GrabFood - The Impact of Electronic Coupons on Consumer’s Purchasing Power

Crystal Chee Jia Wei¹, Ding Xuan², Cui Ziru³, Cui Jingru⁴, Vedant Singh Kushwah⁵
Univesiti Sains Malaysia, Malaysia¹,²,³,⁴
JAIN (Deemed-to-be-University), India⁵
Correspondence Email: crystalcjb2001@gmail.com

ABSTRACT

With the development of Internet technology and the impact of COVID-19, many people are switching from offline platforms to online platforms. Electronic coupons issued by merchants are also growing in popularity. The issue of electronic vouchers makes it more convenient for consumers to shop and provides consumers with more choices. This paper aims to analyze the influence of electronic coupons on consumers’ purchasing power. Data were collected 162 GrabFood users’ questionnaires via Google Forms. This study examined whether perceived ease of use, trust, convenience, coupon proneness, social influence, price, and attitude affect consumers’ purchasing power. The findings indicate a positive correlation between purchasing power and factors such as perceived ease of use, trust, price, and attitude. Notably, price exerts the most significant influence on consumers’ purchasing power, followed by attitude. The study reveals that perceived ease of use and social influence play roles in shaping consumers’ purchase intentions through their attitudes. In the context of Grab food, enhancing the ease of use and increasing promotional activities on its social platforms can enhance consumer attitudes towards e-coupons.

Keywords: Consumer, COVID-19, Electronic Coupons, GrabFood, Purchasing Power
INTRODUCTION

With the rapid development and popularization of information technology, e-commerce is growing rapidly and attracts broad attention (Bashir, Anwar, Awan, Qureshi, & Memon, 2018). The presence of e-commerce has effectively addressed and catered to the evolving needs of consumers in alignment with the demands of today's dynamic lifestyle (JS, Usadi, & Wibawa, 2022). The advent of online commerce has proven to be a responsive solution, seamlessly integrating with the fast-paced and modern way of life, thereby meeting and fulfilling the diverse requirements of present-day consumers. In addition, E-coupons (electronic coupons) are regarded as a win-win application in the online market, is frequently used by merchants to attract new consumers and promote repeated purchase. Simultaneously, consumers can also obtain benefits purchasing with it (Ferrer-Gomila, Hinarejos, & Huguet-Rotger, 2018). As the most widely used promotional tool in recent years, it has become a very convenient tool in life on the internet as it meets the consumer needs of most groups. E-coupons are popular with consumers as they are much less expensive to search for than traditional paper coupons.

Consumers can search for e-coupons directly online and select the coupons that are suitable for their target products at the product search stage. For most price-sensitive consumers, e-coupons stimulate the shopping impulse to a certain extent. When consumers get coupons, they form the illusion of income and thus facilitate purchases. This perceived boost in financial resources, acts as a catalyst, effectively lowering the perceived cost of items and thereby encouraging and facilitating purchase behavior. The phenomenon suggests that coupons not only serve as direct incentives but also play a role in shaping consumers' mental accounting, influencing their perception of available funds and, consequently, expediting the decision-making process in favor of making purchases. Understanding this psychological aspect sheds light on the multifaceted impact of e-coupons on consumer behavior and provides insights for businesses aiming to leverage these incentives to enhance sales and customer engagement.

E-coupons have the characteristics of wide distribution, fast dissemination, and low dissemination cost. For example, e-commerce companies will analyze and track consumers' usage and purchase behavior, and combine consumers' past coupon preferences and purchase habits to scientifically target customer groups and push different coupons to different customers to improve the efficiency of coupon usage. This scientific approach enables them to customize and push diverse coupons to different customer segments, thereby enhancing the efficacy of coupon utilization. The utilization of data-driven strategies not only optimizes the efficiency of e-coupon distribution, but also exemplifies a proactive method for businesses to tailor their promotional efforts, ensuring a more personalized and impactful engagement with their customer base.

