AN EXPLORATORY STUDY ON THE INTENTION TO USE ONLINE FOOD DELIVERY AMONG CORPORATE WORKERS

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Abstract

This study is aimed at investigating the determinants of intention-to-use online food delivery (OFD) service among corporate workers in Klang Valley where the market is made up largely of time starved people that are enduring difficulties in balancing working time and rest time or leisure time at their convenience. The research focuses on workers ranging from managers, executives, to junior level employees as well as interns in different corporate companies located in Kuala Lumpur to cover a wider range of audience with different background of working experiences that contribute to the high growth of corporate world. The respondents were 139 of corporate workers. Data processed and interpreted using the SPSS 23.0 in generating the mean and standard deviation of seven respective factors. The result shows that the respondents had moderate intention to use online food delivery service in helping them managing their time. The apps are trusted, provide reliable information and it is statistically proved that the online food delivery improved their quality of life.

Keywords: Online Delivery Food; Modified Technology Acceptance Model; Corporate Workers

1. Introduction

In the era of modern technology and infrastructure development, the world is facing a competitive and challenging pace of work life endured by today's workforce (Li et al., 2020). Working people need to make sure that their time are fully occupied with doing major life roles that generates income to sustain high living cost in urban cities by increasing productivity, or at least minimizing the process of satisfying everyday commitments without having them interferes with the current state of productivity (Gupta, 2019; Deusdad et al., 2016). By doing so, people can be sure to focus their regulated amount of daily energy, efforts, limited access to scarce resources, which for most people is -time, in the effort to maximize productivity on the daily basis (Zhao & Bacao, 2020).

Despite the hectic life of going to-and-from workplace and home, bundle package deals and further price reduction offered by Platform-to-Consumer (P2C) online food delivery service has successfully fascinated price sensitive customers to get involve with the trend (Munshi, 2019; Gera et al., 2018). It is estimated that by the year 2022, the food delivery business will escalate to a yearly revenue of USD 956 million, making it one of the fastest growing sectors in the food market (Milo, 2018). Malaysia online food delivery market is projected to develop at a noteworthy CAGR of around 19.2% and reach the market size of over USD319.1 million from the period of 2018 to 2026 (Acumen Research and Consulting, 2019).

In addition, there are numerous existing food delivery establishments that offer online food delivery services. The most popular one is Foodpanda (www.foodpanda.my) which is the pioneer drive that aggressively bringing this new trend to life in Malaysia. Foodpanda is presently existed in Kuala Lumpur, Melaka, Perak, Kedah and Johor Bahru, and still in the process of expanding their business coverage with the intention to go nationwide (New Straits Times, 2020). Others delivery services in the Malaysian market are DeliverEat (jom.delivereats.my), GrabFood (www.grab.com), Dahmakan (www.dahmakan.com) and Super Rider (https://superrider.my).

The way of leaving nowadays changing exponentially and made up of both male and female labor, which equates to almost the same magnitude in high level career opportunities in the industry. Both men and women had material and enthusiastic desires for better ways of life and having both spouses working could help considerably to accomplish those goals (Li et al., 2020). Many women are working on two jobs: one outside the home and one inside the home, leading to time inflexibility, in a way of saying that women do not have as much time to shop (Webster et al., 2019; McKenzie, 2017). According to Forbes, women currently have two jobs that combines successful career that promised her financial independence with an effective motherhood of raising a child. Nutritional requirements might be disregarded in the quest to complete and satisfy all targets at home as well as at work (Finn, 2000). Furthermore, online food delivery users can have their meals at the right time without having to leave their workstation (Shahbaz et al., 2020).

As a result, consumers tend to utilize the OFD service for its convenience benefits of swapping the long traditional process with shorter time of placing online orders (Gunden et al., 2020). Hence, making customers to favor OFD services over traditional store purchase (Kotler et al., 2016). In a different study, Prabowo & Nugroho (2019) concluded that convenience motivation is positively affecting intention-to-use OFD service, however it does not support attitude towards OFD service. Thus, this study is investigated the intention to use OFD service among corporate workers.

