

Intention to Use GrabFood During the Covid-19 Pandemic

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ABSTRACT

With the COVID-19 pandemic today, food delivery is exceptionally well known to individuals. As the pandemic has restricted people from dining in restaurants, the online-based application is an ideal decision. There are many online platforms for food delivery applications such as GrabFood, Foodpanda, and others. These online food delivery applications have become the new norms, and it has brought many benefits to the public. This project highlights the intention of the public to use the GrabFood application in their daily life, as well as to discover their intention to use it. We investigate the depth of GrabFood's application trustworthiness, usefulness, quality, and price. These factors would result in consumer loyalty over the long haul. A survey was conducted by sending the google form to 150 respondents to investigate their intention of using the GrabFood application. The study results showed that GrabFood is acquiring in prevalence during the flare-up of the COVID-19 crisis.

Keywords: Covid-19, GrabFood, Intention to Use, Trustworthiness, Usefulness.

INTRODUCTION

The Covid-19 pandemic has affected human health and lifestyle. Covid-19 is a respiratory infectious disease caused by the coronavirus, similar to pneumonia (Taylor, 2020). Since the 1930s Great Depression, the virus of Covid-19 has impacted the global economy (Euronews, 2020). The global pandemic that affects the human lifestyle by changing people's norms has affected businesses' survival, particularly small and medium enterprises (Hu & Kee 2021a; Hu & Kee, 2021b). The Covid-19 social media news also impacted employees' behavior and well-being (Anwar, Kee, Salma & Jabeen, 2021). To prevent the spreading of the virus, most worldwide countries have implemented measures such as social distancing and shutting down the operation of schools and universities. Due to the fear of the outbreak of the pandemic, students are required to attend online learning (Munir, Anwar & Kee, 2021). When the countries impose quarantines, people are required to stay home, and therefore the food delivery application is an ideal option for them.

The global pandemic is a double-edged sword and provided opportunities for GrabFood to optimize its performance (Kee et al., 2021a). Tunde, Kee, Ayodele, Lukman, and Abiodun (2021) supported it and claimed that the pandemic experience might promote entrepreneurial opportunity identification. Grab has become one of the greatest start-ups in South-East Asia (Kee et al., 2021b). Today, Grab is listed on Nasdaq. Past studies have researched Grab (Kee et al., 2021a; 2021b; Adam et al., 2020; Ezzatul et al., 2019). This paper intends to examine if perceived trust, perceived price, perceived convenience, and perceived quality affect consumers' intention to use GrabFood.

There are many food delivery applications that involve GrabFood, Food panda, Hungry, and many others. GrabFood is one of the services under Grab Holdings Inc. It was founded by Anthony Tan and Tan Hooi Ling in 2012. Grab was a successful company, and it has currently operated in eight countries in Southeast Asia which includes Malaysia, Singapore, Indonesia, Thailand, Vietnam, Philippines, Myanmar, and Cambodia. As before the Covid-19 pandemic, the use application of online food delivery services is still an up-and-coming trend. But nowadays the Malaysian market is occupied with many online food delivery services, and this has become the new norm of Covid-19. These new norms allow them to minimize contact with others and at the same time they can enjoy exclusive promotions only when they are using online delivery.

During the pandemic, many restaurants, food, and beverage sectors experienced a weakening in economic activity and some are forced to shut down. To minimize the loss and change the situation, the restaurant needs to transform its way of business online. They should encourage online food delivery sales and take out to boost their sales (Berawi, 2020; Cahyadi, 2020). This was a good sign as it has started the engine for many online platform opportunities. By using this alternative channel, only the restaurant and the food and beverage sector can maintain their status (Raj, Sundararajan, & You, 2020). By referring to the growing body of past literature, how the food delivery services are needed the most during the Covid-19 pandemic and how the transformation from the traditional platforms to online-digital ones are explained (Nicola, Alsafi, Sohrabi, & Kerwan, 2020; Raj, Arun, & You, 2020; Zhao & Bacao, 2020).