In the ever-evolving landscape of e-commerce, multinational technology companies like Grab have become pivotal players, redefining the digital experience for users across multiple countries. Grab is a multinational technology company headquartered in Singapore and was founded in 2012. It serves users in more than 400 cities across eight countries. Aim to drive growth and provide essential everyday services to users in South East Asia. Grab initially started as an online taxi service and has since expanded to its current diversified operations, from booking cars and motorbikes to mobile payments GrabPay and delivery of grocery parcels, among others.
One significant addition to its portfolio is GrabFood, introduced in 2018, aimed at providing users with convenient food ordering and delivery services. Additionally, GrabFood's integration of e-coupons serves as a strategic approach to enhance user engagement and incentivize digital transactions. As Grab continues to evolve and diversify its services, the incorporation of e-coupons within platforms like GrabFood exemplifies the company's commitment to staying at the forefront of innovative trends in e-commerce, offering users not only a variety of services but also attractive incentives to enhance their overall digital experience.

The primary objective of this research is to investigate the impact of electronic coupons on the purchasing power of consumers in GrabFood. Through comprehensive analysis with quantitative descriptive approach, the research delves into the factors that potentially shape consumers' purchasing power. The key variables under scrutiny include perceived ease of use, trust, convenience, coupon proneness, social influence, price, and attitude. By exploring the interplay of these elements, the study seeks to discern the extent to which they collectively influence and shape consumers' capacity to make purchasing decisions. The research contributes to a deeper understanding of the dynamics surrounding electronic coupons and their implications for consumer behavior and purchasing power in the context of online food delivery services.

LITERATURE REVIEW

Perceived Ease of Use
In the Technology Acceptance Model (TAM), perceived ease of use stands as a crucial element, encompassing individuals' beliefs regarding the adoption of a specific system. This facet pertains to the degree to which users anticipate that the system will provide them with convenience, both in terms of minimizing physical and mental exertion, as outlined by Lim et al. (2020). This belief is rooted in the user's perception that engaging with the technology will not impose burdensome difficulties. In essence, when users find a technology user-friendly and operationally smooth, it fosters a positive perception of ease of use. This extends beyond mere functionality to encompass a seamless integration of the technology into the user's tasks or activities, resulting in a sense of convenience and efficiency. Perceived ease of use emerges when users are convinced that a particular technology or system serves a practical purpose for them (JS, Usadi, & Wibawa, 2022). This intricate relationship between perceived ease of use and utility underscores the importance of designing and implementing technologies that not only serve their intended purposes but also do so in a manner that aligns with users' cognitive and operational expectations, ultimately contributing to enhanced user satisfaction and adoption of the technology. In essence, this implies that users experience a lack of encumbrance or challenges when engaging with the technology or system, contributing to a sense of usability and user-friendly interaction.

Consumers can more easily target their purchases with electronic coupons than with paper ones. Electronic coupons are also simpler to use when it comes time to redeem them (Cimato & De Bonis, 2001). The user-friendly nature of electronic coupons streamlines the redemption process, eliminating unnecessary complexities and ensuring a straightforward and efficient transaction for consumers. This simplicity enhances the overall appeal and accessibility of electronic coupons, contributing to a positive user experience and reinforcing their effectiveness as an attractive incentive in the realm of digital commerce. While retailers and online coupon services offer consumers a simple way to easily access e-coupons through technologies such as the internet, email, and smartphones (Rohani, Rohani, & Barth, 2017). GrabFood offers consumers popular deals that are easy to redeem and easy to share through apps, heavily promoted social media, and email. This makes it easier for consumers to access e-coupons from
GrabFood. The ease of use of the website, in turn, drives impulse spending (Lin, Wu, & Hsu, 2007). The increase in online shopping due to the ease of use and convenience of Internet and online shopping has also influenced the use of digital coupons (Yakasai & Jusoh, 2015). Winata, Permana, No, & Indonesia (2020) revealed that the value of electronic coupons and behavioral intention to utilize them were positively correlated with perceived ease of use. The following are the researchers’ hypotheses.

H1: Perceived Ease of Use is positively related to Purchasing power.

H8: Perceived Ease of Use is positively related to Attitude.

Perceived Trust
In the realm of online purchasing, trust serves as the linchpin for the smooth functioning and stability of social connections. In the absence of trust, the intricate network of relationships within the online marketplace would face the risk of collapse or disruption (Kee et al., 2022). Perceived trust is an essential factor in purchasing power and attitude. Trust is critical to consumer purchase intention (Lynch, Kent, & Srinivasan, 2001). Trust is considered as the foundation upon which successful transactions and interactions are built in the virtual shopping environment. It not only establishes a sense of reliability and dependability but also plays a pivotal role in shaping consumers’ confidence in the security and credibility of the online platforms they engage with. Therefore, in the context of online purchasing, the establishment and maintenance of trust are essential elements that underpin the seamless operation of social connections and contribute to the overall success of e-commerce interactions.

