

## A Study on Factors Influencing Consumer Behavior to Use Foodpanda in Malaysia

Muhammad Adam<sup>1</sup>, Mohamad Mu'Ammar<sup>2</sup>, Mohd Nooramirul Najmi<sup>3</sup>, Muhammad Alief<sup>4</sup>, Adityanarayan Janardan Gop<sup>5</sup>, Pranav Anant Joshi<sup>6</sup>  
Universiti Sains Malaysia<sup>1,2,3,4</sup>  
Jalan Sg Dua, 11800 Minden, Penang, Malaysia  
Walchand Institute of Technology<sup>5,6</sup>  
634, Walchand Hirachand Marg, Ashok Chowk, Solapur, Maharashtra 413006, India  
Correspondence email: adamadham10@student.usm.my

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#### ABSTRACT

As we embark on the twenty-first century, technology has changed our lives. All the daily activities and transactions can be done at our fingertips. Foodpanda is the best food delivery platform for F&B merchants in Malaysia. Consumers can place their food orders from any restaurant in Malaysia, and consumers nowadays prefer to order online as it is convenient, flexible, and requires less movement. This study aims to examine the factors influencing consumer behavior to use Foodpanda in Malaysia. The key factors that we examine are perceived ease of use, perceived price, perceived trust, and perceived service quality that impacted customer behavior. A total of 150 Foodpanda users participated in the online survey via Google Forms. The findings of this study provide new insights to customers on how consumer behavior is related to the usage of the Foodpanda delivery platform.

**Keywords:** Customer Behavior, Foodpanda, Perceived Ease of Use, Perceived Price, Perceived Service Quality, Perceived Trust

## **INTRODUCTION**

Nowadays online food delivery market is booming, with an annual growth of more than 7% in Asia. Online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website (Joshi & Bhatt, 2021). Revenue in the Online Food Delivery segment is projected to reach nearly US\$215.11bn in Asia by the end of 2022 (Statista, 2021). There are lots of factors which has affected the Online food delivery market in Asia. Before the Pandemic, the internet prices for handheld devices were reduced due to the increasing number of internet users in Asia. As well as due to competition between food delivery companies, the charges were reduced, which allowed online services to develop and improve the existing apps and sites. Some of them were new to the market, and some had been operating for a long time. So, they used their experience to build better UI and UX (User Interface and User Experience), which plays a vital role when using Apps for ordering food. Customers want an easy and minimalistic-looking user interface to order food quickly and easily without filling out lots of forms or information. Especially in cities, working-class people don't have enough time to cook and prepare their meals for lunch or dinner. Therefore, they have a preference for ordering food online. One factor that affects the most is the delivery time for ordered food. Food delivery service which delivers food on time has the highest ratings. Also, customers prefer hygiene which has become a very important part of day-to-day life due to the covid-19 outbreak in 2019.

Due to the pandemic, customers' perspective on online food delivery has changed dramatically. Therefore, online food delivery service companies have changed their terms and conditions and improved their standards to cope with the current market. They have more focused on hygiene, contactless delivery, cashless transactions, and reviews about food delivery persons, quality of packaging, etc. Malaysia's GDP and per capita income have been growing rapidly in recent years, mainly due to the country's expanding digital economy. Hence, online shops catering to those with hectic schedules have increased (Jusoh, Rahiman, & Saworo, 2021).

Foodpanda is an online platform for grocery and food delivery. It is owned by Delivery Hero, and its headquarters is in Singapore. It is one of the biggest platforms for food and grocery delivery in Asia. The Foodpanda platform is widely used worldwide, like in Pakistan, Germany, India, Malaysia, Myanmar, Singapore, Bangladesh, Japan, and China. Foodpanda laid its foundation on 26 March 2012. In 2013 Foodpanda launched its first mobile application for food delivery, which was first available on the Nokia app store and after that on every operating systems app store like IOS and android (Lomas, 2013). That's why they have enough experience in the online food delivery industry and also in online grocery stores. Foodpanda is one of the first brands to introduce concepts like cloud kitchen and cloud grocery store. Past studies have examined Foodpanda regarding customer satisfaction by Kee et al. (2022), Kee et al. (2021), and organizational success by Kamilah et al. (2020). This paper aims to investigate factors that influence consumer behavior to use Foodpanda.

