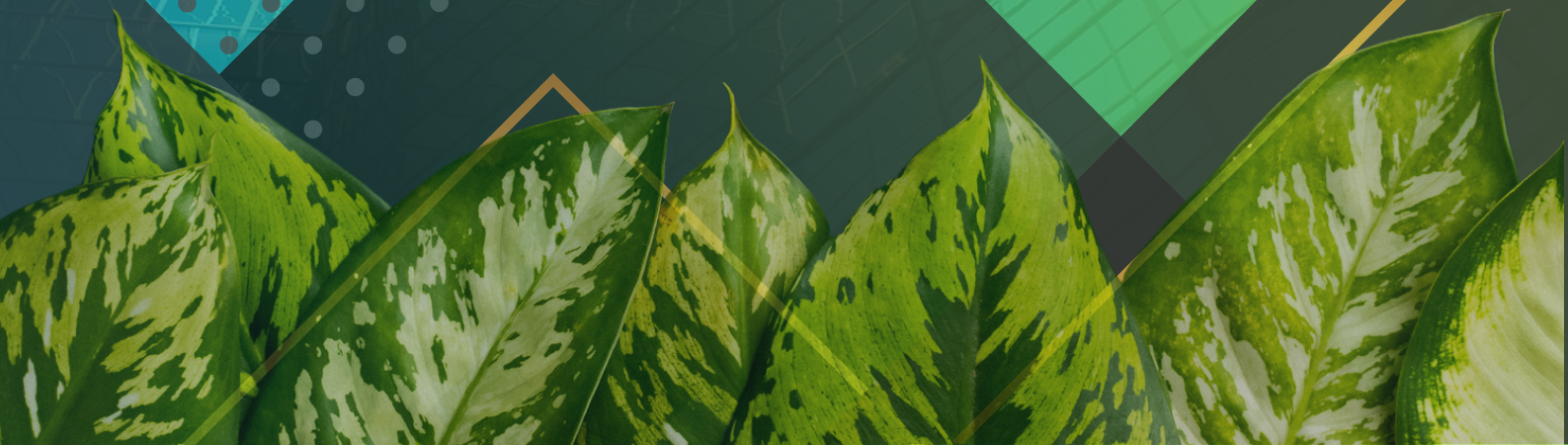




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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FACTORS INFLUENCING THE USAGE OF ONLINE FOOD DELIVERY SERVICE AMONG UNIVERSITY STUDENT IN MALAYSIA

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ABSTRACT

Intention of usage of online delivery services has emerged as one of the most significant issues affecting student's behavior today since it necessitates a high level of engagement between contact personnel and specific clients and is largely dependent on meeting intangible requirements. Additionally, the degree of client satisfaction with a company's services may directly correlate with the degree to which workers are content with the responsibilities that have been given to them. This research intends to determine the indicator of intention of usage of online delivery services in student's daily life by using factor which is time saving orientation, convenience and peer influence. This study employed quantitative method which is using questionnaire surveys which were distributed to all university students in Malaysia. Based on the questionnaire distributed, a total of 384 respondents had been obtained and the data gathered had been analyzed for descriptive, reliability and correlation by using Statistical Package for the Social Sciences (SPSS) version 26. The discussion is due to the outcome of a survey in public institutions of higher learning (IPTA) in Malaysia.

Keyword: *Intention of usage, online, food delivery services, public institutions, higher learning institutions (IPTA)*

INTRODUCTION

Online food delivery service is actually a combination of the online platform nowadays in meals and drinks sector. Online food delivery service is one of the classifications from e-commerce that uses the method of online to offline business that means the consumers ordered their product of food or drinks through the online platform and earn the product physically. According to Purvis, Mao and Robinson (2019), they said that the rise of the online service methods had change the world of the food industry in the aspect of the communication of the customers and the food suppliers. This factors could make the food industry sustain such as

economic, social, and also environmental. Also, the market of the e-commerce has experienced rapid growth because of a number facets that impact customers to implement e-commerce tools. As a precedent, the factor that plays the role is the work style of the consumer that consumes a lot of time, the increase of the number of the retailers that use the online platform and the awareness of the e-commerce application by the consumers nowadays.

