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## CLICK TO EAT: UNDERSTANDING USERS' BEHAVIORAL INTENTIONS

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### ABSTRACT

The rapid growth of food delivery apps in Malaysia reflects changing consumer behaviors driven by technological advancements and lifestyle shifts. This study explores the key factors influencing Malaysians' behavioral intention to use food delivery platforms such as FoodPanda and GrabFood. Findings highlight the importance of app usability, perceived price fairness, time-saving benefits, and social influence in shaping user decisions. As the market expands, understanding these motivations is essential for service providers aiming to enhance user satisfaction and loyalty. By aligning services with user expectations, companies can build stronger relationships and maintain a competitive edge in the evolving digital landscape.

**Keywords:** Food delivery apps; Behavioral intention; Consumer behavior; Digital lifestyle

### INTRODUCTION

Food delivery apps have become part of everyday life. With just a smartphone and internet access, people can now order meals from their favorite places without leaving home. This trend is especially noticeable where technological access has grown rapidly. In Malaysia, consumer behavior is changing fast—apps like FoodPanda and GrabFood are seeing a surge in usage. The Malaysian online food delivery market was valued at USD 2.7 billion in 2023 and is projected to surpass USD 6.1 billion by 2032 (Acumen Research and Consulting, 2025). This growth is fueled by factors such as increased smartphone penetration, improved digital infrastructure, and changing consumer lifestyles.

To stay ahead in a fast-changing market, food delivery service providers need to really tune in to what their users want and expect. By paying attention to things like how easy their app is to use, when people like to order, what kinds of deals get the most clicks, and how sensitive customers are to price, companies can better shape their services to fit real needs. Tools like user reviews, app analytics, and even comments on social media offer valuable clues (Ali & Halim, 2024). For instance, knowing that people care about saving time and being influenced by what others are doing can help in designing smoother app experiences, more relevant promotions, and loyalty rewards that feel personal. When businesses make the effort to

genuinely listen and act on customer insights, they are not just improving their service—they are building stronger trust and long-lasting relationships with their users (Aryani et al., 2022). This article takes a closer look at why Malaysians are turning to food delivery platforms and what really influences their decision to use these services.

## FOOD DELIVERY AND BEHAVIORAL INTENTION

The rise of food delivery apps in Malaysia is not surprising. Better digital infrastructure and changing lifestyles have encouraged more people to use them. Food delivery services globally are generating impressive revenue, with Southeast Asia expected to keep growing. Even so, there is still a lot we do not know about what drives Malaysians to use these apps. Further research also indicates that price, information quality, and the perceived usefulness of the application significantly influence behavioral intention, particularly in apps like Foodpanda (Aryani et al., 2022). Additionally, factors like social influence, price-saving orientation, and time-saving orientation are statistically significant and positively correlated with consumers' decisions to use online food delivery services (Ali & Halim, 2024). We foresee that Malaysians are turning to food delivery apps not just for convenience, but also because of how easy they are to use, how affordable they feel, and how much influence comes from friends or social circles. Users want services they can rely on—ones that save time and meet their expectations. As the food delivery scenario continues to grow, it is important for service providers to understand what truly matters to their users so they can create better, more satisfying experiences.

## CONCLUSION

In conclusion, the growing popularity of food delivery apps in Malaysia is more than just a passing trend. It reflects how technology and lifestyle changes are reshaping the way people get their meals. With better internet access and changing routines, it is no surprise that platforms like FoodPanda and GrabFood have become household names. However, convenience alone does not tell the whole story. Research shows that people are also influenced by how easy the apps are to use, whether the prices feel fair, how much time they can save, and even what others around them are doing. When companies understand these deeper motivations, they can improve their services to better meet the needs of their users — building stronger relationships in an increasingly digital and fast-paced world.

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