## **LITERATURE REVIEW**

Due to the affordability and easy availability of the internet, various other factors such as restrictions due to the Pandemic and time constraints, make the food delivery industry booming worldwide. The global market is expected to reach \$192.16 Billion (Global Online Food Delivery Services Market Report, 2021). In Malaysia, at a CAGR of 11 percent, the market is expected to reach \$192.16 billion in 2025, and the average revenue per user (ARPU) in the Online Food Delivery segment is expected to reach \$36.20 in 2022 (Statista, 2021). Constant innovation is necessary to tap market potential.

Various pricing models are being experimented with to attract customers and keep the business sustainable (Lichtenstein, 2020).

The food delivery industry needs to understand the consumer behavior and current market demands to achieve complete market penetration and attract a larger audience to their platform. Various factors which affect the consumer perception of a food delivery service are prices, timely delivery, various cuisines available on the platform, and advertisements. High delivery charges and trust issues negatively impact consumer behavior (Mistry, Vansant, Maliwal, Kothari, & Chopra, 2021).

### **Consumer Behavior**

Behavior can be defined as the consumer's commitment toward a particular product or service and a promise to repurchase the product in the future. The repurchase ratio and customer loyalty index are some methods to quantify consumer loyalty (Sara, 2021). Price, quality of information, and motivation to buy food from the restaurant have a significant impact on whether the consumer will choose the delivery service. Hence, these factors contribute to the loyalty of consumers to a particular delivery service (Prasetyo et al., 2021). The easy-to-use nature and access to short, intuitive, and authentic information in the application used by the delivery service providers have a positive impact on consumer loyalty (Cha & Seo, 2020). It was found in the study that convenience had positively impacted consumer behavior. Convenience was a major factor influencing the consumer's intentions to buy from a food delivery service and thereby manipulating the behavior of the consumer towards the service (Panse, Rastogi, Sharma, & Dorji, 2019). The study found that the behavior of the consumer is influenced by the convenience of the service, and people prefer to pay using digital methods due to the convenience factor (Vinaik, Goel, Sahai, & Garg, 2019). The following are the major factors that affect consumer behavior towards a food delivery platform.

### **Ease of Use**

One of the major reasons a consumer is attracted to a food delivery platform is convenience and simplicity (Malhotra & Makwana, 2021). The restaurant business is always based on the need for convenience of its consumers. With changing lifestyles, the definition of convenience is evolving as food delivery service providers are expected to cope with the higher expectations of consumers regarding food delivery (Bhandari, 2018). A primary motivation for students to order food from the delivery platform was laziness, as they didn't want to go out physically to buy food (Chandan, 2020). It was found in the study that ease of use had positively impacted consumer behavior. Meanwhile, convenience was a significant factor influencing the consumer's intentions to buy from a food delivery service and thereby manipulating the behavior of the consumer towards the service (Panse et al., 2019). Yo et al. (2021) found a significant link between perceived ease of use and customer satisfaction. The study found that the behavior of the consumer is influenced by the ease of use of the service, and people prefer using digital methods to pay due to the convenience factor (Vinaik et al., 2019). We therefore hypothesize:

H1: Ease of use is positively related to consumer behavior.

### **Price**

The price of the dish on the delivery platform directly impacts its use by the consumer (Prasetyo et al., 2021). Price is the amount charged by the seller to the buyer in exchange for his goods or services (Asmundson, 2013). Discount forms a significant factor in attracting an audience to the platform. Every individual aspires to save money; hence, competitive pricing offers an added advantage to the food delivery service provider (Malhotra & Makwana, 2021). In a broad context, price is something that a consumer has to sacrifice to encash the product or service. Price has three components objective

price- the actual price printed on the product (perceived nonmonetary price), the consumer perceives the price of a product as costly or cheap according to his benchmark, and the time sacrificed by the consumer to find the product or service, the physical efforts undertaken by the consumer to access the product or service (Zeithaml, 1988). The results from the study have indicated that there is a clear correlation and direct dependence between the prices offered by the food delivery service providers and the consumer's behavior and intention to use the service (Reddy et al., 2019). The research findings conclude that the price of the product or service impacts the consumer's behavior and influences purchasing intentions (Septiani & Chaerudin, 2020). It was found that prices have an impact on consumers' mindsets and influence the buying behavior of the customer (Malhotra & Makwana, 2021).

H2: Price is positively related to consumer behavior.