2. Literature Review

The design of the study adapted the modified technology acceptance model (TAM) as a based to describe the acceptance the online food delivery as convenient platform to improve quality of life (Lee et al., 2017; Fauzi, 2019). This modified TAM model suggests the factors of salient belief – ease of use, time saving orientation, attitude, convenience motivation; and information quality. The factor of ease of use pertaining to the degree to which an invention can be understand easily, learn and operate in a manner that does not involve hard work (Ramayah & Lo, 2007). The second factor is time saving orientation is the most significant attribute that entices customer to utilize online food delivery (OFD) service (Makhitha et al., 2019; Taylor, 2020). The third factor is attitude pertaining to as preferences of the user when they engage with certain technologies and devices (Rahman & Rahman, 2020). The forth factor is convenience motivation explained as an any component of customer experience that saves the customer's time and effort (Alalwan, 2020; Shaw & Sergueeva, 2016). And lastly the information quality that measures the online shoppers' perception is vital components that influence their decision to shop online (Maia et al., 2018; Shdaifat et al., 2016). Data searching and mining has been a useful method that enables online food delivery (OFD) application users to do virtual window shopping from which they can benefit from comparing prices of products and services from variety of websites and get the best deal that is the most suitable for them. Figure 1 illustrated the modified TAM model used in this study.

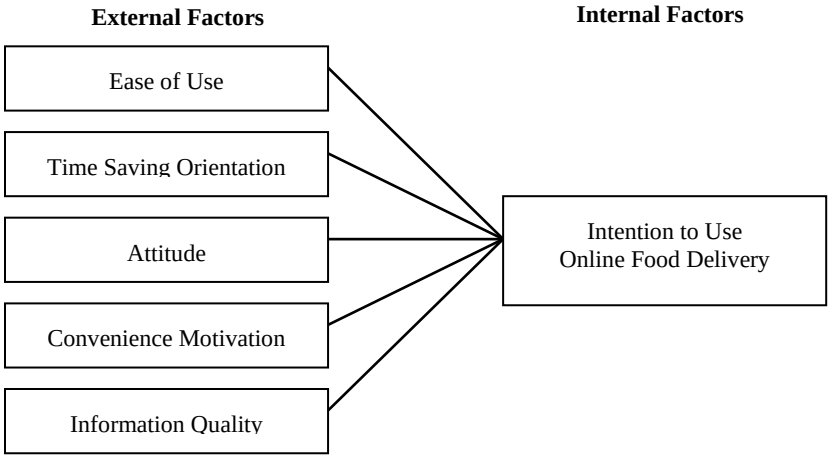

Fig. 1 *The acceptance for online food delivery framework*

3. Methodology

This research adopted a quantitative approach in the survey for data collection which are mainly focused on the potential users of online food delivery service among corporate workers located in Klang Valley. The data were collected using a self-administered 5-Likert's scale questionnaire survey via Google Docs and direct distribution to respondents in the office area. As reported in 2018 approximately 1.55 millions workers in Klang Valey working in various industries (Jabatan Perangkaan Malaysia, 2018). Thus, in determining the sample size of respondent the study used the sample size as illustrated in Table 1.

Table 1: Sample Size Table

Population	Margin of Error			Confidence Level		
	10%	5%	1%	10%	5%	1%
100	50	80	99	74	80	88
500	81	218	476	176	218	286
1,000	88	278	906	215	278	400
10,000	96	370	4,900	264	370	623
100,000	96	383	8,763	270	383	660
1,000,000+	97	384	9,513	271	384	664

(Source: Dessel, 2013; Bartlett et al., 2001; Krejcie & Morgan, 1970).

The simple random was selected as the method for sample selection of the respondent and the survey was administered between October 2018 until January 2019 before the Covid-19 pendemic lock down in Malaysia. Prior to that the validity and reliability test has conducted on the survey instrument and presented in pilot test section. Based on Table 1, it is estimated of 384 respondents should be selected as a total sample for population of 1.55 million in the study to ensure that number of sample represent the population. Thus the total of 400 of survey has distributed to meet the suggestion. Unfortunately, only 139 respondent (34.8%) sucessfully returned to which the result couldn't be generalized to the population. But data gathered can be used for this specific targeted group in this study on purpose, infact for academic wise.

The descriptive statistics of the items are presented in this article to understand the degree level of respective factors discussed above. Data gathered were analyzed and processed to get mean and standard deviation value. We analyzed statistically to interpret the mean value of corporate worker intention to use online food delivery based on Table 2 (Lubis & Latif 2013).