The use of electronic coupons is influenced by the increase in purchases (Yakasai & Jusoh, 2015). Consumer attitudes and trust toward shopping can influence consumer shopping behavior (Martínez-López, Luna, & Martínez, 2005). Many studies illustrate that secure, privacy-protecting electronic coupons lead consumers to trust the business (Jakobsson, MacKenzie, & Stern, 1999; Conejero-Alberola, Hinarejos, & Ferrer-Gomila, 2017). When consumers trust a reputable brand it strengthens their purchase decision, and trust strengthens the link between attitudes and behavior (Muk, 2012). The integrity and competence characteristics of e-commerce companies have a significant impact on consumers’ perceived trust and purchase intentions (Ozdemir & Sonmezay, 2020). The following are the researchers’ hypotheses.

H2: Perceived Trust is positively related to Purchasing power.

H9: Perceived Trust is positively related to Attitude.

Perceived Convenience
The extent to which customers believe they can use technology comfortably at a convenient time and location is known as perceived convenience (Liu, Zhao, Chau, & Tang, 2015). Holding an electronic coupon brings a positive attitude, it is both convenient and valuable (Witchitchayanon & Nelson, 2016). The convenience of redeeming coupons, creating, and developing features that effectively induce perceived enjoyment, and providing consumers with more favorable coupons, such as personalized or customized services (Ren, Cao, & Xu, 2021). Offering targeted e-coupons is the most effective, offering consumers coupons to better meet their preferences when they are close to the product, which will effectively drive consumer purchases and increase the redemption rate of e-coupons (Harris, Snader, & Kravets, 2018). Consumers can easily find diverse products and e-coupons to purchase from the online food service provided by GrabFood. The study demonstrates the link between shopping intentions and perceived convenience among Taiwanese university students, the importance of the
interaction between the two structures, and the beneficial impact of perceived convenience on buying intentions (Jih, 2007). In the perceived area, convenience became the driving factor for coupon purchases, and price, trust, and convenience were the greatest factors influencing online consumers (Ardizzone & Mortara, 2014). The following are the researchers’ hypotheses.

H3: Perceived Convenience is positively related to Purchasing power.

H10: Perceived Convenience is positively related to Attitude Proneness

A study suggests that for online shopping, identifying consumers with high e-coupon propensity consumers and tailoring promotions to these consumers can help increase e-coupon redemption propensity. Consumer attitudes toward e-coupon usage behavior and consumer attitudes towards online search behavior can have a positive impact on consumers' propensity to redeem coupons. Essentially, when consumers exhibit favorable attitudes towards utilizing electronic coupons and engage in proactive online search behavior, it creates a synergy that enhances their inclination to redeem the available coupons. Positive attitudes towards e-coupon usage signal a recognition of the value and benefits associated with digital vouchers, while proactive online search behavior reflects a proactive approach in seeking out relevant promotions or discounts. The convergence of these attitudes results in a heightened propensity among consumers to take advantage of the discounts offered through coupon redemption. Understanding and leveraging this interplay between attitudes, behaviors, and coupon redemption can be pivotal for businesses aiming to optimize their promotional strategies in the dynamic landscape of digital commerce.

In turn, promotional tools in the form of coupons can have a positive effect and may influence consumers’ willingness to shop (Chen & Lu, 2011). When businesses employ coupons as part of their promotional strategy, it introduces a positive element that can influence consumers’ willingness to engage in shopping activities. Coupons, functioning as incentives, align with the consumers’ positive attitudes may already harbor towards e-coupon usage and online search behavior. The perceived value and savings associated with coupons not only complement favorable attitudes but also act as triggers that further motivate consumers to participate in shopping endeavors. Thus, the strategic integration of coupons into promotional campaigns can be a powerful driver, creating a symbiotic relationship with consumer attitudes and behaviors and ultimately fostering a more robust and responsive consumer base in the competitive landscape of online commerce.