### **Trust**

Trust means the confidence or the feeling of safety that a consumer has regarding the service, product, or platform (Garbarino & Johnson, 1999). There is an increased risk in online transactions as compared to conventional transactions. Data risk is a prime factor that consists of sensitive information of the consumer, including CVV (Card Verification Value) codes and other card information that must be protected (Ananyapam, 2021). Trust in the platform directly impacts consumer loyalty toward the food delivery platform (Triyuni, Leo, & Suhartanto, 2021). The results of the study by Wang, Shen, Huang, and Liu (2021) imply that trust in the platform has a positive relationship with the consumer's behavior, and also it influences the decision-making of the customers. The study from Le and Hoang (2020) shows that trust influences consumer behavior and is also vital to cementing a long-term relationship with the consumer. We therefore hypothesize:

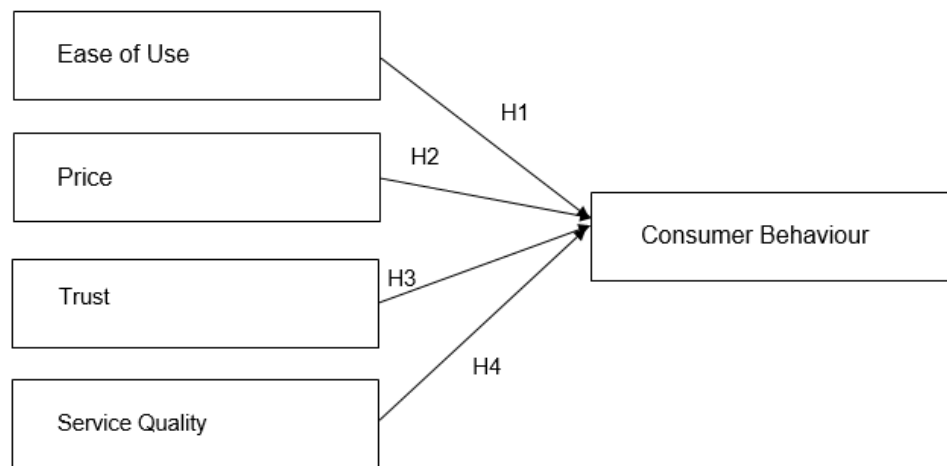
H3: Trust is positively related to consumer behavior.

### **Service quality**

Service quality means the perceived expectations of the consumer from the service they are using. In the case of food delivery service providers, the service quality is tested based on tangibility, reliability, responsiveness, assurances, and empathy (Banerjee, Jain, & Nayyar, 2019). The perceived service quality can generally be described as the consumer's response to whether the product fulfilled his expectations. The perception of service quality also varies from person to person. The food and service quality contributes a significant share in building the consumer's trust in a food delivery platform, which is responsible for maintaining customer loyalty and keeping the business operations sustainable (Triyuni et al., 2021). Word of mouth, customer testimonials, and the perceived conversely to the customer's actual experience significantly affect the customers' motivation to revisit the service (Chen, Liang, Liao, & Kuo, 2020). Consumer satisfaction is majorly affected by the reliability factor; also, the service quality positively correlates with the value the consumer perceives of the service (Gumussoy & Koseoglu, 2016). The study indicates that consumers have high expectations from food delivery services, and the quality of the service significantly influences their behavior (Banerjee et al., 2019). We therefore hypothesize:

H4: Service quality is positively related to consumer behavior.

**Figure 1.** Our Research Model



## RESEARCH METHOD

An online questionnaire survey was conducted among 150 respondents from Malaysia via Google Forms. This questionnaire explores factors influencing consumer behavior to use Foodpanda in Malaysia. Primary data from the survey was used to support this research. Through the survey of 150 respondents, most of the respondents are male (70.7%). About 98% of our respondents are Malaysian, and the rest are non-Malaysian. The majority of the respondents were aged between 20-29 years old (63.3%), followed by 14% % of respondents aged 15-19 and 30-39 years old. Table 1 summarises the demographic information of the respondents.