Food delivering service started in 1995 in northern California by the company World Wide Water also known as Waiter.com. According to Dosas and Samosas (2017), this service expanded to several additional cities in the United States quickly after their first launching in that year. By the late 2000s, many pizza chains had created the same mechanism in order of the increase of smartphone usage among people. In 2015, the service grew to its highest level when online ordering began taking phone orders, and today online ordering has started to become the norm.

According to Pang (2017), in Malaysia, online food delivery service started in 2012 with the Food panda's platform, followed by Grab in 2018 and so on. The food delivery businesses now have an easier time connecting with customers and promoting themselves, notably through social media platforms like Facebook, Instagram, and Twitter, which is in accordance with Malaysia's booming e-commerce sector. In this context, people can choose whether they want their restaurant to be mentioned on one of the many independent websites that offer restaurant reviews.

There are three objectives of this research:

- To identify factors influencing the university student to use online food delivery service:
 - I. To identify the relationship between time saving orientation and the usage of online food delivery service.
 - II. To identify the relationship between convenience and the usage of online food delivery service.
 - III. To identify the relationship between peer influence and the usage of online food delivery service.

SIGNIFICANCE OF THE STUDY

Food Delivery Service Company

From the food delivery service company point of view, this research can provide a significant benefit which is the key factor of why university students are mostly using their online service every day. By conducting this study, the potential companies can use this opportunity to grow their business and may offer some deals to make sure their service offered every day for the society and especially to the students.

University Student

Students can gain the benefits from this study especially the students that are using the online food delivery service. With this study, the university student can identify the main factors of why they are using this service and know the benefit of it. The students also will have an awareness about the facilities of the service provided.

Future Researcher

From this survey, the future researchers can refer to this study as a guide to do better research and advance what the researcher have done for this research. With all the points and explanations, the future researcher can use it as a reference and expand the knowledge on the area of study regarding on online food delivery service.

LITERATURE REVIEW

The Usage of Online Food Delivery Service

The most popular reason given by Chai and Yat (2019) for the apparent demand for quick meals during or after a long workday is the use of online food delivery services. A variety of readily available food delivery services save consumers from the stress of having to consider about meals, beverages and snacks. Additionally, ordering food online can save time over going to the restaurant. Online meal delivery services are quietly but steadily transforming the food and beverage industry due to a number of factors, including the potential for business expansion, increased employee efficiency, order accuracy, and the creation of enormous client databases (Moriarty, 2016).

Fast food is typically served ready to be consumed and has expanded to constitute a considerable proportion of overall nutritional intake (Burgoine et al., 2019; Mackenbach et al.,

2019). A different ordering method that appears to be gaining popularity is using third-party online ordering and delivery services, or online meal delivery companies (Maimaiti et al., 2018). Online platforms are used by customers to make orders, which are then sent to restaurants where the food is prepared and delivered to customers by couriers employed by the restaurant or the online food delivery service (Yeo et al., 2017). However, the majority of the food cooked for online food delivery services is done so at already-existing food outlet facilities (Allen et al., 2020).

Time Saving Orientation

When using online FDI, clients' wants and needs vary. In context of technology adoption, some studies found out that significant relationship among disposition and behavioral intention to use online services (Ingham, 2017; Chang, Yan & Tseng, 2015). Particularly, as it addresses in efficient analysis, consumers often to have "purchase time" during they purchase on the internet (Jensen, 2012; Settle, 2002). The need to save time is an immensely significant dimension on buyers' proclivity to use technology based on self-service (Meuter et al., 2003). Most consumers desire to minimize their time commitments so that they can complete other vital responsibilities promptly.

People occasionally explore themselves in short time based on routine consist of duty and amusement, forcing them to seek solutions to circumvent time (Bashir et al., 2015; Settle & Alreck, 1991). A lot of people detest the exertion necessary to get meals also need to queue in eateries since of the contemporary hectic style of life. They ought to anticipate nourishment to be handed over swiftly (Yeo et al., 2017) through the most essential elements that affects individual's behaviour in purchasing any item on internet (Khalil, 2004).

