

The Usage of Foodpanda Delivery Apps Among Students: An Exploratory Study

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ABSTRACT

Within the food and beverage industry in Malaysia, food delivery service, particularly the application of food delivery apps, is an emerging new wave. The escalation of food delivery apps could shift consumer behaviour in the purchase of food. The paper aims to explore contributing factors influencing consumer behaviour using food delivery apps using a qualitative approach. The approach entails the use of semi-structured interviews with eight students, all of whom are Foodpanda food delivery app users, in a high-learning institution. Thematic method of data analysis revealed the following factors influencing the app usage behaviour: Ease of use, Variety of Choice, Social effect, and Time/Cost saving. This finding highlights the behavioural pattern of food delivery app users, which informs on better marketing strategies and planning for future business opportunities.

Keywords: consumer buying behavior, and consumer used behavior, food delivery apps

INTRODUCTION

The delivery service phenomenon has been defined as “the service offered by a store to deliver its products to the buyer’s home.” In the food and beverages industry, particularly the food delivery services apps, it is considered in style and trending among e-commerce adoption. Customers usually start their order by searching for their favorite restaurant or cuisine, choosing from the available menu, and sharing their preferred delivery location or address (Pigatto et al., 2017) as simple as that. A food delivery service is one of the fastest growing services (Drahokoupil & Piasna, 2019). Food delivery services have tremendously increased in acceptance and popularity lately, and this phenomenon has largely been attributed to the COVID-19 pandemic and the ongoing movement control order (MCO). The aggressive expenditure on online services has shifted people's lifestyles and society's behavior in general (Sjahroeddin, 2018). On the food and beverages industry, particularly the food delivery services apps, consider in style and now trending among e-commerce adoption. A food delivery app is a mobile app that permits customers to place an order from any of the restaurants in their area using their smartphone or tablet device (C Li, 2020). On top of that, food delivery apps work through various restaurants' websites.

The rise in internet service providers, higher internet penetration rates, and an increase in smartphone users have greatly impacted how many people download food delivery applications. For instance, with more than 9.4 million downloads, Uber Eats will have the most users worldwide as of April 2020. The total revenue of this industry was USD 95.4 billion in 2018, with USD 38.4 billion of those dollars coming from China (Statista, 2020).

LITERATURE REVIEW

Overview Food Delivery Service In Malaysia

In Malaysia, 2017 was a prosperous and thriving year for the food delivery industry, where few new food delivery providers started the battle in their services (ecinsider.my, 2018). Foodpanda was the first multiple types of restaurant intermediaries operating in Malaysia, and they started the business nine years ago in Malaysia. Before that, restaurant food service provider was mainly restricted to Domino's and pizza delivery. According to a study conducted by (Beambox, 2020), on average, consumers have at least two food delivery apps on their smartphones and use them three times a month. In the same study, Malaysia ordered cuisine through food delivery apps several times a month (24%), followed by 22% of respondents who agreed that they had used a food delivery app service once/twice a week. A survey from Rakuten Insight revealed that 75% of respondents chose the Foodpanda app as their preferred food delivery app. Singaporean-based company GrabFood is the second most preferred food delivery services app in Malaysia, as 60% of Malaysia use their apps. Restaurant food delivery apps providers of fast food delivery apps are among the food delivery services used by consumers in Malaysia at 16% as of June 2020.

Increasing technology and internet penetration help the increasing food delivery app penetration Alalwan (2020). Statista (2020) reported that the food delivery service segment generated revenue of USD 94.385 billion globally in 2019. The report projected a Compound Annual Growth Rate (CAGR) in 2019–2023 of 9.3%, resulting in a market revenue of USD 134.49 billion by 2023. A report published by Google and Temasek (2019), a private research company, showed that more than 90% of Southeast Asians connected to the internet, mostly through their smartphones. In the issues of online food delivery services, the Southeast Asian region is projected to reach over USD 8 billion (RM24 billion) by 2025, according to a Consumer News and Business Channel (CNBC) report on Nov 19, 2018.

