



# E-PROCEEDING HOTWEC 7.0

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





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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Title: E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow

e-ISBN: 978-629-489-007-7

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16300 Bachok

Kelantan

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA))

Membership Number: 201903)

In Collaboration:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan (UMK), Kampus Kota Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.

# FACTORS AFFECTING CONSUMER PREFERENCE TO USE ONLINE FOOD DELIVERY SERVICES IN MALAYSIA

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## ABSTRACT

*The food delivery service business in Malaysia and globally is experiencing significant growth, with customers increasingly seeking takeaway food delivery. The study's objective is to identify variables influencing Malaysian consumers' preferences for food delivered online. This study examines factors affecting consumer preference for online food delivery services in Malaysia. A quantitative research approach, using 384 questionnaires distributed via social media and SPSS software, revealed a positive relationship between online food delivery services with convenience motivation, perceive risk and perceive ease of use. The investigation's design, population of interest and size of the sample, method of sampling, collecting data processes, instruments for research, and data analysis was covered. The findings provide implications and recommendations for future researchers to conduct similar studies in Malaysia.*

**Keyword:** Online Food Delivery Service, Convenience Motivation, Perceive Risk, Perceive Ease of Use.

## INTRODUCTION

Malaysia markets for food delivery services are currently expanding and has a high potential rate. The demand for online food delivery (OFD) services has expanded by bringing customers' food to their doorstep as businesses struggle to find strategies to survive (NPD, 2020). Online food delivery (OFD), as defined by Li et al. (2020), is the practise of having customers order food online and have it delivered to them by riders. Since 2012, Foodpanda has been the first OFD app in Malaysia, followed by DeliverEat, Honestbee, Dahmakan, Grab food, and Lala food (Pang, 2017).

These applications are all competitive in offering user delivery services (Kong & Bizhive, 2018). The demand for OFD increased especially in the new norm of the Covid-19 pandemic. In recent years, the Covid-19 pandemic has changed the landscape of business operations, which are heavily dependent on transactions and the use of the internet has increased rapidly. (Alaimo & Galati, 2020). The study's objective is to identify variables influencing Malaysian consumers' preferences for food delivered online.

The research objectives in this study are as follows:

1. To determine the relationship between the perceived risk towards consumer preference to use online food delivery services.
2. To determine the association between perceived ease of use and the preference of consumers for using online meal delivery services.
3. To determine the connection between consumer desire for using online meal delivery services and the motivation of convenience.

## **Significance of the Study**

### **Consumer**

This beneficial contribution can be interpreted as arguing that the majority of customer fulfilment has a favourable impact on delivery service because it is simple and easy for them, variety of options, and time saving especially in the present context where people are required to stay inside due to the emergency. This generation of customers is more likely to order a wide selection of instantly accessible dishes through food delivery services from their preferred eateries. And delivery companies are continuously creating new ordering channels to make things simpler and easier in an effort to keep the millennials interested and enticed.

## **Researchers**

The findings of the study will benefit researchers who want to research and find more information about online food delivery (OFD) services in Malaysia because it provides knowledge and knowledge. As a result of online food delivery (OFD) is now a growing the Malaysian trend especially in the new norm of covid 19, it attracts many researchers to conduct research on this topic.

## **Online Food Delivery**

The well-known Grab Company, which delivers e-hailing services, includes Grab Food. The Grab Food Delivery service enables customers to place online orders for delivery from restaurants that are close to the delivery address. Next, Food Panda because they provide food to practically everyone in the nation, this panda is quite well-known in Malaysia. For restaurants in the vicinity of the delivery address, the business offers food delivery services

## **LITERATURE REVIEW**

### **Convenience Motivation**

Compland (1923) and Kimes (2011) both found that One of the primary motivations for users to accept electronic technology is convenience. Online takeout ordering provides several benefits, avoiding bad customer service and lowering in-store traffic are two examples. Convenience of time and effort are important factors influencing consumer adoption of OFD services, and shoppers who prioritize convenience will always take their time and try to cut costs (Collier & Kimes, 2013). Therefore, convenience motive influences online food buyers' behavior in a good way.

### **Perceive Risk**

Food safety risk perception (FSRP) is the term for the perceived danger connected to eating and is critical for customers' purchasing decisions (Nardi, Teixeira, Ladeira, & de Oliveira Santini, 2020).

Depending on the selling site, customers may have various FSRP. The food provided by OFD services can be contaminated because the delivery operation makes it difficult for this service to maintain the safety and cleanliness of the food for the consumer. Customers may therefore see a higher FSRP when utilising OFD because they cannot personally inspect the cleanliness of the restaurant and staff, which can be detrimental to CIU. The following theory is presented based on previous studies about FSRP and the characteristics of OFD services.