Whereas, partial coupon propensity has a significant impact on impulse buying (Immanuel & Mustikarini, 2018). When individuals exhibit a partial inclination towards utilizing coupons, it implies a selective engagement with promotional incentives. This selectivity may translate into a nuanced approach to impulse buying, where consumers may be more inclined to make unplanned purchases when enticed by specific discounts or promotions, driven by the perceived value offered through partial coupon redemption. In this context, the impact of partial coupon propensity on impulse buying underscores the intricate interplay between promotional strategies, consumer attitudes, and spontaneous purchasing decisions. Recognizing and understanding these dynamics can be instrumental for businesses seeking to refine their marketing approaches and capitalize on the psychological triggers that influence consumer behavior in the realm of online commerce.
Research by Bhardwaj, Das, and Khare in 2015 shows that brand parity, coupon propensity, and sales propensity have a positive impact on brand trust and engagement in purchase decisions impact. The following are the researchers' hypotheses.

H4: Coupon Proneness is positively related to Purchasing power.

H11: Coupon Proneness is positively related to Attitude.

Social Influence
Consumers can see and share other consumers' opinions or interests in products through social software (Sohn & Kim, 2020). When consumers become anxious about their lack of proficiency in redeeming electronic coupons. Therefore, when utilizing mobile purchasing, customers with greater degrees of technology anxiety depend more on social influence than do consumers with lower levels of technology anxiety (Yang & Forney, 2013). Grab food shares through social influence and promotion. And use social media outreach and trust among people to expand the reach and redemption rate of e-coupons and increase consumers' purchasing power. E-coupons stimulate spending and lead to positive economic development. Social influence is used to reduce negative perceptions of coupon advertising and increase coupon redemption power. Some studies have illustrated that social influence also plays a very important role in mobile coupon redemption behavior intentions and that mobile coupon redemption behavior is directly influenced (Jayasingh & Eze, 2009). The following are the researchers' hypotheses.

H5: Social Influence is positively related to Purchasing power.

H12: Social Influence is positively related to Attitude.

Price
In the domain of online purchasing, the concept of price pertains to the monetary value customers are willing to pay in exchange for goods or services (Kotler & Armstrong in Aryani et al., 2022). It encapsulates the financial transaction involved when consumers engage with virtual platforms to acquire products or services. Price, in this context, extends beyond a mere numerical representation, embodying the perceived value that customers associate with the offerings in the online marketplace. It reflects the equilibrium between the cost incurred by the consumer and the perceived benefits derived from the purchased items. Understanding the multifaceted nature of price in online transactions is crucial for businesses, as it influences consumers' decision-making processes and shapes their overall satisfaction with the value they receive in the digital marketplace.

In the realm of online purchasing, the concept of price becomes particularly dynamic when considered in conjunction with e-coupons. E-coupons introduce an additional layer to the pricing equation by offering consumers discounts or promotional incentives on their digital transactions. The price, therefore, extends beyond the straightforward monetary exchange to incorporate the potential savings or benefits associated with the utilization of e-coupons. These digital vouchers not only influence the perceived value of the products or services but also play a strategic role in shaping consumers' decisions within the online marketplace. Effectively incorporating e-coupons into the pricing strategy becomes a means for businesses to not only attract and retain customers but also to create a positive perception of value, fostering a more engaging and rewarding online purchasing experience.
When prices come in the form of discounts in the form of coupons or sales, they have the effect of bringing a higher value than the normal price, thus influencing consumers' willingness to buy (Lichtenstein, Ridgway, & Netemeyer, 1993). Price is an essential factor in consumers' shopping choices; price differences can significantly influence customers' purchase intentions (Kannan & Kopalle, 2001). The face value of coupons can significantly affect the psychological effects of consumers (Tseng & Chang, 2015), the perception of value for money at the time of shopping (Lin, Wu, & Hsu, 2007). In terms of price, customers can have more options to shop with electronic coupons. The following are the researchers' hypotheses.

H6: Price is positively related to Purchasing power.

H13: Price is positively related to Attitude.