From Malaysia's point of view, as reported by The Star (2019), the revenue of the online food delivery segment is expected to hit USD 145 mill (RM599 mill) in 2019. A rapid check showed that the Foodpanda Malaysia food delivery app had been downloaded over 10 million times on the Google Play Store, an Android digital download market, in 2017. Despite this fact, according to The Edge Weekly report in 2019, the penetration rate of online food delivery in Malaysia was 0.7% behind other countries. Malaysia has the lowest percentage of food delivery app usage compared with the other Asia Pacific countries (66%). On average, respondents agree that they used food delivery apps 5.28 times in a month and approximately once/twice times a week for the Asia Pacific market, but when we compare with Malaysian, we use 4.49 times in a month for particular services. In the form of the value of expenses, Malaysians spend an average of USD 26 per month, the lowest among the other eight countries. A quick check of data from Statista (2020) shows that the majority of Malaysia food delivery apps users are consumers between age range 25- 34 years old (32.40%), 35-44 years old (23.40%), and 19.80% of those 18-24 years old.

Numerous factors contribute to why people adopt and use food delivery apps in their daily lives. According to Elvandari et al. (2018), elements including order conformance, the friendliness and politeness of the delivery workers, the cleanliness of the food box, the excellent condition of the food that was actually delivered, and reasonably priced delivery prices affect customers' decisions to use food delivery apps. Furthermore, the findings also revealed that the technical criteria, including skill-

related training for delivery workers and recurring performance reviews of the service, are important indicators of efficient delivery. According to Yeo et al. (2017), there is a positive relationship between convenience, post-usage usefulness, hedonic motivation, price and time savings, past experience, customer attitude, and user behavior when using food delivery apps. Meanwhile, Pigatto et al. (2017) found that social platforms encourage people to use the food delivery app services. He et al. (2018) noticed that food quality, preparation time, takeaway time, and duration of online ordering are significant predictors of people using food delivery apps. Furthermore, the study by Suhartanto et al. (2019) highlighted that the hygiene of food providers is an important factor in consumers choosing and applying food delivery apps. Moreover, performance expectancy is the main exterminator to adopt food delivery app services (Roh & Park, 2019; Yeo et al., 2017). Besides that, easiness and quality of service, convenience, social influence, and satisfaction are also considered as the contributing factors in people applying for food delivery apps (Correa et al., 2019; Ray et al., 2019; Roh & Park, 2019; Yeo et al., 2017). Meanwhile, in terms of continuance usage of information technology, performance expectancy, effort expectance, social influence, and satisfaction are important for formulating users' continuance usage intention in using these apps (Alghamdi et al., 2018; Chopdar & Sivakumar, 2019; Gao et al., 2015; Marinkovi'c et al., 2020; Yuan et al., 2016).

The study by Olorunniwo et al. (2006) showed that consumers who used the food delivery apps are related to their past experience. The more positive the experience is, the more customers will be willing to adopt and use the food delivery apps. For instance, customers who prefer to limit interpersonal contact may be more likely to adopt an online takeaway system if it is successful (Collier & Kimes, 2013; Katawetawarakas & Wang, 2011). This is especially true for customers with a poor experience with frontline staff or sales personnel.

Chandrasekhar et al. (2019) investigated the impact of online food delivery services and found that consumers mostly prefer particularity concerning price, quality, and delivery service as determinant factors of people who use food delivery apps in India. Kedah et al. (2015) studied the determinants of the customer ordering experience, which include website trust, customer satisfaction, and loyalty among Malaysian consumers as determinant factors for people to use these services. Daud and Yoong (2019) examined two factors, time and price, influencing people's behavior toward using online food delivery services by Malaysian consumers.

The advantages of discounts, including coupons, simplicity of information acquisition, and comfort of use are the primary motivating factors for using food delivery apps, according to a survey on the perception of delivery food and delivery apps conducted by Cha (2015). The ability to order from a variety of menus, including those from small restaurants as well as huge chain stores, and the ability for users to receive discounts are two factors that have recently contributed to the enormous expansion of the delivery app business in China (Choi, 2015). According to a different study, the map search feature of food service apps which identifies eateries near the user is the main driver of their appeal (Kim et al., 2011). Furthermore, the same study considered informativeness, payment and safety, and usability as the usage factors of delivery apps and attempted to determine their influences on customer satisfaction and reuse intention.