Customer satisfaction is also vital in affecting the tangibility aspects of food quality, service, and food cost (Lee, Sung, & Jeon, 2019). With the aid of technology, Malaysians could use the application of GrabFood to purchase their favorite foods. The Grab company should pay more attention to the usefulness, the ease of use of the online platform to increase the intention to use customers. The website or the application should be designed in a simplified way to allow more users to order food easily. Other than that, there are factors such as food availability, customer rating, payment methods, and human interaction also include in deciding the customer experience and satisfaction (Kwong & Shiun-Yi, 2017). Although the Covid-19 pandemics have affected the economic sector worldwide, the company should enforce the factor of customers' confidence to maintain their loyal customers. If they can deal with it and overcome this current pandemic, then the GrabFood company will become more popular and stable in the future.

LITERATURE REVIEW

Technology Development

In the long history of human development, various civilizations have been created, enriched, and developed owing to the concept of globalization. Every substantial leap in the process of globalization has broadened the concept and cognition of human society and achieved subversive improvements in technological progress. Technologies have undergone several universal revolutions in modern history. Beginning from the First Industrial Revolution in the 1760s, the economy became an industrial society by shifting from an agrarian society, where people mechanized products by using water and steam power (Mohajan, 2019). Technological revolution comes to the latest - the Fourth Industrial Revolution that built on its predecessor, the Digital Revolution, to develop and focus on the extensive availability of digital technologies in the 21st Century (Ross & Maynard, 2021). The transition to a new techno-economic paradigm gives rise to structural changes in the global economy, society, politics, education, and institutions (Valenduc, 2018). The fourth Industrial Revolution brings about the emergence of networks, digital mobile devices, social media platforms, autonomous flying vehicles, and so on (Young & Sauter, 2020). Blockchain technology and cryptocurrencies, the Internet of Things (IoT), augmented reality, as well as Genetics Nanotechnology and Robotics (GNR) are the new technologies and inventions and they are progressively amalgamating with human lives today (Ross & Maynard, 2021).

E-commerce Adoption

The technological revolution prompts the introduction of information technology (IT) to the world. Information technology refers to the use of computer software and hardware solutions to assist in the management, strategists, and operations in an organization (Onn & Sorooshian, 2013). E-commerce or also known as electronic commerce is an activity of business transaction which involves goods, services or even money online with the help of Electronic Funds Transfer (EFT) as well as Electronic Data Interchange (EDI) (Kabugumila, Lushakuzi, & Mtui, 2016). E-businesses can be supported by all market participants (Išoraitė & Miniotienė, 2018). It serves transactions between business with business (B2B), individual consumers and households with each other (C2C), business with government agencies (B2G) and et cetera (Jain, Malviya, & Arya, (2021). The release of e-commerce in this Information Age that characterized an economy primarily on information technology has grabbed global attention and shown an increase in the

percentage of using e-commerce as it possesses numerous advantages to the business, consumers, government, and even society. E-commerce is different from the traditional business system as it can be conducted 24/7, easier to compare prices and qualities of products and services, convenient, saves time and money, and enlarge the targeting market abroad (Taher, 2021).