**Attitude**
The primary factor influencing whether a consumer will make a purchase is their attitude toward mobile commerce. Since attitudes and intentions have a positive and significant relationship, the more positive a consumer's attitude toward mobile commerce, the more likely it is that they will make a purchase (Mishra, 2014). Some studies have established that mind-flow psychological states are important independent variables that influence online exploration behavior and attitudes toward online purchases (Korzaan, 2003). Attitudes toward online shopping also influence behavioral intentions toward online shopping transactions (Mishra, 2014). This connection between attitudes and behavioral intentions is a crucial aspect of understanding consumer dynamics in the digital marketplace. Moreover, these behavioral intentions are intricately linked with purchasing power, as the willingness to engage in online transactions is often contingent on the alignment of one's attitudes with the available purchasing resources. Individuals with positive attitudes towards online shopping are more likely to exhibit a strong purchasing intent, and their decisions are further guided by their purchasing power—the financial capability to convert intent into actual transactions. Therefore, recognizing the interplay between attitudes, behavioral intentions, and purchasing power is essential for businesses seeking to navigate the nuances of the online retail landscape and tailor their strategies to effectively cater to consumer needs and preferences. According to this explanation, the researchers formulate the following hypothesis.

H7: Attitude is positively related to Purchasing power.

**Purchase Intention**
Purchase intention is the customer's preference to purchase a certain product or service (Younus, Rasheed, & Zia, 2015). Consumers' cognition determines their purchase intention rather than being influenced by emotion. In the context of electronic coupons, the purchasing intent represents a pivotal stage wherein respondents demonstrate a propensity to take action before the actual execution of the purchasing decision (Harjanti, 2021). This phase captures the initial inclination or interest shown by individuals towards making a purchase, often influenced by factors such as promotional offers, discounts, and the perceived value associated with electronic coupons. Understanding and analyzing this stage is crucial for businesses employing e-coupons, as it provides insights into consumer behavior and allows for targeted strategies to enhance the effectiveness of these digital incentives. Recognizing the significance of purchasing intent in the context of electronic coupons enables businesses to optimize their marketing approaches, engaging potential customers and driving favorable decisions in the dynamic landscape of online commerce. Studies have shown that consumers' use of e-coupons has a considerable impact on their willingness to use coupons, purchase intentions, and customer satisfaction (Lee & Lee, 2011; Tiancheng, 2020).
Figure 1 illustrates our research model. A total of 13 hypotheses were formulated.

**Figure 1. The Research Model**

**RESEARCH METHOD**

The research applied a quantitative approach and utilized online surveys as the primary method for data collection. Online surveys were used to gather information from a targeted group of GrabFood consumers in Malaysia about how electronic coupons affected their purchase intention on the company’s services. A five-point Likert scale with a range of one (Strongly disagree) to five (Strongly agree) was used to analyze the results. Google forms were used in this study to gather responses. This survey was distributed to intended respondents and consumers of GrabFood to get their opinion on GrabFood’s e-coupons. A total of 162 responses were received for this survey.

In this research a sample of 162 responses had been collected from different demographic backgrounds though google questionnaire. This demographic study reveals GrabFood mostly used by females (54.3%) and most of them are in the age group of 26 to 30 years old (42.6%). Most of the respondents are Chinese (40.1%) and Malay (40.7%), majority of them are students (46.3%) whose annual income below RM10,000 (42.6%). Overall, 34.0% are from bachelor degree level and 31.5% of respondents redeem GrabFood’s electronic coupons 4 – 6 times a week.
Table 1. Respondent Profile’s Summary (N=162)

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>54.3</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 – 25 years old</td>
<td>60</td>
<td>37.0</td>
</tr>
<tr>
<td>26 – 30 years old</td>
<td>69</td>
<td>42.6</td>
</tr>
<tr>
<td>36 – 40 years old</td>
<td>16</td>
<td>9.9</td>
</tr>
<tr>
<td>41 – 45 years old</td>
<td>7</td>
<td>4.3</td>
</tr>
<tr>
<td>Above 50 years old</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>65</td>
<td>40.1</td>
</tr>
<tr>
<td>Indian</td>
<td>31</td>
<td>19.1</td>
</tr>
<tr>
<td>Malay</td>
<td>66</td>
<td>40.7</td>
</tr>
<tr>
<td><strong>Highest Education Qualification</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>55</td>
<td>34.0</td>
</tr>
<tr>
<td>Diploma</td>
<td>44</td>
<td>27.2</td>
</tr>
<tr>
<td>High School or Equivalent</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>26</td>
<td>16.0</td>
</tr>
<tr>
<td>Ph.D Degree</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td><strong>Annual Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above RM100,000</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>Below RM10,000</td>
<td>69</td>
<td>42.6</td>
</tr>
<tr>
<td>RM10,001 – RM30,000</td>
<td>40</td>
<td>24.7</td>
</tr>
<tr>
<td>RM30,001 – RM50,000</td>
<td>36</td>
<td>22.2</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>Government Sector</td>
<td>24</td>
<td>14.8</td>
</tr>
<tr>
<td>Private Sector</td>
<td>36</td>
<td>22.2</td>
</tr>
<tr>
<td>Student</td>
<td>75</td>
<td>46.3</td>
</tr>
<tr>
<td>Unemployed</td>
<td>10</td>
<td>6.2</td>
</tr>
</tbody>
</table>