Theoretical Grounding – UTAUT 2 Model

Many quantitative and qualitative studies have used various model in their study on the use and adoption of food delivery app services. The scholars have used several theoretical frameworks in their study of the food delivery apps field. This model included the contingency framework and the Extended IT Continuance Model (Yeo et al., 2017), the Technology Adoption Model (TAM) (Correa et al., 2019), the Theory of Reasoned Action (TRA) (Correa et al., 2019), The Innovation Diffusion Theory and Self-Efficacy Theory (Roh & Park, 2019), and the Electronic Service Quality Model (E-S-Qual) (Elvandari et al., 2018; Suhartanto et al., 2019).

Additionally, there are numerous theories and models that have been used to predict the adoption and use of new technology. Venkatesh et al. (2003) have formed the Unified Theory of Acceptance and Use of Technology or UTAUT model as a framework to predict technology acceptance in organizational settings. UTAUT is an improvised model that integrates eight prior theories and models in the range of human behavior to the computer science field. The prominent theories and models are the TRA, which was introduced by Ajzen and Fishbein (1975), the Technology Acceptance Model (TAM), founded by Davis (1989), and the Motivational Model by (Davis et al., 1992). In strengthening the proposed model, the Theory of Planned Behavior (TPB) (Ajzen, 1991) combined TAM and TPB (Taylor & Todd, 1995) and the Model of PC Utilization (MPCU) (Thompson et al., 1991) also took place in establishing the UTAUT model.

In addition, Innovation Diffusion Theory (IDT) by Moore & Benbasat (1991) and Social Cognitive Theory (Compeau & Higgins, 1991) also consider the construct elements used in forming the UTAUT model. The construct UTAUT model has proposed four main factors that highly influence consumer behaviour, particularly in the usage of information technology (Venkatesh et al., 2003). The factors are performance expectancy, effort expectancy, facilitating conditions, and social influence. Despite the wide acceptance of the UTAUT model, Venkatesh et al. (2012) have incorporated three constructive variables into the existing UTAUT model: hedonic motivation, price value, and habit. The new paradigm is extending the UTAUT model and the new model known as the UTAUT 2 model. The new model proposes more holistic and usable measures to measure consumer behaviour, particularly on the usage of ICT. The UTAUT2 model can explain consumer behavioral up to 74% and 52% of technology usage (Venkatesh et al., 2012).

The emerging trend of food delivery service has been encouraging and sparking much interest from academics to discover and analyze the phenomena. Despite the abundance of studies on online food delivery services, most of them are limited to examining the characteristics of mobile apps (Cho et al., 2019). Therefore, little is known about users' behavioral intention (Hand et al., 2009) and their perception of food delivery apps (Kimes, 2011). Even though there is much shifting in consumer behavior and attitude in the food delivery service industry in Malaysia, the research that addresses the contributing factors towards food delivery service usage, particularly their apps, remains minimal in the existing literature (Lau & Ng, 2019). Better insight into food delivery app usage behaviour is especially valuable for service providers that open the door for improved business models and create future business opportunities. In an effort to address the research gap, the current study seeks to explore contributing factors influencing food delivery app usage among young adults.

RESEARCH METHODOLOGY

This study is considered an exploratory study whereby the researcher tries to explore the reason why young adults, particularly students, use food delivery app services. The study tries to bring over the framework proposition of the study. The quantitative study is applied to this study to study people's behavior using the "Grounded Theory," where the researcher aims to develop a theory rooted in observation (data). A semi-structured method was used in the interview session focused on the influence factor of using the food delivery app services. All informants are encouraged to answer the question freely. Reflecting on this research, this study uses individuals as the observation unit. Students who use food delivery apps are targeted because, according to Islam et al. (2013), the youth generation are those who use advanced mobile phone services, have technology literacy, and commonly acquire the latest technology. A study by Rakuten Insight (2019) has proven that 19.80% of food delivery app users in Malaysia are aged between 18 and 24. The interview session was conducted by the researcher, each lasting from 5 to 7 minutes and manually transcribed. The study took place on Apr 19, 2021, and the interview session was conducted through phone calls.