Global economy consequences of Covid-19 Outbreak

The spread of the Covid-19 pandemic has caused a recession in the global economy. Many countries decided to execute social distance control, isolation, nationwide lockdown or strictly forbidden to have dine-in activities outside. No matter what business area is severely traumatized and may be forced to suspend or close the business due to the unsatisfactory business conditions. Some firms are grudgingly deciding to make employment adjustments to reduce their business expenses, like giving unpaid leave, shortening working hours, reducing salaries, working at home or even dismissing employees (Hossin, Sentosa, & Miah, 2020). In 2020, the global employment losses rate rises substantially to 58.7 percent while global unemployment also shows an increasing trend by rising to 6.5 percent (International Labour Organization, 2021). Yet some merchants discover opportunities to sell their goods and services online, especially food and beverage operators. It is the turning point for e-commerce to spring up and catch a significant position in the global economy as people are more concerned about food hygiene, safety, and convenience during the Covid-19 pandemic (Amin, Arefin, & Alam, 2021). Highly demanded food delivery in the market brings along profit to Grab company as the increase of citizens using Grab's online food delivery apps—GrabFood to order food. In Malaysia, the GrabFood platform has met 1.7 times of growth in deliveries and 1.5 times of growth in customers during the Movement Control Order (MCO) period (Grab MY, 2020). Grab companies have attracted an average of 25 percent of new online food delivery users in their business area in the Southeast Asia region (Grab SG, 2021).

Perceived Trust

Perceived trust defines an individual's trustworthiness in another entity to carry out a prospected activity without requesting a return (Phonthanukitithaworn, Sellitto, & Fong, 2015). Our research is carried out to study the intention and truthfulness of people and the GrabFood users when accessing these online food delivery apps. Trust is a significant element in determination and decision-making to innovate or alter the business plan in retaining customer loyalty and increasing one's intention to use GrabFood. Therefore, it is hypothesized that:

H1: Perceived trust is positively related to the intention to use GrabFood.

Perceived Convenience

Perceived convenience refers to the measure of a comfortable connection with the use of a certain technology (Trivedi, 2021). It is about the external factor that will influence people's continuance usage on the acceptance of using GrabFood services. We conjecture that:

H2: Perceived convenience is positively related to the intention to use GrabFood.

Perceived Quality

Perceived quality refers to how an individual evaluates the overall excellence of goods and services offered by an entity (Marakanon & Panjakajornsak, 2017). In

this paper, perceived quality refers to the people's view about the reliability and validity shown by GrabFood. We speculate:

H3: Perceived quality is positively related to the intention to use GrabFood.

Perceived Price

Price is a nominal value that is charged to the consumer which they may obtain the ownership of their selected goods and services after paying (Achyar & Setiawan, 2012). Besides, Li (2017) defines perceived price is not the real pecuniary price of a product or service as consumers usually prefer to interpret the price by referring to their perception. We wish to study whether price and advertising promotion factors may affect the intention of people to use GrabFood. Thus, we conjecture that:

H4: The perceived price is positively related to the intention to use GrabFood.

RESEARCH METHOD

Sample and procedure

We randomly distributed an online survey questionnaire by using Google Form to our friends, family members, and outsiders. This questionnaire was spread out through WhatsApp and Facebook. This method enables us to collect data on the customer intention to use GrabFood during the COVID-19 pandemic. Out of 155 respondents, 150 samples are selected for the data analysis by using the IBM SPSS Statistics Version 26.

Measures

This questionnaire contains three sections. The first section contains 5 items which include gender, age, nationality, employment status, and area of living. While section 2 contains three questions on the respondent's experiences, reasons, and how often they are using GrabFood. Meanwhile, section 3 contains five variables which include perceived trust, perceived convenience, perceived quality, perceived price, and the intention to use GrabFood. There are three questions for each variable. In this section, we used a 7-point Likert scale to indicate their level of agreement with the statements, with the values ranging from 1 (strongly disagree) to 7 (strongly agree).

A quantitative research method was applied to investigate the relationship between the independent variables (perceived trust, perceived convenience, perceived quality, perceived price) with the dependent variable (intention to use GrabFood). The IBM SPSS Statistics Version 26 was utilized for the statistical analysis. The purpose of the linkage between the independent and dependent variables is determined by using regression analysis. Moreover, SPSS is also used to interpret data and evaluate the consistency of the results by using reliability tests. The reliability test relates to how a test's consistency is measured. Cronbach's Alpha is used method for determining internal consistency.

