



**BEHAVIOURAL INTENTION OF CONSUMERS TOWARDS ONLINE FOOD
DELIVERY SERVICES**

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ABSTRACT

Malaysia has been increase in internet penetration rate of 67% which online food shopping and purchasing is one of the options that are increasing in users. Therefore, food industries and retailers need the information on customer's preferences in order to develop optimal production and how to do the marketing strategies. Since the current technology now is arising in terms of online food and grocery shopping, there is a basic requirement for better data on the components that influence customers' decisions of online food item.

The main objective of this research is to study the behavioural intention of consumers towards online food delivery services by focusing on factors that influence the behavioural intention of the consumers which are; perceived risk, product quality, time savings and perceived ease of use. The data have been collected and obtained from the distribution of the questionnaire to 200 respondent around Melaka city using convenience sampling. The finding showed that perceived risk, time savings and perceived ease of use have a significant relationship towards behavioural intention of the consumers but for product quality there is no significant relationship. The study also found that perceived risk is the most factor that influence the behavioural intention of consumers towards online food delivery.

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