The target population for the study encompassed students who used the food delivery apps. In understanding consumer behavioral intention of using food delivery apps in Malaysia, the target

population for this study is the students with at least one food delivery app account. Moreover, smartphone users are targeted because, according to Leong et al. (2013), individuals with smartphones are more likely to adopt various mobile apps. A purposive sampling technique was used in this study, where the researcher chose only those they deemed fit to participate. Because of the nature of the qualitative study, the “Saturation Point” was identified when the “point at which there is no emerging data or theme from the data” was used (Patton, 1990). From this point of view, eight (8) informants from a local university were selected for the interview session. A semi-structured method was used in the interview session, focusing on the influencing factors for using the food delivery app services. Participants were informed about the privacy of their interview and that all the data was used for academic purposes only.

Data Analysis and Procedure

In order to ensure an efficient study of the data acquired, thematic methods of data analysis were used. In qualitative research, thematic analysis is one of the most used types of analysis. It focuses on identifying, looking through, and noting patterns (or "themes") inside data. The processes shown in Figure 1 are part of the data analysis process, which is congruent with theme analysis. Given that the codes were created from raw data, a data-driven thematic analysis approach was used. It entails the researcher creating codes using information gleaned from interviews.

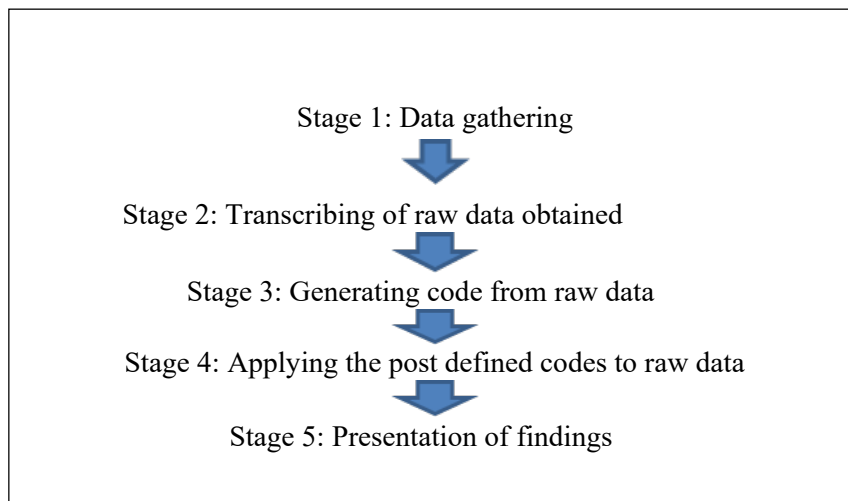


Figure 1: Data analysis process

The data analysis and procedure in this study began with data generation. The data was gathered from informants using the interview methods and all data collected was transcribed carefully by the researcher. The transcribed data was read and measured carefully by the researcher, and step number three involved generating codes from raw data. At this time, similar statements, known as supporting evidence, were grouped together, and codes were generated based on the characteristics of the supporting evidence. The fourth stage involves a general guide for generating codes. The codes were defined with supporting descriptions and used for further analysis. This study ends with the fifth stage, where all the data is presented in the summary of the findings.

Table 1: Description of code

Codes	Description
Ease of use	This means that ease of use is a factor that influences consumers to use food delivery apps.
Variety of choice	This means that a variety of choices is a factor that influences consumers to use food delivery apps.

Social influence	This means that social influences are a factor that influences consumers to use food delivery apps.
Time/ Cost saving	This means that time/cost saving is a factor that influences consumers to use food delivery apps.