Table 2: Mean Score

Mean	Interpretation
1.00 to 2.33	Low
2.34 to 3.66	Moderate
3.67 to 5.00	High

4. Findings

The items includes gender, age, ethnicity, employment status, income level, and frequency of using online food delivery (OFD) service. As illustrated in Table 3, majority were female (65.5%), 50 years old and above (21.6%), where majority level of income were RM1000-2000 (33.8%), and dominated by Malay ethnic 67.9%. It is seems that 68.3 percent of respondents frequently of 1-2 times using the online food delivery.

Table 3: Demographic Data (n=139)

	n	**%**		**n**	**%**
Gender			**Ethnicity**		
Male	48	34.5	Malay	94	67.9
Female	91	65.5	Chinese	24	17.3
Age (years old)			Indian	19	13.7

18–20	8	5.8	Other	2	1.4
21–29	59	42.4	**Employment Status**		
30–39	19	13.7	Full-time	99	71.2
40–49	23	16.5	Part-time/contract	16	11.5
50 and above	30	21.6	Probation	24	17.3
Income level (RM/Month)			**Frequency of using OFD (per month)**		
1,000 – 2,000	47	33.8	1 – 2 times	95	68.3
2,001 – 3,000	26	18.7	3 – 4 times	23	16.5
3,001 – 4,000	19	13.7	5 – 6 times	8	5.8
4,001 – 5,000	16	11.5	7 – 8 times	3	2.2
6,000 – above	31	22.3	More than 9 times	10	7.2

In this study, descriptive analysis is used to finds out the degree level of intention-to-use online food delivery (OFD) service. The analysis involves a measure of central tendency which is the mean value and standard deviation for the independent variables comprise of Time-saving Orientation (TSO); Attitude towards online food delivery service (ATD); Ease-of-use online food delivery Application (EOU); Convenience Motivation (CM);IQ) and dependent variable (DV) is Intention-to-use. The internal factors of dependent variable data gathered based on the research question; what level of degree to intention-to-use online food delivery (OFD) service among corporate workers in Klang Valley? The data collected were calculated and tabulated as per Tables 4.

Table 4: Intention-to-use Online Food Delivery (OFD) Service

Internal	Item Dependent Variable (DV)	Mean	SD	Interpretation
DV1	Intend to use OFD service whenever I need to buy food	3.04	1.13	Moderate
DV2	Continue to use OFD service frequently	3.01	1.14	Moderate
DV3	Make a daily/weekly routine to buy food use OFD	2.70	1.16	Moderate
DV4	Prefer to have food delivered to me	3.10	1.19	Moderate
	Average Mean Score	3.00		Moderate

Table 4 shows the internal factor of Intention-to-use Online Food Delivery (OFD) service was measured by four items. The mean scores for DV ranges from 2.70 to 3.10. The highest rating goes to item in DV4 which is 3.101, followed by DV1 and DV2 which are 3.04 (SD=1.13) and 3.01 (SD=1.14) respectively, given that there is a slight different between those two items. The lowest rating is for DV3, which equates to 2.70 (SD=1.16). The variables mean is then added and divide by four to compute the average mean score, amounted to 3.00. The average mean score indicates the level of degree to intention-to-use online food delivery (OFD) delivery, whereby the level of customer's intention-to-use is calculated to 3.00 level of intention. Further tables present the data for external factors of independent variable (IV).

Table 5: Time-Saving Orientation (TSO)

External	Item Independent Variable (IV)	Mean	SD	Interpretation
TSO1	OFD service is important in doing multi-task jobs	3.63	1.11	Moderate
TSO2	OFD service helps to accomplish other things quickly	3.72	0.99	High
TSO3	Believe that I can save time by using OFD service	3.78	0.92	High
TSO4	Purchase of food is done as quickly using OFD	3.78	0.99	High

Table 5 shows the Time Saving Orientation (TSO) was assessed using four items. The mean scores for TSO ranges from 3.63 to 3.78. The maximum ratings are tied to TSO3 and TSO4, which have the same mean score of 3.78 (SD = 0.99). The second highest mean value is TSO2 with mean value of 3.72 (SD = 0.99). The minimum rating is TSO1, which equals to 3.63 (SD = 1.11). To summarize, respondents trust that online food delivery (OFD) service can assist them in getting foods without obstructing their momentum to work.