Internet shopping is supposed to conserve time because clients not required physically forsake their homes to finalize a deal. As stated by Sultan and Uddin's (2011), time savings have a positive impact on behavior demand for online purchasing. According to the study, a substantial percentage of respondents said that internet shopping because they did not have to squander hours like offline shopping while travel (which they should literally arrive at the store). Alreck and Settle (2002) emphasized that physical buyer longer than online shopping since they do not have to stand throughout the line. Based on Alreck (2009) observed that numerous clients wished they can save more time in different research. Time savings have a highly beneficial impact on behaviour intention to embrace online purchasing (Ganapathi, 2015; Zendehdel et al., 2015).

Convenience

By utilizing goods and services or making purchases, reduced non-monetary transaction expenses are regarded as being more convenient, including time, energy and money (Chang & Polonsky, 2012). Hours of operation, location, and phone, internet, or in-person accessibility all affect how convenient something is (Meuter, Ostrom, Roundtree & Bitner, 2000; Seiders, Berry & Gresham, 2000). Additionally, the most significant factor and benefits of convenience in internet business services are exploring and possessing comfort (Hanus, 2016). When people need to make an order, it is the most convenient since it saves them time from having to travel to the location (Verhoef & Langerak, 2001).

Consumer convenience will be concluded because it will impact customer loyalty (Dhurup, 2006). Consumers are bound to get inspired to use the composition on a regular basis once it meets their convenience expectations. Users can employ the new, simple, and secure electronic technologies, in line with the current trends (Kimes, 2011). Due to the flexibility of placing orders and receiving delivery at any time, many prefer ordering food online versus doing it in-person. Making takeout orders online offers various benefits, including preventing inadequate client service and reducing in-store traffic (Chen & Hung, 2015; Katawetawarakas & Wang, 2011).

Both time and diligence convenience are important factors in influencing consumer adoption of OFD services (Collier & Kimes, 2013). Customers that prioritize convenience would constantly invest taking time and diligence into account (Zhou et al., 2007). They desire to purchase at home to conserve time. Food delivery services are considerably safer and more convenient for customers since they have the ability to place an order anywhere and anytime. The distribution platform will be designed to work with any mobile device, including smartphones and tablets.

Peer Influence

Peer influence is established as occasions where only a person has an impact on or is impacted by one or more persons at their age. Consumers adapt in reactions to their close companions and colleagues, which is a prevalent concept in influence definitions. People can evolve as a result of peer pressure, for better or worse. Peer influence is a meaningless concept that can relate to any kind of change (Laursen & Veenstra, 2021). Thus, peer influence can be viewed as an instance in which one person inspires or is influenced by others in their own circle. A recurring theme in definitions of influence is change people adjust to their acquaintances and associates. Peer pressure has the power to either improve or damage individuals. Any kind of

transformation might be referred to as peer influence, which is a general understanding. Society pressure and socialization, which describe (respectively) peer impact is different from adaptive and maladaptive change in this sense (Laursen, 2018).

Peer pressure implies coercion or persuasion, as opposed to socialization is an expression with positive connotations that is meant to be the passing of knowledge and abilities. Influence encompasses both concepts but is not the same as either. Influence presumes a shift in direction. The study discovered that peers can play a more important effect in meal choice than calorie labels. By virtue of peer pressure, FDA use has a significant impact on friends' social interactions (Li, Miroso & Bremer, 2020). The characteristics of the connection or group dictate the direction of change as it aim. Peer influence almost often amplifies similarities between friends and associates. Despite the likelihood of complimentary (Kindermann & Gest, 2018), there is no significant prove that peer interaction while adolescence supports divergent roles and/or strengthens distinctions. In fact, youth join groups of people who are similar to them and make friendships this is known as selection similarity.

Research Hypothesis

From this study, the variables such as Time saving orientation, Convenience and Peer Influence was determined as independent variables, while the Usage of Online Food Delivery as dependent variable. Based on the variable cited above, these hypotheses are created:

HYPOTHESIS 1:

- H0: There is no relationship between time saving orientation and the usage of online food delivery service among university students.
- H1: There is a relationship between time saving orientation and the usage of online food delivery service among university students.