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

Construct	Frequency	Percentage (%)
Gender		
Male	106	70.7
Female	44	29.3
Nationality		
Malaysian	147	98.0
Non-Malaysian	3	2.0
Age		
15 – 19 years old	21	14.0
20 – 29 years old	95	63.3
30 – 39 years old	21	14.0
40 – 49 years old	10	6.7
50 years old and above	3	2.0
Position		
Employed	37	24.7
Retiree	2	1.3
Self-employed	5	3.3
Student	99	66.0
Unemployed	7	4.7
How often do you use Foodpanda?		
At least once a month	44	29.3
Everyday	3	2.0
Several times a week	14	9.3

Once a week	24	16.0
At least once every three month	36	24.0
Once a year	25	16.7
None of the above	4	2.7

### Measures

The survey consisted of three sections that are demographic characteristics, customer satisfaction, and customer behavior. The respondent's demographic were determined using single-statement items, which included gender, nationality, race, age, monthly income, position, educational level, and how often they use Foodpanda. On Perceived Ease of Use, there are three items that were constructed: easy to use, interaction, and payment option provided by Foodpanda. On Perceived Price, four items were constructed to measure Foodpanda's price. Meanwhile, on Perceived Service Quality, there are three items that were constructed to measure Foodpanda service quality. On Perceived Trust, three items were constructed to measure trust. For example, transparency and confidence in making a transaction with Foodpanda. Last, three aspects are asked in this section to measure customer behavior in using Foodpanda in Malaysia.

## RESULTS

**Table 1.** Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations of All Study Variables

Variables	1	2	3	4	5
Ease of Use	<b>.647</b>				
Price	.347**	<b>.863</b>			
Trust	.540**	.421**	<b>.659</b>		
Service Quality	.499**	.507**	.673**	<b>.595</b>	
Consumer Behavior	.388**	.447**	.539**	.560**	<b>.701</b>
Mean	4.39	3.77	4.36	4.24	4.36
Standard Deviation	0.50	0.92	0.54	0.52	0.62
No. of Items	3	4	3	3	2

Note: N = 150; \*\*Correlation is significant at  $p < 0.01$  level (2-tailed).

**Table 2.** Summary of Regression Analysis

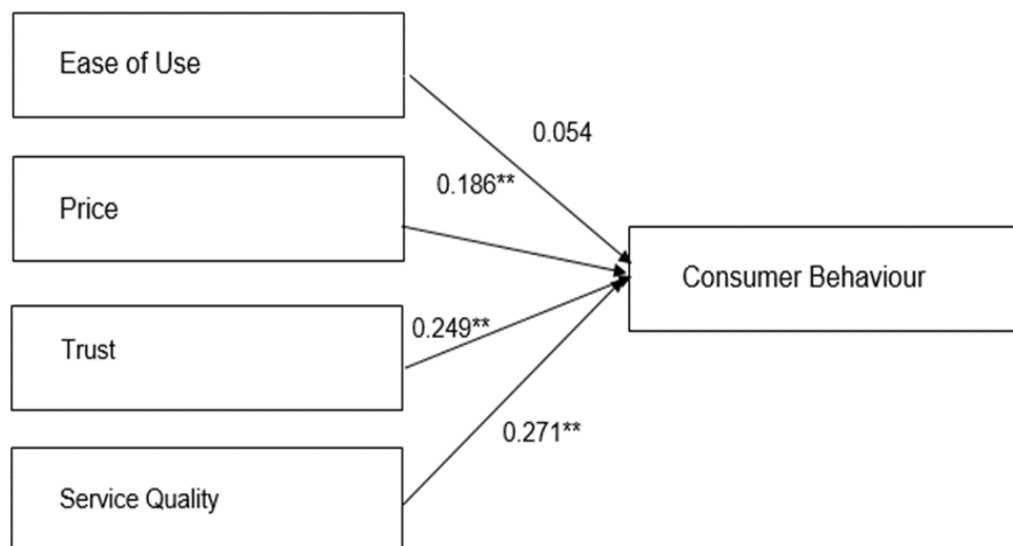
Variables	Consumer Behavior	Service Quality
Ease of Use	0.054	0.149
Price	0.186**	0.250**
Trust	0.249**	0.487**
Service Quality	0.271**	
R <sup>2</sup>	0.39	0.529
F Value	23.195	54.73
Durbin-Watson Statistic	1.507	1.929

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

To test our hypothesis, we employed regression analysis. The independent factors were ease of use, price, trust, and service quality, as indicated in Table 2, while the dependent variable was customer behavior. The data demonstrated that pricing, trust, and service quality were all positively associated with customer behavior, with beta ( $\beta$ ) values of 0.186, 0.249, and 0.271, respectively. As a result, H2, H3, and H4 were supported. The value of  $R^2$  was 0.39, indicating that price, trust, and service quality account for 39% of the variation in customer behavior. With a  $\beta$  value of 0.271, we discovered that service quality is the most important element impacting customer behavior to use Foodpanda in Malaysia, followed by the trust with a  $\beta$  value of 0.249 and price with a  $\beta$  value of 0.186. Separately, ease of use did not significantly influence customer behavior with a  $\beta$  value of 0.054. This result implies H1 is not supported.