### **Perceive Ease of Use**

According to Pinho and Soares, perceived ease of use (PEOU) refers to how much a person expects to have psychological or physical issues when using new technology. Studies have shown that PEOU significantly affects customers' propensity to use a range of technologies. Consumers are ready to accept purchases made online., according to Ignatius and Ramayah's 2005 research, if smartphone and web interfaces are simple to use and require minimal effort. Consumers are more inclined to use OFD services if their PEOU is higher, boosting their odds of success, according to Roh and Park's 2019 research. By highlighting the crucial roles that the ordering process, order tracking, and filtering options of the interface played in establishing CIU, Ray et al. 2019 emphasize the significance of PEOU of OFD services.

### **Online Food Delivery Services**

Online food delivery is the procedure used to make and deliver the user's online-purchased meal (OFD) (Li et al., 2020). Using an OFD service platform on its website or mobile application, a customer can place meal orders from numerous restaurants. The market for OFD services is forecast to reach \$182.3 billion in 2019 and has gained greater attention since the COVID-19 outbreak due to its contactless ordering and delivery approach. OFD services' influence the ability of the food and beverage industry to expanding businesses, OFD is forecast to increase by RM599 million in 2019. This is due to the government's movement control order, the recent sickness issue, and countries opening for commercial activities. Online business has been booming, influencing customer satisfaction and experience. According to a study by the NPD Group, the number of

orders for off-road vehicles rose 67% in March 2020 compared to March 2019. Academics have studied how OFD customers make decisions and their behavioral goals (Yeo et al,2017).

### Research Hypothesis

The purpose of the study is to determine whether dependent and independent variables have any correlations or relationships:

**H1 :** There is a significant relationship between the convenience motivation towards consumer preference to use online food delivery services.

**H2 :** There is a significant relationship between the perceived risk towards consumer preference to use online food delivery services.

**H3 :** There is a significant relationship between the perceived ease of use towards consumer preference to use online food delivery services.

### Research Framework

This study highlighted a conceptual framework that examines what influences customers' preference for using online food delivery services. Three independent variables have been used in this study which are convenience motivation, perceive risk and perceived ease of use.

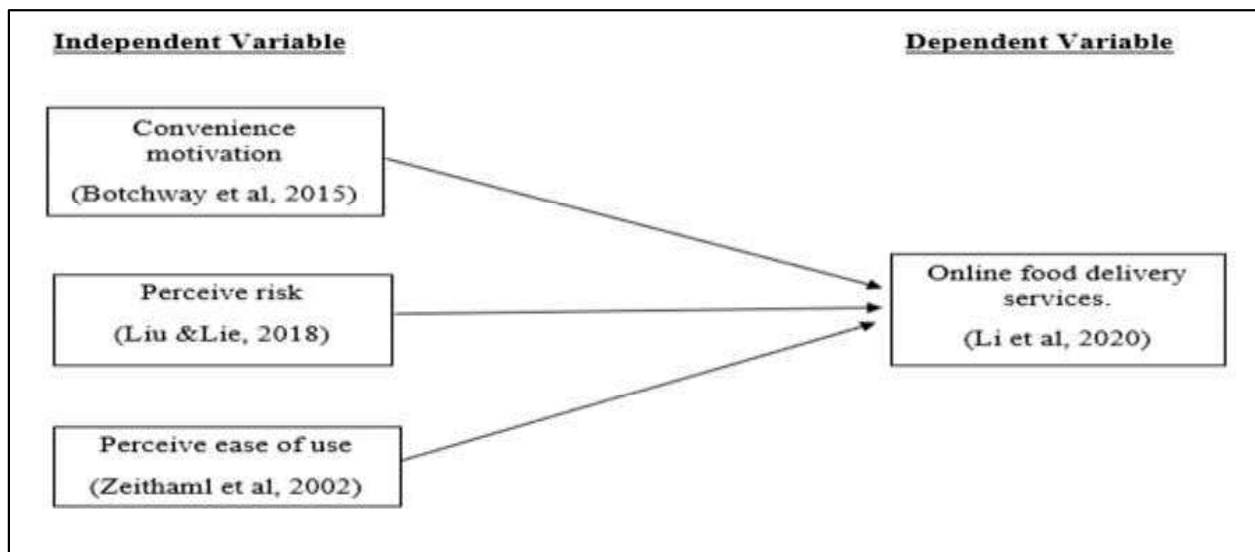


Figure 1 Conceptual Framework



## **METHODOLOGY**

### **Research design**

Data were collected for this study utilizing a quantitative method and questionnaires. 384 Malaysians in all responded to the survey. In addition, the research design gave a summary of the study and identified the data that was being examined. This approach was mostly used by the researcher to generate information through experiments, surveys, and data collection through preset instruments.