FINDING

Table 2 shows the informant characteristics in this study. A total of eight (8) informants participated in this study, and all of them were from a local public university. Most of the informants are female (6), and the rest (2) are male, with an age range from 19 to 23 years old. The first informant was coded as “A,” and the alphabet subsequently until “H” for the eighth informant. When it comes to the type of food, most of them use the app to order fast food, drink, local food, and lunch sets at least once or twice. A hundred percent (100%) of informant used Foodpanda as their food delivery service provider, and some of them spent up to RM 50 per transaction when shopping on the food delivery apps.

Table 2: Informant Profile

Informant	Age	Gander	Type of food order using food delivery apps	Frequency of ordering food on food delivery apps	How much you spend each transaction (RM)	Type/Name of food delivery service provider used
A	19	Male	Lunch set	1-2time/week	10	Foodpanda
B	22	Female	Drink	2 times/month	15	Foodpanda
C	22	Female	Fast food (Pizza)	Once/month	45	Foodpanda
D	22	Female	Fast food	2 times/week	More than 25	Foodpanda
E	22	Male	Fast food (McD and Pizza)	Once a week	20-40	Foodpanda
F	22	Female	Fast food	Not often	25-35	Foodpanda
G	22	Female	Fast food	Once a month	50	Foodpanda
H	23	Female	Local foods and Fast Foods	1-2 times/week	More than 25	Foodpanda

Table 3 shows the process of transcribing the interview session and the coding process for assigning the team for the findings. The transcription and coding were done manually, and the researcher carefully read the transcription in order to identify the meaning and tytoassign the team according to the similarity. Basically, the researcher identified four reasons for answering the research question: “Why do consumers (students) use food delivery apps in ordering their food and beverages?” The answer is because of Ease of use, Time/Cost saving, Variety of choice, and social effect. Some of the informants might answer more than one (1) as the reason why they used and adopted the food delivery apps.

Table 3: Transcribe and coding

Informant	Why do you choose food delivery apps	Code
A	This service is convenient because I do not have transportation to go out there to shop. At the same time, there is a variety of choices of food available in the apps.	Ease of use Variety of choice
B	Ease for me because I do not have to get to the restaurant to buy.	Ease of use Time/Cost saving
C	There are a lot of food that we can choose and order without going out.	Variety of choice Time/Cost saving
D	Sometimes, the price is much lower than the price at the physical store. We can use discount codes to get food at a cheap price. Before this, Foodpanda could be paid using cash on delivery; right now, it can only be paid online (FPX), and the frequency of me using Foodpanda is once a month.	Time/Cost saving

E	I only have to choose the food and wait for the rider to deliver my food. Plus, I do not have to queue up in the restaurant, especially during peak hours.	Ease of use Time/ Cost saving
F	I chose to use the application mainly because I was influenced by my sister. She loves using the food delivery app, so I thought I would try it. It is easy, just at your fingertips. The delivery is also fast, always within the time range given, and I do not have to leave the house just to buy the food. The delivery charge is also reasonably priced.	Social effect Ease of used Time/Cost saving
G	I choose food delivery apps because it is convenient. Since you just need to choose what restaurant and food that you want to eat and then just click place the order.	Ease of use
H	Because it is easier for me during this pandemic, I just need to wait for my food at home. Besides that, it really helps me when. I feel too lazy to go out to buy food.	Ease of use Time/Cost saving

Table 4 shows that most informants responded that they used the food delivery apps because of Ease of use and Time/Cost saving with a score of 6/8, followed by the Variety of choice. Only one (1) informant said that she used the food delivery apps as influenced by her sister or, in other words, influenced by the Social effect. Table 5 illustrates supporting evidence for the respective identified factors.