HYPOTHESIS 2:

- H0: There is no relationship between convenience and the usage of online food delivery service among university students.
- H1: There is a relationship between convenience and the usage of online food delivery service among university students.

HYPOTHESIS 3:

- H0: There is no relationship between peer influence and the usage of online food delivery service among university students.

- H1: There is a relationship between peer influence and the usage of online food delivery service among university students.

Research Framework

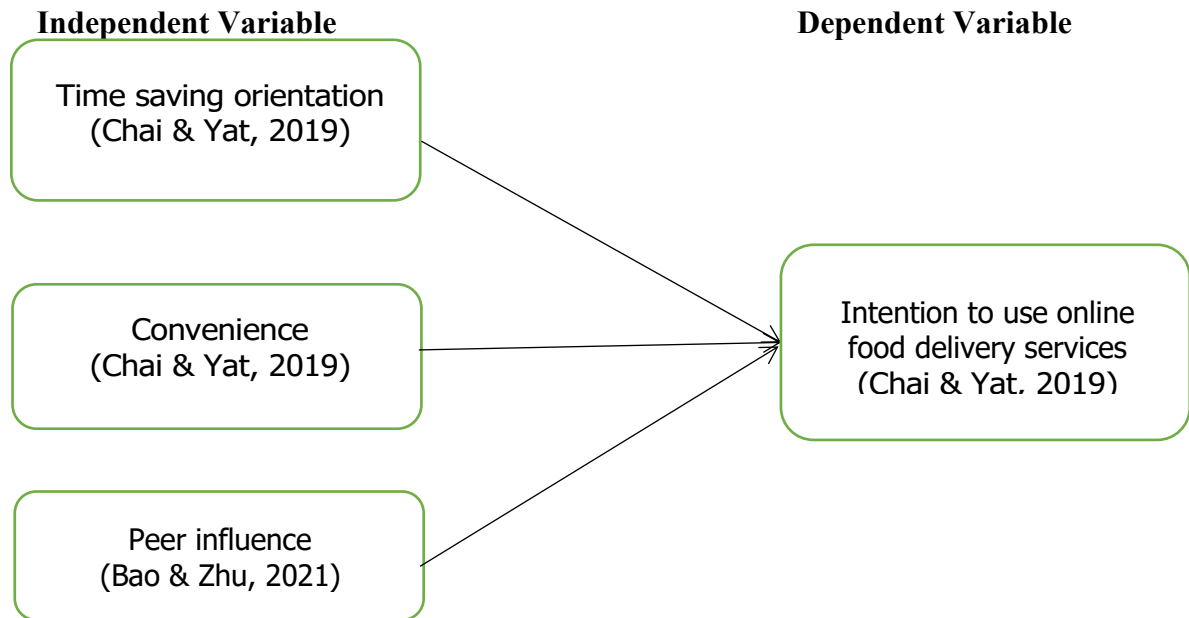


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

A specific study design will be carried out by the researchers using a strategy and framework called research design. A quantitative research approach will be applied in this study's research design (Torchim, 2015). In addition, the quantitative methodology is the most appropriate for carrying out this study. As a result, this strategy uses mathematical and statistical method to determine results. This quantitative technique can be created through a questionnaire survey or in-person interviews, according to Oxford Fajar (2013). This study employed quantitative techniques and questions in order to distribute its large-scale research survey through an internet platform.

Sampling Method

The sampling method is an approach that aids researchers in learning more about a population from a sample of their findings by concentrating on a single individual. Instead, the

researcher will choose sample by using probability random sampling from a whole sampling frame of all eligible people. It is a sampling strategy in which the researcher chooses population members depending on their evaluation (Saunders, 2019). Simple random sampling is a non-probability sampling strategy. The main goal of the data collection phase is to distribute the questionnaires created during the pilot phase to a sample of university students who were representative of those who used online food delivery services.