Table 6: Attitude towards OFD Service (ATD)

External	Item Independent Variable (IV)	Mean	SD	Interpretation
ATD1	Purchasing of food through OFD service is wise	3.39	0.87	High
ATD2	Purchasing of food through OFD service is good	3.46	0.87	High
ATD3	Purchasing of food through OFD service is sensible	3.44	0.84	High
ATD4	Purchasing of food through OFD service is rewarding	3.53	0.92	High

Table 6 shows the data on Attitude towards online food delivery (OFD) service (ATD) was evaluated by four items. The mean value for ATD varies from 3.39 (SD = 0.87) to 3.53 (SD = 0.92) in ascending order. The maximum rating is ATD4 with 3.53 (SD = 0.92). Secondly, ATD2 with mean score of 3.46 and ATD3 with 3.44, only small amount of noticeable difference between them. Lastly, ATD1 that has the smallest score of 3.38 (SD = 0.84). These data show that, online food delivery (OFD) companies have successfully created a mechanism that instill the notion of reimbursement in their customers' minds whenever they use online food delivery (OFD) service. As a result, the customer's feels more worthwhile to use online food delivery (OFD) service for the benefits they offer, such as cash back or retail promotion.

Table 7: Ease-of-use online food delivery (OFD) Application (EOU)

External	Item Independent Variable (IV)	Mean	SD	Interpretation
EOU1	Ordering food through OFD application is easy	3.86	0.80	High
EOU2	Interaction in OFD apps is clear and understandable	3.86	0.84	High
EOU3	Minimum efforts to skillful in navigating OFD apps	3.84	0.79	High
EOU4	Overall, in using OFD would be easy	3.86	0.79	High

Table 7 shows the data on Ease-of-use (EOU) was assessed by four items. The maximum ratings are 3.86 represent by three items, namely EOU1, EOU2, and EOU4. The minimum rating goes to EOU3 with mean score of 3.84. These statistics imply that using online food delivery (OFD) application is simple, easy, and understandable. However, information technology (IT) illiterate users might found such application as confusing to them.

Table 8: Convenience Motivation (CM)

External	Item Independent Variable (IV)	Mean	SD	Interpretation
CM1	Eat fast food or skip meal rather than go out to buy food	2.70	1.17	Moderate
CM2	I found that using OFD service gives me convenience	3.78	0.85	High
CM3	Use OFD service to avoid hassle and long waiting time	3.77	0.92	High
CM4	Convenience of OFD service has meets my expectation	3.62	0.89	High

Table 8 shows the data on Convenience Motivation (CM) was evaluated by four items. The mean score ranges from 2.70 to 3.78. The maximum rating is CM2 with mean score of 3.78 (SD = 0.85). Followed by CM3 and CM4 with mean scores of 3.77 (SD = 0.92) and 3.62 (SD = 0.89) respectively. The minimum rating is CM1 with mean value of 2.70 (SD = 1.17). These data explain that consumers are enjoying the accessibility and cosines that online food delivery (OFD) service may provide. Even so, consumers would not go through the state of deprivation to be at ease.

Table 9: Information Quality (IQ)

External	Item Independent Variable (IV)	Mean	SD	Interpretation
IQ1	OFD application provides accurate information	3.48	0.90	High
IQ2	OFD application provides believable information	3.43	0.93	High
IQ3	OFD application provides information in detail	3.48	0.84	High
IQ4	OFD application presents the info in proper format	3.66	0.76	High

Table 9 shows the data on Information quality (IQ) was assessed using four items. The score rating ranges from 3.43 to 3.65. The maximum rating is IQ4 with mean score of 3.66 (SD = 0.76). The second highest mean value is holds by IQ1 with 3.48 (SD = 0.90). The minimum scores are IQ3 and IQ2 with corresponding mean score of 3.48 (SD = 0.84) and 3.43 (SD = 0.93). These statistics illustrate that online food delivery (OFD) application has become a reliable source of information to provide the necessary input to the customers at the specific detail orientation.

5. Pilot Study

The survey items were validated by three lecturers in business and administration which their field of experts in retailing and markerting. All the items were measured using the percentage of agreement (Hamdan et al., 2019). This vadation process was to rectify the items and the percentage used to eliminate the items that below 60 percent. The process conducted in two round, and all the items validated and accepted as per Table 10.