Table 4: Codes and supporting cases

Codes	Supporting cases	Score
Ease of use	A, B, E, F, G, H	6/8
Time/Cost saving	B, C, D, E, F, H	6/8
Variety of choice	A, C	2/8
Social effect	F	1/8

Table 5: Codes and supporting evidence

Code	Supporting Evidence
Ease of use	This service is convenient because I do not have transportation to go out there to shop. "A" Ease of use because..... "B" I only have to choose the food and wait for the rider to deliver my food. "E" It is easy to use, just at your fingertips. "F" Since you just need to choose what restaurant and food that you want to eat and then just click place the order. "G" Because it is easier for me during this pandemic. "H"
Time/Cost saving	I do not have to go to the restaurant to buy. "B" and order without going out. "C" Sometimes, the price is much lower than the price at the physical store. "D" I do not have to queue up in the restaurant.... "E" The delivery is also fast, always within the time range given, and I do not have to leave the house just to buy the food. The delivery charge is also reasonably priced. "F" I just need to wait for my food at home. "H"
Variety of choice	At the same time, there is a variety of choices of food available in the apps. "A" There are a lot of food that we can choose.... "C"
Social effect	I chose to use the application mainly because I was influenced by my sister. "F"

DISCUSSION

The main focus of this study was to explore contributing factors influencing consumer behavior on food delivery apps. In general, the study reveals that ease of use, time/cost saving, variety of choices, and social effect are determinant factors in food delivery apps used. Ease of use is defined as the degree to

which a person believes that using a particular system would be free from effort (Davis et al., 1989). From this study's point of view, ease of use also can refer to the easiness of using food delivery apps because of technological innovation in the kind of order placement process and filtering of the food. The users also do their order tracking using these apps. Most informants said that using food delivery apps is convenient for them, and in this point of view, the use of food delivery apps is also derived from the factor of effortlessness. The features of food delivery apps also play their own roles in contributing to encouraging consumers to use food delivery apps. This finding is consistent with Ray et al. (2019), who found that ease of use is positively associated with people's behavior in using food delivery apps.

Using food delivery apps platforms serves various functions, including providing consumers with a wide variety of food choices and numerous food providers (vendors) on the apps. This study conducted by the researcher has shown that the variety of food choices on the apps contributed to users' behavior in using these apps. It is proven by a prior study conducted by He et al. (2019), which stated that one of the relevancy of food delivery apps is that they offer a variety of food choices. Online food delivery systems perform a number of tasks for customers, such as giving them a wide range of food options, taking orders and relaying them to the food producer, monitoring payments, planning food delivery, and offering tracking services (Li et al., 2020).

Time/cost saving is associated with the benefit that can enjoy by users in applying particular technology in their lives. According to Euromonitor (2015), time-saving orientation in today's fast-paced life, many cannot afford to have the hassle of going out for food or waiting in a restaurant for food to be served to them. Furthermore, cost saving refers to monetary savings consumers enjoy when using food delivery apps. According to Darke & Dahl (2003), consumers look for cost savings through price discounts because they are concerned about the amount of money that they are able to save through these discounts. The cost saving is not only considering the factor of monetary savings. However, it can also be viewed from the perspective of not incurring any additional costs to purchase a product or use a service (Escobar-Rodríguez & Carvajal-Trujillo, 2014). Reflecting on the study, most informants agreed and said that time/cost saving is a predetermined factor in their use of food delivery apps. This finding is consistent with (Yeo et al. (2017), who revealed that time/cost saving affects consumer adoption of food delivery app services.

Social effect refers to the influence surrounding peers, colleagues, family, media, and society have on adoption intentions. Therefore, in the field of food delivery apps study, the social effect refers to social pressure sources from friends, family members, and peers. According to the informant, she used the food delivery app services due to the influence of her sister, and the statement shows that societal influence has a significant effect on using food delivery apps. This finding is consistent with (Ray et al., 2019) that social effect is positively associated with people's behavior in using food delivery apps. Prior consumer research has examined societal pressure in various settings, including as a positive influencer (Barker, 2009). In several contexts, including for eating reasons (Liu et al., 2019), purchasing intentions (Kim & Park, 2017), and continuance intention (Alcoba et al., 2018), researchers have discovered a favorable relationship between societal pressure and use intentions.