A sum of 24 has been implemented in this section to investigate the impact of e-coupons on consumer’s purchasing power on GrabFood’s services. This includes “My interaction with GrabFood’s e-coupons and services is clear and understandable”, “I think GrabFood is a reliable place to purchase food services”, “Online food services through GrabFood help me save time” and “Redeeming e-coupons makes me feel good” as an example to test the consumer’s perceived ease of use, trust, convenience, and coupon proneness. Moreover, measures such as “People who are important to me think that I should use electronic coupons when using mobile food order apps”, “GrabFood’s e-coupons offers a high level of benefits”, “I think that using GrabFood’s e-coupons is rewarding” and “I intend to use GrabFood’s e-coupons to order food in the future” are also used to test consumers’, social influence, price, attitude, and purchase intention for using GrabFood’s electronic coupons on GrabFood services. As mentioned earlier, each item on the questionnaire was categorized using a five-point Likert scale, ranging from one (Strongly disagree) to five (Strongly agree). For perceived ease of use, perceived trust, and perceived convenience, Cronbach’s coefficients alpha was 0.917, 0.809, 0.706, and 0.797, respectively. Contrarily, for social influence, price, attitude, and purchase intention, Cronbach’s alpha values were 0.801, 0.674, 0.908, and 0.849.
The researchers created 24 items for our investigation by adapting materials from many papers and studies. The perceived ease of use measurement was developed from Peña-García, Gil-Saura, Rodríguez-Orejuela, and Siqueira-Junior (2020). “My interaction with online stores is clear and understandable” (α=0.770) is an example item. The sample items “Lazada is a reliable place to purchase online” and “online shopping through Lazada to help you save time” were taken from Le-Hoang (2020) for the perceived trust and convenience measures, respectively. The coupon proneness index was modified from Molen’s work (2021). “Redeeming digital coupons makes me feel good” (α=0.867) is one of the example items. Jumbri, Roni, Zainudin, and Zaini’s work (2021) is where the social influence metric was adopted. One of the sample items is “people who are important to me think that I should use electronic coupons when using mobile food order apps” (α=0.894). Kaur, Dhir, Talwar, and Chuman’s (2021) pricing metric served as the inspiration. An example item is “FDAs maintain a high level of benefits” (α=0.730). From Yeo, Goh, and Rezaei (2017), the attitude test was modified. “Purchasing food through OFD services is good”, according to one example item (α=0.875). Sari and Khairi (2022) metric of prospective purchases were modified. “I will use an online food delivery application when I want to order food” is one of the example answers (α=0.895).

RESULTS

Table 2 displays descriptive statistics, information on dependability, and zero-order correlations between variables. All variables tested show reliability ranging from .65 to .95.

Table 2. Descriptive Statistics, Cronbach’s Coefficients Alpha, and Zero-order Correlations for All Study Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Perceived Ease of Use</td>
<td>.917</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Perceived Trust</td>
<td>.468**</td>
<td>.809</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Perceived Convenience</td>
<td>.169**</td>
<td>.598**</td>
<td>.706</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Coupon Proneness</td>
<td>.351**</td>
<td>.652**</td>
<td>.831**</td>
<td>.797</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Social Influence</td>
<td>.170**</td>
<td>.495**</td>
<td>.686**</td>
<td>.617**</td>
<td>.801</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Price</td>
<td>.525**</td>
<td>-.028</td>
<td>.212**</td>
<td>.342**</td>
<td>.328**</td>
<td>.674</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Attitude</td>
<td>.147**</td>
<td>.422**</td>
<td>.495**</td>
<td>.356**</td>
<td>.905**</td>
<td>.102</td>
<td>.908</td>
<td></td>
</tr>
<tr>
<td>8. Purchase Intention</td>
<td>.458**</td>
<td>.204**</td>
<td>.398**</td>
<td>.376**</td>
<td>.343**</td>
<td>.729**</td>
<td>.196*</td>
<td>.849</td>
</tr>
<tr>
<td>Number of Items</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>1.019</td>
<td>0.958</td>
<td>0.674</td>
<td>0.693</td>
<td>0.766</td>
<td>0.601</td>
<td>0.776</td>
<td>0.626</td>
</tr>
</tbody>
</table>