RESULTS

This section shows the results and interpretations of our findings and data collection from 150 respondents through Google Form. The survey aims to find out the customer intention to use GrabFood during the COVID-19 pandemic.

Table 1. Summary of Respondent's Demography (N=150)

Response	Frequency	Percentage (%)
Gender		
Male	59	39.33
Female	91	60.67
Age		
Below 21 years old	55	36.67
21-30 years old	41	27.33
31-40 years old	25	16.67
41-50 years old	15	10.00
51 years old and above	14	9.33
Nationality		
Indian	1	0.67
Indonesian	1	0.67
Kuwaiti	2	1.33
Malaysian	135	90.00
Others	11	7.33
Employment Status		
Employed	51	34.00
Unemployed	15	10.00
Self-employed	34	22.67
Others	50	33.33
Areas of living		
Rural	24	16.00
Urban	126	84.00
How often do you use GrabFood in a month during COVID-19 pandemic?		
1-2 times	85	56.67
3-5 times	51	34.00
6 times and above	10	6.67
None	4	2.66
Do you enjoy the experience in using GrabFood during COVID-19 pandemic?		
Yes	146	97.33
No	4	2.67
What is the main reason you choose GrabFood during COVID-19 pandemic?		
Fast delivery service	26	17.33
Quality of the food delivered	21	14.00
Reasonable price	67	44.67
Convenient	32	21.33
None	4	2.67

Table 1 depicts the summary of the respondent's demography of the dataset. From this table, we know that most of the respondents are female, which is 60.67%. Most of the respondent's ages are from the range of below 21 years old (36.67%) and most of them are Malaysian (90%). Besides, there are 34% of employed respondents and 22.67% of self-employed respondents. Out of 150 respondents, 126 respondents which are 84% live in the urban area while 16% live in the rural area. In this analysis, we can know that most of the respondents (97.33%) enjoy the experience of using GrabFood during the COVID-19 pandemic. Furthermore, there are more than half of the respondents (56.67%) use GrabFood 1 to 2 times a month during the COVID-19 pandemic which is the highest and followed by 3 to 5 times (3.37%) and 6 times and above (6.67%). Among the 150 respondents, the reasons they choose to use GrabFood during the COVID-19 pandemic are because of the fast delivery service (17.33%), the quality of the food delivered (14%), the reasonable price (44.67%), and convenience (21.33%).

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

Variables	1	2	3	4	5
Perceived Trust	0.871				
Perceived Convenience	.909*	0.888			
Perceived Quality	.857**	.894**	0.885		
Perceived Price	.854**	.890**	.923**	0.889	
Intention to use GrabFood	.835**	.843**	.840**	.876**	0.897
Mean	5.40	5.46	5.46	5.51	5.64
Standard Deviation	1.17	1.17	1.16	1.12	1.11
No. of Items	3	3	3	3	3

*Note: N=150; *p < .05, **p < .01, ***p < .001. Diagonal entries show Cronbach's Coefficient Alpha*

Table 2 indicates the descriptive statistics, Cronbach's coefficients alpha, and the study variables' zero-order correlations. The table describes the factors' means, standard deviation, correlation, and Cronbach's alpha. Cronbach's alpha is a way to scale the reliability of the statistics. Based on Table 2, we can see that Cronbach's alpha of the four perceived factors which are perceived trust (PT), perceived convenience (PC), perceived quality (PQ) and perceived price (PP) lies between 0.87 and 0.90, showing that internal consistency reliability of all variables. The Cronbach's alpha of the respective variables are perceived trust ($\alpha = 0.871$), perceived convenience ($\alpha = 0.888$), perceived quality ($\alpha = 0.885$), and perceived price ($\alpha = 0.889$). Referring to the result in Table 2, perceived price indicates the greatest number which is 0.889 while perceived trust depicts the lowest value, 0.871 in the reliability test to the respondents.