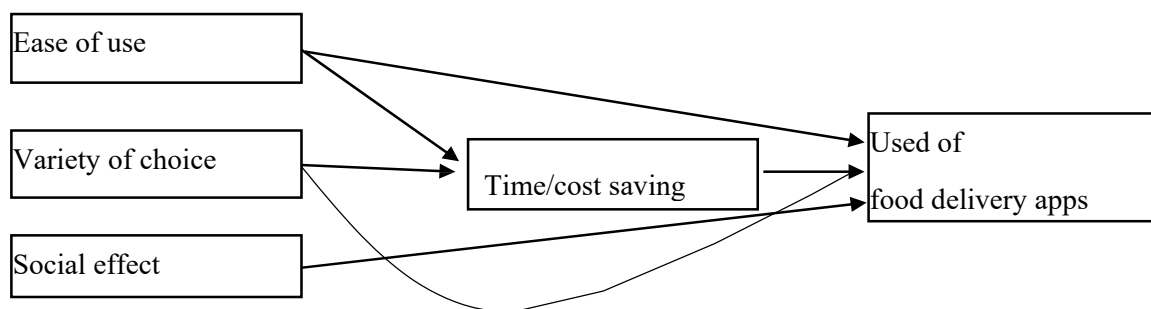


Figure 2: Mapping of Proposition

Referring to the findings, researchers have come up with the mapping of proposition Figure 2, the mapping of proposition. Reflected by the research objective “Why consumers adopt or use food delivery apps”, the researcher found that ease of use, time/cost saving, variety of choice, and social effect are factors on people using the service. There are some informants who mention that ease of use will lead to their saving time and cost (informants A, B, and E). There is also feedback by the informant stating that a variety of choices will lead to time and cost savings affecting the use and the adoption of food delivery apps (informant C). Furthermore, most informants share that ease of use, time and cost saving, variety of choices, and social effects directly affect people to use and adopt food delivery apps.

CONCLUSION

By bringing forward the issues of food delivery app service use and adoption, this study can give future direction. For example, in closing the knowledge gap, the findings contribute more knowledge and understanding of people's behavior in the food delivery apps industry. Furthermore, from an industry point of view, they need to pay more attention to this element in making their business relevant as the practical implication.

Referring to the findings, researchers have come up with the mapping of the proposition. Bringing into line with the research objective on “why consumers adopt or use food delivery apps,” the researcher found that ease of use, time/cost saving, variety of choice, and social effect are the factors on people who use the service. The proposition mapping aligns almost with the grounding theory (UTAUT 2 Model) used in this study. Referring to the theoretical grounding of the UTAUT 2 model, the findings of this study portray almost as stated in the model framework. Ease of use is related to the Effort expectation on the UTAUT 2 model, which relates to “ease of using associated with the use of the system”. In this point of view, it relates to how easily the food delivery apps can used by the users. Time/cost saving is associated with price value in the UTAUT 2 model, where a cognitive trade-off of users enjoy saving time and money. The social effect might bring the same meaning as social influence in the UTAUT 2 model, where it refers to “the degree to which a person perceives that others think he/she should use the particular system.” Facilitating conditions in the UTAUT 2 model bring the same meaning as a variety of choices as stated on the mapping proposition. Facilitating condition refers to the “degree to which an individual believes they get infrastructural support (both technical and organizational) for system use.” The food delivery app system infrastructure is ready and available with a variety of choices in terms of foods and restaurants for customers to choose from.

The present study has some limitations that open interesting research avenues for future research. To generalize the results, the research could be replicated in other countries with different cultural orientations. Furthermore, this study focuses on teenagers or students. Therefore, if future study needs to expand the scope of research targeted at consumers of different ages and backgrounds, it would be more meaningful to focus on empirical research.

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AUTHORS' CONTRIBUTION

All authors provided critical feedback and helped shape the research, analysis, and manuscript.

CONFLICT OF INTEREST DECLARATION

I/We certify that the article is the Authors' and Co-Authors' original work. The article has not received prior publication and is not under consideration for publication elsewhere. This research has not been submitted for publication, nor has it been published in whole or in part elsewhere. We testify to the fact that all Authors have contributed significantly to the work, validity, and legitimacy of the data and its interpretation for submission to Jurnal Intelek.

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