### **Data Collection**

The data were gathered through field research. The Google online form tool were used to disseminate the surveys for this research. Every social media platform, including Instagram, Facebook, WhatsApp, email, received the link to the Google form. To gather the survey's data, a series of questionnaires were given to the 384 respondents. The questionnaire made use of modified 5-Likert scales and multiple-choice formats. The questionnaire included four sections and was written in both English and Malay. The questionnaires are divided into Sections A, B, and C. Section A were demographic profiles which are gender, age, marital status, occupation, and income. Independent variables made up Section B, whereas dependent variables made up Section C.

### **Sampling**

The non-probability sampling technique was employed in this research. Since it was simple to use and included a quick research response, this kind of sampling approach was chosen. Non-probability sampling techniques like convenience sampling are affected by data collection from populations that are easily available and eager to take part in the research. The researchers calculated the sample size to obtain a representative sample that is both valid and trustworthy for this study. In a nutshell, 384 individuals would make up the sample according to the generalization made by Krejcie & Morgan (1970).

## Data Analysis

Analysis by frequency, description, reliability, and the four data analysis techniques employed in this study were Pearson's correlation analysis. The data were examined using the Statistical Package for the Social Sciences (SPSS) that had been collected. The demographic information from the respondents was analyzed using frequency. In Malaysia, descriptive analysis is used to determine and look at customer preferences for using OFDS. The reliability test was performed to determine the extent to which an evaluation procedure produces reliable findings. The association between convenience motive, perceived risk, and perceived ease of use on consumer preference to use OFDS in Malaysia was investigated using Pearson's Correlation.

## FINDINGS

### Result of Descriptive Analysis

Table 1 below shows what examination of the descriptive data showed

Table 1: Descriptive Analysis

| <b>Variable</b>               | <b>Items</b>                                 | <b>Mean Score</b> | <b>Standard Deviation</b> |
|-------------------------------|--|-------------------|---------------------------|
| <b>Convenience Motivation</b> | OFDS allow me to order food panda any time.  | 4.25              | 0.768                     |
|                               | OFDS allow me to order food panda any place. | 4.23              | 0.816                     |
|                               | OFDS make my daily life easier               | 4.32              | 0.726                     |

|                             |   |      |       |
|-----------------------------|---|------|-------|
|                             | I can get my food with (OFDS) without leaving home                              | 4.40 | 0.720 |
|                             | I like to order food without leaving home                                       | 4.18 | 0.882 |
| <b>Perceive Ease of Use</b> | I would find that it easy to use OFDS.  | 4.24 | 0.686 |
|                             | I believe that using OFDS requires minimum effort.                              | 4.21 | 0.734 |
|                             | I believe it's easy to learn about online food ordering.                        | 4.33 | 0.671 |
|                             | I think that is easy to navigate through online food ordering platform.         | 4.32 | 0.715 |
|                             | I found the OFDS platform is easy to use everywhere.                            | 4.36 | 0.716 |
| <b>Perceive Risk</b>        | I worried of (OFDS) online purchases and concern about my credit card security. | 3.62 | 0.894 |
|                             | I wonder if the product will be as good as it is advertised to be.              | 3.78 | 0.951 |

|  |      |       |
|--|------|-------|
| I wonder if the food doesn't reach my expectation.                       | 3.85 | 0.964 |
| I am concerned of using OFDS weither my information won `t be protected. | 3.72 | 0.942 |
| I am worried of using OFDS if my personal information will be hacked.    | 3.76 | 0.920 |

Table 1 show the mean and standard deviation for the used to measure the convenience motivation, perceive ease of use and perceive risk . There were 5 question measured for all variable. For variable convenience motivation had the highest mean, 4.40 on the statement “I can get my food with (OFDS) without leaving home”. However, it was measured with the lowest mean which is 4.18 on the statement “I like to order food without leaving home”. For variable perceive ease of use had the highest mean, 4.36 on the statement “I found the OFDS platform is easy to use everywhere”. However, it was measured with the lowest mean which is 4.21 on the statement “ I believe that using OFDS requires minimum effort”. For variable perceive risk had the highest mean, 3.85 on the statement “I wonder if the food doesn't reach my expectation”. Meanwhile , it was measured with th lowest mean which is 3.62 on the statement “I worried of (OFDS) online purchases and concern about my credit card security”.

### **Result of Reliability Analysis**

Table 2 The results of the reliability analysis are shown in the section below.