Sample Size

The concept "sample size" refers to the small portion of the population that has been chosen for a given study. To obtain information on the group, the researcher chooses and contacts a representative group of people or components that fall inside the target demographic. Based on the results, the researcher groups the characteristics of the population into features they wanted. The word "sample survey" refers to the practice of surveying to collect data from a sample.

The sample size for this study will be stated on the percentage of Malaysian university students who used online food delivery services. This study's population of 1,000,000 users of university students will be focused on (Hennink, Kaiser & Weber, 2019). The study will decide on the sample size by using the formula from Krejcie and Morgan (1970). According to chart in Table 1, 1,000,000 people used the online food delivery services which are among university students. This study therefore includes the largest sample, 384 respondents. Finally, 384 surveys had been distributed to respondents to get their opinions.

Research Instrument

Research instrument is a device to measure and analyze data for a research. This study used several past questionnaires in order to create a sound and solid research instrument. In this questionnaire, there are several section. Section A is a survey question that asks about the demographic profile. It asks about the details of the demographic for example gender, race, religion, age range and educational attainment.

Next is Section B. In this section the questions asked are related to the dependent variable that is the usage of online food delivery services. This dependent variable is being measured by these survey questions and the outcome will be evaluated using a five-point Likert scale. 1 denoting "strongly disagree", 2 denoting "disagree", 3 denoting "not at all", 4 denoting "agree", and 5 denoting "strongly agree".

Then, Section C represented the independent variables that consisted of time saving orientation, convenience and peer influence. To ascertain the link between all those independent variables and online food delivery services, the researchers used studios, a tool created by Daffodil International University and used by other scholars. These questionnaires employ a five-point Likert scale with 1 denoting "strongly disagree", 2 denoting "disagree", 3 denoting "not at all", 4 denoting "agree" and 5 denoting "strongly agree" to measure the first independent variable.

Each of the dependent variable and independent variables in this study are related and had been measured by using the 5 point Likert scale of “1 = Strongly disagree”, “2 = Disagree”, “3 = Not at all”, “4 = Agree” and “5 = Strongly agree”.

Data Collection Method

This method is used to generate the data received into a numerical form and is being used because the scale of the research is large. This study technique was chosen by the researcher for a number of reasons, including its affordability, and ease of use. The researcher had distributed the questionnaire to the targeted respondent by using Google Form. The researcher utilized the online platform to collect all the data.

Data Analysis

Analysis of data is the process of evaluating data by carefully examining each component of the information presented. Information from different sources are collected, inspected, and broken. Next, the researcher used descriptive statistics, reliability statistics and Pearson's correlation to evaluate the quantitative data. The data had been analyzed by using the Statistical Package for the Social Sciences (SPSS) version 26.

FINDINGS

Descriptive Analysis

According to Kenton (2019), a descriptive statistic is a details that summarizes certain data set, that signify a population or sample. In descriptive statistics, measurements of central tendency and measures of variability (expansion) are separated. Measurement unit such as mean, median, and mode are used, while to measure variability it used standard deviation and variance.

Reliability Test

The reliability experiment use non-biased (error-free) and to ensure the accuracy of calculation in different part of instrument (Kumar, 2013). Measurements are accurate to the degree that they produce clear outcomes. Reliability is a critical contribution to validity, but it is not an adequate term of rationality. The relationship between reliability and validity can be demonstrated by a basic example of a weighing instrument. If the apparatus calculates erratically from time to time, it is not correct and cannot be accurate. The reliability calculation is the way instrument being calculated in achieving accurate measurement. Total of values is close to the value (Cronbach, 1951).

Table 1.0: Score of Reliability Test

Variable	Number of items	Reliability Cronbach's Alpha	Comment
Online Food Delivery	5	0.746	Excellent
Time Saving	5	0.796	Excellent
Convenience	5	0.836	Excellent
Peer Influence	5	0.823	Excellent

Table 1.0 of the SPSS findings highlighted the importance of both independent and dependent variables in this investigation. The Cronbach Alpha results for all variables are Online Food Delivery (0.746). Time saving (0.796), Convenience (0.836) and Peer Influence (0.823).