DISCUSSION

We also tested our hypotheses using regression analysis. As seen in Table 3, perceived trust, perceived convenience, perceived quality, and perceived price

were put as independent variables. Meanwhile, the intention to use GrabFood was put as the dependent variable.

Table 3. Summary of Regression Analysis

Intention to use GrabFood	
Variables entered	
($R^2 = 0.798$)	Beta
(F Value = 148.228)	
(Durbin-Watson Statistic = 1.765)	
Perceived Trust	.248**
Perceived Convenience	.114
Perceived Quality	.037
Perceived Price	.529***

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

The intention to use GrabFood during the COVID-19 pandemic was shown to be statistically associated with both perceived trust and perceived price. The relationship between perceived trust and the perceived price was positively correlated to the intention to use GrabFood during the COVID-19 pandemic with beta values of 0.248 and 0.529. Thus, H1 and H4 were supported. The value of R^2 was 0.798, which indicates that 79.8% of the variation in the intention to use GrabFood during the COVID-19 pandemic is explainable by perceived trust and perceived price. The findings revealed that perceived trust and perceived price are the two main factors that affect the intention to use GrabFood during the COVID-19 pandemic. We realized that perceived price is indeed the leading factor that affects the intention to use GrabFood during the COVID-19 pandemic with the highest beta value (0.529), followed by the perceived trust with a beta value of 0.248. Perceived convenience and quality did not significantly influence the intention to use GrabFood during the COVID-19 pandemic. Hence, this result indicates that H2 and H3 are not supported. Moreover, based on the summary of regression analysis in Table 3, we can see that the value of Durbin-Watson is 1.765. This value is within 1.5 to 2.5, therefore, there is no issue of autocorrelation. We can conclude that residuals are independent of each other.

Moreover, the findings of this study depict that perceived trust and perceived price significantly impact the intention to use GrabFood during the COVID-19 pandemic. The most dominant perceived factor that influences the intention to use GrabFood during the COVID-19 pandemic is perceived price. During the COVID-19 pandemic, GrabFood offers a lot of promotions and discount vouchers that will attract the customer's intention to use GrabFood. Besides, many people are boring and tired of preparing three meals every day. Therefore, they will choose to use GrabFood to order food which provides a variety of choices and the prices are reasonable and affordable.

On the other hand, perceived trust also affects the customer intention to use GrabFood during the COVID-19 pandemic in this study. When a customer uses GrabFood, they can make their payment by using the e-wallet, online banking or using a credit card. So, the customer no need to have a face to face contact with the food rider. Moreover, the customer can choose to be contactless with the food rider in which the food rider will hang the food on the door when they arrived. This

will also increase the customer intention to use GrabFood in which they feel comfortable and safe when using GrabFood to order food during the COVID-19 pandemic.

CONCLUSION

In conclusion, this research is basically a study about the intention of the customer to use GrabFood during the COVID-19 pandemic. After the analysis, we know that the two hypotheses (H1 and H4) are supported where perceived trust and perceived price are positively related to the intention of the customer to use GrabFood during the COVID-19 pandemic. Among perceived trust and perceived price, perceived price is the most critical determinant for the intention of customers to use GrabFood during the COVID-19 pandemic. Moreover, the data analysis indicates that the intention of the customer to use GrabFood during the COVID-19 pandemic is high. Most of the customers have a positive emotional relation to GrabFood and they intend to use GrabFood in the future. Besides, they also tend to recommend GrabFood to other people. After this research, GrabFood will be aware that customers tend to buy with them because of perceived price and trust during the COVID-19 pandemic. Researchers could use the insights collected from this study to make modifications or as a resource. Besides, this research indicates a clearer understanding of the intention of the customer to use GrabFood during the COVID-19 pandemic. However, there are several limitations to this research. The questionnaire was conducted online through the Google Form because of the COVID-19 pandemic. It was challenging to collect more responses because many people did not want to participate online. Moreover, for the outcoming study, it is advised that the study should contain another variable, customer loyalty.

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