Table 2 : Reliability Analysis

| Variables                     | Number of Items | Cronbach's Alpha |
|-------------------------------|-----------------|------------------|
| Convenience Motivation        | 5               | 0.833            |
| Perceive ease of use          | 5               | 0.893            |
| Perceive risk                 | 5               | 0.893            |
| Online Food Delivery Services | 5               | 0.803            |

According to Table 2 above, the results for the pilot test for each section of the questionnaire are acceptable because all the values are more than 0.800 Cronbach's Alpha. In this study, there were five questions used to measure the variables. The first independence variable, which Convenience motivation is 0.833 which resulted as good strength of association. The second independence variable, perceived ease of use is 0.893 which resulted in a very good strength of association. Next, perceive risk also 0.893 which is a good strength of association. Lastly, with regard to the dependent variable that is online food delivery services, is 0.803 which resulted in a good strength of association and all the variables had valid questions.

### Result of Pearson Correlation Analysis

Table 3: Pearson Correlation Analysis

| Hypothesis  | P-Value | Result (Supported/Not Supported) |
|---|---------|----------------------------------|
| H <sub>1</sub> : The connections between are highly significant. Convenience is a driving factor behind consumer intent to use online food delivery services. | 0.459   | H <sub>1</sub> is supported      |

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**H<sub>2</sub>:** There is a significant relationship between perceived risk 0.535 H<sub>2</sub> is supported towards customer intention to use online food delivery services.

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**H<sub>3</sub>:** There is a significant relationship between perceived 0.055 H<sub>3</sub> is supported ease of use towards customer intention to use online food delivery services.

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As can be seen from Table 4, the results of hypothesis testing are reported based on a significant relationship between the convenience motivation, perceived risk and perceived ease of use. overall, these results indicate that all the hypotheses were accepted at 0.001 significance level.

## **DISCUSSION AND RECOMMENDATION**

Studies that have been implemented to some extents have presented challenges to researchers. One of the limitations of this study was that the researcher experienced problems in obtaining data from respondents. Not all residents know about OFDS, and online delivery services are usually available in cities. Consumers may show different attitudes, subjective norms, and perceptions governing their behavior compared to of purchase intent those living in urban areas. Therefore, the generalization of findings to wider populations across countries should be done with caution.

Researchers struggle with online data collection due to the fact that respondents who still have questions about the questionnaire are less likely to receive assistance. The questionnaire distributor was not physically there to assist respondents in seeking clarification if they had any questions, so many individuals will scan through the questionnaire on social media and disregard it. This is because if respondents are unsure about the questionnaire, they are unlikely to contact us or seek assistance, leading to erroneous data from respondents. Additionally, some respondents like in-person interviews with the interaction between the two parties or question-and-answer sessions.

The majority of people are not interested in responding to questions, so posting and sharing them online does not boost the response rate.

The limitation of the study was inaccurate and non-relevant data from respondents. The scope and generality of this investigation are too large. This is because the study doesn't concentrate on just one OFD platform. This makes it difficult to get data from consumers of OFDS. Some of the respondents are Foodpanda, GrabFood, and other OFD platform consumers, while others don't use any of these platforms at all. Due to issues with differing degrees of knowledge, the assessment offered by the respondents may not be correct. We still don't know how the questionnaire's questions were received by the respondents.

It is a non-random strategy that doesn't call for any fundamental ideas or a predetermined quantity of players. In short, researchers determine the information needed and then find people who can and will supply it based on their knowledge (Bernard et al., 2002).

To secure an adequate number of respondents, the researcher will advise future researchers to switch from convenience sampling to purposive selection. Purposive sampling, also known as probability sampling, is a deliberate selection of a person based on individual traits (Ilker Etikan, 2016). It is a non-random technique that does not require any fundamental principles or a specific number of participants. In summary, researchers identify the information that is required and then seek out people who can and will provide it based on their knowledge (Bernard et al., 2002). It is frequently used in quantitative research to identify and choose the most information-rich samples in order to make the best use of limited resources (Patton et al., 2002). This goal is mainly concerned with usage.

Another idea is to conduct this study over a longer period of time and to include more independent factors. This study will now concentrate on three independent variables: Convenience Motivation, Perceived Ease of Use, and Perceived Risk. better suggestions for improving the study can be made, such as having similar large organizations or those who operate online food delivery services explore rural areas to further grow this platform and make it better known to the public and those who reside outside of the city. This will aid in the collection of further data and the completion of a study on the factors influencing the adoption of online meal delivery services in Malaysia.

## CONCLUSION

To conclude, these three elements that influence a consumer's decision to utilise Malaysian online delivery of food are perceived risk, perceived ease of use and convenience motivation. Researchers will gain a better understanding of Malaysian consumers' preferences for food delivered via the internet according to the study's findings. All the variables are related to each other that will bring effects in factor of consumers preference towards online food delivery services. Future studies should prioritize using a population sample that is fairly balanced. The results of an unbalanced sample will be inconsistent and will only favor one group. After that, the sample size must be increased to produce accurate, precise, and reliable outcomes. Researchers could look into incorporating other variables to uncover additional elements influencing Malaysian consumers' preference

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