Note: N = 162; *p < .05, **p < .01, ***p < .001. The diagonal entries represent Cronbach’s coefficients alpha.
Table 3. Regression Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Purchase Intention</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Perceived Ease of Use</td>
<td>-0.250*</td>
<td>0.304***</td>
</tr>
<tr>
<td>2. Perceived Trust</td>
<td>0.396***</td>
<td>-0.156***</td>
</tr>
<tr>
<td>3. Perceived Convenience</td>
<td>0.475***</td>
<td>0.028</td>
</tr>
<tr>
<td>4. Coupon Proneness</td>
<td>-0.182</td>
<td>-0.297***</td>
</tr>
<tr>
<td>5. Social Influence</td>
<td>-1.037***</td>
<td>1.213***</td>
</tr>
<tr>
<td>6. Price</td>
<td>1.099***</td>
<td>-0.365***</td>
</tr>
<tr>
<td>7. Attitude</td>
<td>0.722***</td>
<td></td>
</tr>
<tr>
<td>R2 Value</td>
<td>0.659</td>
<td>0.946</td>
</tr>
<tr>
<td>F Value</td>
<td>45.351</td>
<td>470.363</td>
</tr>
<tr>
<td>Durbin-Watson Statistic</td>
<td>0.183</td>
<td>0.160</td>
</tr>
</tbody>
</table>

As shown in Table 3, purchase intention is the dependent variable, while perceived ease of use, trust, convenience, coupon proneness, social influence, price, and attitude will be the independent variable. Regression analysis was employed to evaluate the developed hypothesis. The results showed that perceived convenience, price, attitude, and trust were all significantly and positively associated to purchase intention. Therefore, H2, H3, as well as H6 and H7, are proved. The output's R2 value is 0.659. It demonstrates that 65.9% of changes in purchasing intention are influenced by perceived trust, convenience, price, and attitude. Price has the greatest impact on the dependent variable, with a beta value of 1.099, followed by attitude with a beta value of 0.722, perceived convenience with a beta value of 0.475, and perceived trust with a beta value of 0.396. Coupon proneness had no impact on how electronic coupons and consumer purchasing power interacted. Purchase intention is significantly and negatively correlated with perceived ease of use and social influence. Thus, H1, H4, and H5 are therefore not supported.

The results also showed that perceived ease of use and social influence might affect attitude, which in turn could influence purchase intention. Regarding the products and services offered by the food delivery service platform, attitude refers to how customers feel about them. The outcome demonstrates a positive relationship between the dependent variable of attitude and the independent variables of perceived Ease of Use and Social Influence, with β values of 0.304 and 1.213, respectively. H8 and H12 are therefore supported. Social Influence has the highest β value at 1.213, which indicates that it has the most influence on attitudes. Besides, perceived ease of use showed a beta value of 0.304. As we can see at the table above, perceived convenience is not significantly related to attitude. Perceived Trust, Coupon Proneness and Price are significantly and negatively related to attitude. Hence, H9, H10, H11 and H13 are not supported. The summary of the output with the hypothesized model is shown below.
Figure 2. Hypothesized Model

DISCUSSION

In the discussion of this article, the researchers illustrate the significant theoretical and practical implications of their research. This study uses GrabFood as its research subject to examine the impact of electronic coupons on users’ purchase intentions. The evaluation of hypotheses employed descriptive statistics, reliability data, zero-order correlations between variables, and regression tests. According to the outcome of our hypothesis test, perceived convenience, price, and attitude are all positively correlated with purchase intention. Here, the researchers draw the conclusion that perceived attitude, perceived price, perceived convenience, and perceived trust were variables directly influencing the purchase intentions. The output value of R² is 0.659, which indicates that perceived trust, convenience, price, and attitude impact 65.9% of the change in purchase intention.