Furthermore, we discovered that price and trust might influence customer behavior through service quality. Service quality measures how well a service meets the client's expectations. With beta values of 0.250 and 0.487, service quality was statistically connected to price and trust. This demonstrated that price and trust were related to higher service quality. As a result, H2 and H3 were supported. The coefficient of determination ( $R^2$ ) is 0.529, indicating that independent factors influence 52.9 percent of the variation in the dependent variable. We discovered that trust had the greatest beta value (0.487) and followed by price (0.250). When using the Foodpanda service in Malaysia, ease of use had no major impact on service quality.

**Figure 2.** Our Hypothesized Model



## DISCUSSION

First, the information generated raises the perceived usefulness, which results in ease of use. Consumers have expressed worries about several aspects of product and product delivery risk. As a result, consumers seek a range of information to decrease risk, and customer evaluations can be a good predictor of perceived risk levels. Usability is also affected by perceived usefulness. According to Gentry and Calantone (2002), the perception of usability captures the buyer's impression of application usability, which helps boost shopping productivity. Based on figure 2 shows that ease of use is not significantly influenced customer behavior. Although Foodpanda can take orders via online platforms and can deliver customer orders, this ease of use still did not influence consumer behavior with  $\beta$  value of 0.054. Therefore, Foodpanda should increase its ease of use. Mainly there are certain places in Malaysia (rural areas) that cannot make orders

because the delivery person cannot enter their places. If Foodpanda can overcome this problem and can enter rural areas, this ease of use will have a positive influence on consumer behavior.

Next, price fairness and customer satisfaction have a beneficial impact on consumer repurchase intentions and slow loyalty (Cakici, Akgunduz, & Yildirim, 2019). Customers are heavily influenced by the price that is regarded as reasonable and their level of satisfaction. It is certain that discounts increase the perceived value of the goods. Moreover, Thaler (2008) adds that it demonstrates that the pricing is a better value. Based on figure 2 and table 2, the price has  $\beta$  value of 0.186, which significantly influences consumer behavior. According to Gu, Slusarczyk, Hajizada, Kovalyova, and Sakhibieva (2021), pricing has a significant impact on client purchasing behavior since the lower the price of a product, the greater quantities sold. If Foodpanda puts a low price, they might minimize their profit which could lead to losses. Conversely, if they put too high of a price, the demand will be lower, which also could lead to losses. Therefore, Foodpanda should maintain its reasonable and affordable prices to compete with competitors.

Furthermore, the confidence or sense of safety that a consumer has in a service, product, or platform is referred to as trust (Garbarino & Johnson, 1999). Online transactions carry a higher level of risk than traditional transactions. Data risk is a major consideration; sensitive customer information, such as CVV codes and other card information, must be safeguarded (Ananyapam, 2021). Consumer loyalty to the food delivery platform is directly affected by faith in the platform (Triyuni et al., 2021). Based on the regression analysis table, trust significantly influences consumer behavior with  $\beta$  value of 0.249.

## **CONCLUSION**

In conclusion, many factors need to be emphasized in making a convenient process for customers to fulfill their purchases. Consumer behavior is important in the industry because consumers make numerous purchases each day. Many aspects of consumer behavior decisions are studied in depth to address questions about what they buy, where they buy, how, when, and why they buy. We discussed how consumer insight affected purchase intention by focusing on four key factors: perceived ease of use, perceived price, perceived service quality, and perceived trust. A company can assess its performance by studying consumer behavior. The information obtained helps a company in planning and making decisions. This will help a company in making its marketing strategies more targeted and effective. We hope that our research assists future research on how customer behavior can affect each other when purchasing.

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N/A

## **DECLARATION OF CONFLICTING INTERESTS**

The Authors declare that there is no conflict of interest.



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