Demographic Profile

The online platform had assigned a total of 353 questionnaire sets. In this portion, respondents' contextual profiles were presented. This section is on the respondent's demographic profile and background: gender, race, religion, age, and educational background. According to Table 1.1, 61.8% (n=218) of respondents are female and 38.2% (n=135) are male. According to the table, the majority of the race's respondents are Malay, with 199 (56%) followed by Chinese, with 60 (17%). Also, 48 respondents (14%) are Indian, while 46 (13%) are from other races.

According to the data, the majority of religion among those who responded is Islam,

which has a frequency of 225 respondents (63.7%), followed by Christian, which has a frequency of 50 respondents and a percentage of (14.2%). Furthermore, Buddhism had 49 respondents (13.9%), followed by other religions with 29 respondents (8.2%).

Based on Table 1.1, the respondents to this survey are mostly between the ages of 21 and 30, with a total of 261 (74%). This is followed by respondents under the age of 20 years old, with 58 (16%). While the age group 31-40 years old had 23 replies (7%) and the age group 41-50 years old had three respondents (1%). The age group over 51 years old has the fewest respondents (8%).

Finally, Table 1.1 demonstrates that the majority of respondents (73.7%, n=260) had a degree. This was followed by 73 respondents (20.7%) receiving a diploma. While 16 of the respondents (4.5%) have a Master's degree. Last but not least, four respondents (1.1%) have a PhD.

Table 1.1: Respondent Demographic Profile – Gender

Category	Respondent's Profile	Frequency N= 353	Percentage (%)
Gender	Male	135	38.2%
	Female	218	61.8%
Race	Malay	199	56%
	Chinese	60	17%
	Indian	48	14%
	Others	46	13%
Religion	Islam	225	63.7%
	Christian	50	14.2%
	Buddhism	49	13.9%
	Others	29	8.2%
Age Group	Less than 20 years old	58	16%
	21-30 years old	261	74%
	31-40 years old	23	7%
	41-50 years old	3	1%
	51 years old and above	8	2%

Education	Diploma	73	20.7%
Level	Degree	260	73.7%
	Master	16	4.5%
	PHD	4	1.1%

Hypothesis Testing

In this part, three (3) possibilities were provided. The first hypothesis establishes a favorable association between university students' time-saving orientation and their use of online meal delivery services. The second hypothesis investigates the association between convenience and university students use online food delivery services. The third hypothesis looks into the relationship between peer influence and university students use of online meal delivery services.

Table 1.2: Summary result of Spearman Correlation Coefficient.

Hypothesis	Result	Findings of Data Analysis
H1: There is a relationship between time saving orientation and the usage of online food delivery service among university students.	$r = 0.622, p = 0.000$	H1: Accepted
H2: There is a relationship between convenience and the usage of online food delivery service among university students.	$r = 0.677, p = 0.000$	H2: Accepted
H3: There is a relationship between peer influence and the usage of online food delivery service among university students.	$r = 0.600, p = 0.000$	H3: Accepted

The table above summarize the findings of this research. Following are some of the hypotheses that have been tested for this study:

Hypothesis 1 (H1) proposed that time saving have relationship with the usage of online food delivery service among university students. The finding shows in table where it stated the

value of Spearman Correlation Coefficient, which is $r = 0.662$, $p = 0.000$. Thus, the result accepts hypothesis 1 (H1), whereby time saving is positively significant with the usage of online food delivery service among university students.

Furthermore, Hypothesis 2 (H2) proposed that convenience have relationship with the usage of online food delivery service among university students. The finding reported in Table 1.2 revealed that the recorded value of Spearman Correlation Coefficient, which is $r = 0.677$, $p = 0.000$. Thus, the result accepts hypothesis 2 (H2) whereby convenience is positively significant with the usage of online food delivery service among university students.

Lastly, Hypothesis 3 (H3) anticipated that peer influence has a relationship with the usage of online food delivery service among university students. According to the finding stated in Table 1.2, the findings demonstrated that the value recorded in Spearman Correlation Coefficient, $r = 0.600$, $p = 0.000$. Thus, the result accepts hypothesis 3 (H3), whereby peer influence is positively significant with the usage of online food delivery service among university students.