Table 10: Second round expert validation on instrument using the percentage of agreement

	Experts				Overall	Status
	1	2	3	4		
1) The accuracy of the items	Amend	Yes	Yes	Yes	75%	Accepted
2) Instrument format	Yes	Yes	Yes	Yes	100%	Accepted
3) The clarity on meaning of item	Yes	Yes	Amend	Yes	75%	Accepted
4) The suitability of the language	Yes	Yes	Yes	Yes	100%	Accepted
5) Suitability of font size	Yes	Yes	Yes	Yes	100%	Accepted
6) Clarity of the instructions given	Yes	Yes	Yes	Yes	100%	Accepted
7) The use of font spacing	Yes	Yes	Yes	Yes	100%	Accepted
8) Instructions for measuring scale	Yes	Yes	Yes	Yes	100%	Accepted
9) Clarity of instrument's objectives	Amend	Yes	Yes	Yes	75%	Accepted
10) Spelling	Yes	Yes	Yes	Yes	100%	Accepted

Table 11 illustrated the reliability value of the items were above the suggested by Sekaran (2006) which is the value more than 0.70. The survey was piloted to 34 respondents among the students and several adjustment on items to improve the value of Cronbach's Alpha before the real survey administered. Data in Table 10 summarizes the Cronbach's alpha values for each variable in this study and they present adequate reliability consistency to be deemed as accepted. The value for intention-to-use online food delivery (OFD) service (DV) is equal to 0.913, value for time-saving orientation (IV1) is 0.915, value for attitude (IV2) is 0.885, value for ease-of-use of application (IV3) is 0.883, value for convenience motivation (IV4) is 0.755, and value for information quality (IV5) is 0.896. All Cronbach's alpha values are more than 0.6 indicating that the data are reliable to this study.

Table 11: Reliabilty Analysis Table

Variables	Type of variables	# of item	Cronbach's Alpha	Degree of Reliability
Intention-to-use online food delivery	Dependent (DV)	4	0.913	Excellent
Time saving orientation (TSO)	Independent (IV)	4	0.915	Excellent
Attitude towards OFD service (ATD)	Independent (IV)	4	0.885	Very Good
Ease of use OFD application	Independent (IV)	4	0.883	Very Good
Convenience Motivation (CM)	Independent (IV)	4	0.755	Good
Information Quality (IQ)	Independent (IV)	4	0.896	Very Good

6. Discussion & Conclusion

This research also intends to determine the level of degree to intention-to-use online food delivery (OFD) service for corporate workers in Klang Valley, Malaysia. The average mean score in Table 2 shows the moderate value bring the understanding that majority of them has moderate intention to use online food delivery services. This clearly shows the highest mean score in the external DV construct to the item – '*I prefer to have food delivered to me'* but they wouldn't prefer to use the services in daily basis as lowest mean score of item '*I will make a daily/weekly routine to buy food using OFD service*'. The finding is in line with a study of Kim Dang et al. (2018) in Hanoi, Vietnam which found that the use of online food delivery is still at a moderate level but in positive mode. The findings shows that the respondents were interested in getting support through online food delivery service but are not ready to use it this frequently and put more concerned in on food safety and hygiene. However, this is slightly contrary to the findings of Annaraud & Berezina (2020) which found that respondents in United State use online food delivery services to assist them in more often due to several strong positive impact to use online food delivery covers type of picture used especially using the picture of the customer enjoy the food is more preferable.

However, the external factor of time saving orientation bring the understanding that OFD can save time and purchase process is facilitated. This external factors related to attitude to all items have a moderate mean value indicate that OFD is wise, good, sensible and rewarding. The findings of the Saxena (2020) study found that consumers are motivated if they are given Rewards and cash-back. This proves that to increase the use of OFD among consumers, entrepreneurs need to provide reward or cash-back.

Now a days the usage of apps it no more new to people, the finding shows OFD applications or website are useful in purchase process. Therefore, traders need to develop applications that are pleasing to their potential customers to ensure a smooth purchase process can facilitate customers (Lee et al., 2017; Salleh et al., 2020). Therefore, the information included in the application or website by the traders of restaurants, hotels, fast food, food stalls registered with OFD services need to maintain the quality of information, as well as pictures that can captivate buyers. According to Gunden et al. (2020) their study found that the selection of pictures especially pictures of customers enjoying food or products in the application or web site is able to captivate the hearts and appetites of the viewers. For future study, we are focus to administer the survey in order to get the Post Covid-19 result on online food delivery in urban and remote area in Malaysia.

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