Besides, variables that affected purchase intention were perceived ease of use and social influence, with attitude as an intermediary variable. Accordingly, this study discovered that customers’ desire to make purchases with e-coupons on GrabFood food services is directly influenced by perceived trust, perceived convenience, price, perceived ease of use, social influence, and attitude. The analytical findings also show that the model put forward in this study is capable of explaining why people choose to utilize GrabFood’s e-coupon. The availability of e-coupons was found to significantly affect five out of the six suggested variables (perceived trust, perceived convenience, price, perceived ease of use, and social influence).
The most important element that directly affected customers’ purchasing intentions to utilize electronic coupons from GrabFood in GrabFood services was price, as indicated in the table above. Social influence was the element that had the biggest impact on customers’ attitudes toward using electronic coupons for GrabFood services among the factors affecting attitude. The findings above are consistent with the impact of price on purchase intentions, which indicated that price is one of the most important variables in customer preferences (Levrini & dos Santos, 2021). In addition, another discovery is connected to our earlier study about the impact of social influence on attitude (Prislin & Wood, 2005).

As a result, the strong impact of price on customers’ purchase intentions suggested that consumers’ intentions to utilize GrabFood’s e-coupons for its services will be influenced by the price they will have to pay. GrabFood’s electronic coupons will provide customers a discount and cut the cost of their purchases. For instance, using an e-coupon promocode like HOTDEALS, PAYDAY, or NEW2JG will allow customers to spend substantially less than the usual amount. GrabFood must think carefully about how to strike a balance between making a profit and lowering the price so that customers will spend more. The number of customers who utilize e-coupons on GrabFood services will increase if these variables can be enhanced and sustained.

Last but not least, social influence was a statistical element that affected attitude but did not significantly affect purchase intentions. This demonstrates that while social influence does not directly alter consumers’ purchase intention, it does have an indirect impact on attitudes that ultimately have an impact on consumers’ purchase intentions. Because of this, GrabFood may want to think about improving the social recommendation feature to encourage current consumers to spend GrabFood electronic coupons on their services.

CONCLUSION

The findings of this study hold several research implications and offer valuable insights for businesses operating in the take-out industry. Firstly, the positive correlations identified between perceived ease of use, trust, price, and attitude with purchasing power underscore the importance of these factors in influencing consumers’ decisions. Businesses should prioritize efforts to enhance the ease of use of their platforms, build and maintain trust, and strategically price their offerings to positively impact consumers’ purchasing power.

The significant influence of price on purchasing power suggests that businesses can effectively leverage e-coupons to directly enhance consumers’ buying capacity. Implementing targeted pricing strategies and promoting the use of e-coupons to reduce product costs can be a powerful tool for increasing consumer purchasing power and driving sales.

Moreover, recognizing the role of attitude as a mediator between perceived ease of use, social influence, and purchase intention emphasizes the need for businesses to cultivate positive consumer attitudes. Enhancements in the usability of platforms and increased social media promotion can be instrumental in shaping favorable attitudes towards e-coupons, thereby positively influencing purchase intentions.
For online businesses like GrabFood, the study implies that ongoing efforts to improve the ease of use of their platform and intensify promotional activities on social software can contribute to a more positive perception of e-coupons among consumers. This aligns with the broader implication that businesses should proactively shape consumer perceptions through strategic improvements in user experience and targeted promotional efforts.

Notably, the study recommends strategic measures for businesses, exemplified by GrabFood, to enhance consumer attitudes towards e-coupons. This involves improvements in the ease of use and heightened promotional activities on social software platforms, illustrating the potential for businesses to actively shape consumer perceptions and behaviors in the dynamic landscape of online food delivery services.

LIMITATION
The study has some limitations. The sample size is not large enough, the range is not broad enough. The survey data collected in this paper are mainly from school students who are good at using and understanding social software. Not representative of GrabFood users as a whole. The researchers recommend that future studies broaden the investigation to include different population types and investigate other relevant independent variables.

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DECLARATION OF CONFLICTING INTERESTS
The author(s) declare(s) that there is no conflict of interest.

REFERENCES


