD) of items and variables (n= 265)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Statement** | **Mean** | **SD** |
| **Attitude** | Purchasing food through OFD services is wise g food through OFD services is wise | 4.26 | 0.741 |
|  | Purchasing food through OFD services is good | 4.16 | 0.752 |
|  | Purchasing food through OFD services is sensible | 4.10 | 0.702 |
|  | Purchasing food through OFD services is rewarding | 4.12 | 0.762 |
|  | I feel comfortable when purchasing food through OFD services | 4.09 | 0.714 |
|  | I feel that using online OFD services are enjoyable | 4.06 | 0.781 |
|  |  |  |  |
| **Time**  **Saving** | I believe that using OFD services are very useful in the purchasing process | 4.10 | 0.699 |
|  | I believe that using OFD services help me accomplish things more quickly in the purchasing process | 3.95 | 0.752 |
|  | I believe that I can save time by using OFD services in the purchasing process | 4.05 | 0.667 |
|  | It is important for me that purchase of food is done as quickly as possible using OFD services | 4.01 | 0.720 |
|  | I can make a purchase anytime 24 hours a day in OFD services | 4.02 | 0.712 |
|  | I think it takes less time to evaluate and choose a variety food when using OFD services | 4.04 | 0.676 |
|  |  |  |  |
| **Promotion** | I feel comfortable of using the OFD services  I am experienced with the use of the OFD services  I feel competent of using the OFD services | 4.00  4.00  4.03 | 0.699  0.683  0.668 |
|  |  |  |  |
|  | I often use OFD service when promotion because they offer better value for my money |  |  |
|  |  | 4.02 | 0.680 |
|  |  |  |  |
| **Online Food Delivery** | I plan to use OFD value-added services for the future. | 4.18 | 0.719 |
|  | If possible, I will try to use OFD value-added services. | 4.18 | 0.657 |
|  | I will try to use OFD value-added services if necessary. | 4.03 | 0.699 |
|  | OFD services help me searching the food easily | 4.07 | 0.711 |
|  | I am overall really like with the OFD services. | 4.06 | 0.646 |

“Attitude”. The (mean =4.26, SD =0.741) indicating that purchasing food through OFD services is wise g food through OFD services is wise. Respondents agreed that purchasing food through OFD services is good (mean =4.16, SD =0.752).Respondents agreed that purchasing food through OFD services is sensible (mean = 4.10, SD = 0.702). The respondents agreed that purchasing food through OFD services is rewarding (mean = 4.12, SD = 0.762) and they feel comfortable when purchasing food through OFD services (mean = 4.09, SD = 0.714).Meanwhile, respondents also feel that using online OFD services are enjoyable (mean = 4.06, SD = 0.781). This may be because the attitude of a customer towards consuming a product is one of the most significant precedents for predicting and describing consumer choices across goods and services, including food products. In other words, knowing attitudes will shed light on human desires and behaviours (VanMeter et al., 2018).

“Time Saving”. The (mean = 4.10, SD = 0.669) which is respondents believe that using OFD services are very useful in the purchasing process. Respondents also believe that using OFD services help me accomplish things more quickly in the purchasing process (mean = 3.95, SD = 0.752) and they believe that they can save time by using OFD services in the purchasing process (mean = 4.05, SD = 0.667). Respondents also agreed with OFD they can make a purchase anytime 24 hours a day in OFD services (mean = 4.02, SD= 0.712). Meanwhile, they think it takes less time to evaluate and choose a variety food when using OFD services (mean = 4.04, SD = 0.676). One potential explanation, according to Duarte et al.,( 2018) is that online shopping can saves time during the buying of goods and can eliminate the travel time needed to go to the conventional store.

“Promotion”. (mean = 4.00, SD = 0.699) which is respondents slightly agreed that I feel comfortable of using the OFD services. While, I am experienced with the use of the OFD services (mean = 4.00, SD = 0.683). Then, I feel competent of using the OFD services (mean = 4.03, SD = 0.668). Next, respondents agreed that I often use OFD service when promotion because they offer better value for my money (mean = 4.02, SD = 0.680). Promotion refers to the combination of advertising components that a business uses to communicate about its goods or services with its current and future customers (Jordan, 2016).

The dependent variable –”Online Food Delivery” . Respondents agreed that they plan to use OFD value-added services for the future (mean = 4.18, SD = 0.719). Literally, respondents slightly agreed that If possible, they will try to use OFD value-added (mean = 4.18, SD = 0.657) and respondents agreed that they will try to use OFD value-added services if necessary (mean = 4.03, SD = 0.699). Respondents agreed that OFD services help searching the food easily (mean = 4.07, SD = 0.711). Overall respondents really like with the OFD services (mean = 4.06, SD = 0.646).

*Pearson Correlation Analysis*

In order to explain the strength of the linear relationship between both variables, correlation analysis is used. The outcome of the correlation study of factors influencing consumer behaviour towards OFD among UMKPC students is shown in Table 3.