DISCUSSION AND RECOMMENDATION

The initial goal of this research is to investigate the variables impacting the use of online food delivery services. It can be concluded that there is a considerable correlation among university students' preference for time savings and their use of online food delivery services. Encouragement for using an online food delivery service is provided by the first independent variable. The effect of the correlation between the independent and dependent variables stated that hypothesis H1 is reflected. The majority of respondents agreed that the person delivering meals should not be very busy because this may cause a delay in delivery.

Next, objective is focuses on identifying the connection among convenience and the usage of online food delivery service. The results show that convenience positively relates to the usage of online food delivery services. The result of the relationship between the independent and dependent variables reveals the H2's reflection. The majority of responders concurred that they are certain that timely deliveries of meals will win them over and keep them using the online food delivery service. They also agreed that their expectation that online food delivery services would cover a large area will increase their purpose to use online food delivery services. The respondents acknowledge that relationship between convenience and the usage of online food delivery service among university students.

The third goal of the research is to discover the relationship between peer influence and the usage of online food delivery services. Based on the data analysis, both peer influence and

the usage of online food delivery services have beneficial relationship. It displays how H3 captures that there is a positive relationship between peer influence and the usage of online food delivery services.

Some empirical elements have been identified and can have a bearing on university students in Malaysia's use of online food delivery services. For the sake of progress, the research for further studies, certain recommendations were made. The researchers might do additional research into the variables affecting university students' usage of online food delivery services. This is a crucial topic of research because it can provide light on how university students' behaviours are evolving and how they are adjusting to the digital world.

The current study has identified several factors influencing university students' usage of online food delivery services, such as time saving orientation, convenience and peer influence. However, there are likely to be other factors that have not been identified in this study. For instance, the impact of social media on the usage of online food delivery services could be further explored. Additionally, the impact of cultural and regional differences on the usage of online food delivery services could be investigated.

Furthermore, the current research has focused on university students in one country. It seems to be intriguing in extend the research to other nations to see if the same factors influence the usage of online food delivery services. Additionally, the study could be extended to other age groups to see if the same factors influence the usage of online food delivery services among them.

In a nutshell, it is thought that additional investigation into the variables affecting university students' usage of online food delivery services is necessary. Such studies might offer insightful information about how university students are changing their behaviour and adjusting to the digital era.

CONCLUSION

This study examines the factors influencing the usage of online food delivery services among university students. It looks at the motivations and preferences of university students when it comes to online meal ordering, as well as the variables that affect their choice to use online food delivery services. The research looks at the effects as well of time saving orientation, convenience and peer influence on the usage of online food delivery services. Finally, the study looks at the potential implications of the usage of online food delivery services for university students. The results of the study suggest that time saving orientation, convenience and peer

influence are the main factors influencing the usage of online food delivery services among university students.

The entire goal of this study has been accomplished, in summary of the reliable knowledge. Nearly all of the respondents stated that they intended to use an online food delivery service as the outcome of experiences, which were mostly influenced by time saving orientation, convenience and peer influence. When they used the internet for food delivery services, they delighted and loved it.

This study's sample size is rather small because the researcher simply used a Google Form to collect responses from Malaysian public university students. An accurate message could be delivered quickly to a large number of the intended audience by a Malaysian public university student. In order to get over this problem, a future study in this area needs to increase the sample size, conduct a more thorough analysis of the factors impacting university students' usage of online meal delivery services, and produce a more accurate study conclusion.

Considering the previous chapter's recommendations, several empiric factors have been established that decide there are likely to be other factors that have not been identified in this study. For instance, more research may be done on the impact of social media on the usage of online food delivery services. Additionally, it may be studied how cultural and regional variations affect people's usage of online food delivery services.

Latest research has also concentrated on university students in a single nation. If the same characteristics affect the usage of online meal delivery services, it would be fascinating to expand the study to other nations. The study might also be expanded to other age groups to see if the same criteria apply to how often other ages use online meal delivery services.

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