*Table 3: Relationship between attitudes, time saving and promotion on consumer behaviour towards online food delivery among UMK students****.***

|  |  |  |
| --- | --- | --- |
|  |  | **Consumer Behavior** |
| **Attitudes** | Person correlation | .581 |
|  | Sig. (2-tailed) | .000 |
|  | N | 265 |
| **Time saving** | Person correlation | .594 |
|  | Sig. (2-tailed) | .000 |
|  | N | 265 |
| **Prior Online Purchase Experience** | Person correlation | 1.000 |
|  | Sig. (2-tailed) | .000 |
|  | N | 265 |

The result in Table 3 indicates that attitudes and consumer behavior .581, which indicated moderate linear relationship. Following time saving and consumer behavior showed .594 indicating moderate linear relationship. Meanwhile, promotion and consumer behavior showed 1.000, also indicating moderate linear relationship. All three variables positively correlated was consumer behaviour and significant since p˂0.05.

H1: There is a positive relationship between attitude and consumer behavior.

The current study shows correlation in past studies that the dimensions of attitudes have been found to be relevant and have influenced the actions of online food delivery users (Ajzen et al. 1977). Limayem et al. (2000) found that the best attitude towards online shopping is towards the intent to buy online.

H2: There is a positive relationship between time saving and consumer behaviour.

Furthermore, the statement is proved by past studies by C. The beneficial effect of time saving on customer intent was noticed by (Li et al. 2020). Online food distribution requires real-time delivery systems that are highly efficient and scalable. A consumer finds online shopping to be beneficial because it can save time, decrease efforts, and deliver extended shopping hours and successful check outs (Chiu et al., 2014).

H3: There is a relationship between Prior Online Purchase Experience and consumer behaviour.

The Declaration is demonstrated by previous studies from (DelVecchio and Puligadda, 2012). As well as being both appealing and alluring, a lower price is enticing to managers. The efficacy of a promotion is also supported by empirical evidence that promotions are said to add the perceived value to a product's offer because it means that the promotion is an even better deal Thaler (2008).

Hypothesis Testing

The hypothesis on significant relationship between attitude, time saving and promotion with consumer behaviour were tested by using Pearson correlation analysis. All hypotheses were accepted at 0.01 significant levels.

**5. Discussions**

Attitudes

Based on the outcome, attitudes among students of the University of Malaysia Kelantan have a positive relationship with the factor that affects consumer behaviour towards online food delivery. The results show that the value of the correlation coefficient at p<0.05 was 0.581. This is confirmed by Al-Debei et al. (2015), which is this point where early adopter attitudes are very critical because attitude plays an important role in their repurchase decisions in this context and also has a direct influence on the adoption intention of other customers based on the knowledge and opinions they receive from early adopters. Therefore, online shopping provides customers the opportunity to browse and gather more information, with a high degree of openness and convenience. We expect that these benefits would have an important and positive effect on consumers' attitudes towards online shopping (Al-Debei et al., 2015). In his analysis, he also found that attitudes have a significant relationship between customers behaviour.

Time saving

As a result, time saving has a positive relationship with the factor that affects customer behaviour towards online food delivery. The correlation coefficient at p < 0.05 is 0.594. There is a significant relationship between time saving and the factor influencing consumer behaviour towards online food delivery among students of University Malaysia Kelantan. This is underpinned by (C. Li et al., 2020). Online delivery of food requires real-time delivery systems that are highly efficient and scalable. In order to save time for those who are busy with everyday routines and to support those without transport, online food delivery. Then, using this online app, students can also save time to get ready to go to the store, waste time on long lines, and face traffic jams. From that, we can infer that saving time is important for students and employees who can make it useful for customers.

Promotion

The outcome demonstrates that promotion has a positive relationship with the factor that influences consumer behaviour towards online food delivery. It shows 1.000 from the data outcome, the correlation coefficient value, where p < 0.05. Customers prefer easy communication with food delivery and promotion. Sales promotion is a method of quickly bringing customers into the store. When you tell a customer he can save money, you are likely to get his attention. Promotions not only benefit the customers, but also help the business. Promotions, from increased sales to increased reputation, can be one ingredient that can bring business success. Promotions, meanwhile, are very enticing to consumers and can not only draw in new customers, but also bring back old customers. It therefore achieves our aim of promotion, which has a relationship with the factor that influences consumer behaviour towards the online food delivery.

**6. Conclusions and Recommendations**

The primary objective of this study was to examine the relationship between the variables of attitude, time saving, and promotion towards online food delivery among students. Overall, the results obtained indicated that promotion has a highly positive relationship with consumer behavior for online food delivery among UMKPC students. The overall variables were the result of the reliability analysis results and were considered as moderate in this report. Certain independent and dependent factors have been tested by Pearson Correlation Coefficient. In conclusion, the results of this study indicate that there is a correlation between UMKPC students' attitude, time saving and promotion towards online food delivery.

**7. Limitations of the Study**

This research had its own limitations that gave the researchers the difficulties of completing this research. Some challenges need to be highlighted for potential research purposes. Future study needs to develop another way of obtaining superior results, such as the method of questioning or developing some open-ended questions for respondents in order to get a high answer rate, a clear clarification and a better understanding. Next, without understanding other factors, the researchers concentrated instead on three factors playing an important role in evaluating consumer behaviour. The study reach will be more detailed and more data will be given.

**8. Suggestions for Future Research**

Based on the limitations of the study, it is important for future studies to expand the study area and understanding more factors to examine the consumer behaviour. Again, future studies could use another way of obtaining better results example using open-ended questions for respondents. A wider of respondent towards the research should be gathered to obtain more accurate result in future.

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