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**[Factors affecting consumers' decision to use an online
food ordering service in Can Tho city]**

Bachelor of International Business Thesis

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The authors of the thesis.

EXECUTIVE SUMMARY

In the process of economic development of the country and the advancement of information technology, it has partly positively affected many activities of people's life, affecting the economy of society. These changes have a direct impact on the perception of many people, changing the way goods are produced and business activities in many fields. The most obvious of which is the food business (beverages and food). The problem of ordering food through electronic devices that can connect to the internet. This study was conducted with the aim of finding out which factors determine the intention to use the online food ordering application in Can Tho City. Survey subjects are people living and working in Can Tho City who intend to use the application or are using the application. The study implements the proposed research, scale, and observed variables. After conducting quantitative research with 512 valid samples. The findings indicated that individuals use the mobile applications Shopee Meal and Grab meals as a means to conveniently make orders for midday and evening meals. These applications are among the most widely used platforms for placing meal orders. Purchase Food & Order a Meal from Shopee. A significant number of consumers choose to purchase their meals using online platforms as opposed to dining at restaurants due to the heightened convenience, time-saving benefits, and the availability of discounts and exclusive offers. On average, the accessibility of food-related products online occurred fewer than eleven times each month. Cash continues to be the predominant and well recognized medium of financial transaction. When considering the purchase of food from online markets, empirical evidence indicates that three distinct elements have a substantial influence on the preferences of individual customers. Based on the results of a study examining the factors that affect consumer decision-making, it was seen that these variables had a favorable effect on the selection of meal ordering apps by customers. Furthermore, empirical study has shown that some facets of meal-ordering applications have a positive impact on consumers' decision-making processes. Previous study has shown that the choices made by users while using online food applications are influenced by the quality of information, often referred to as WQ1. Furthermore, it was determined that the degree of privacy and security provided by an application (WQ3) played a pivotal role in the decision-making process pertaining to meal ordering applications.

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LIST OF ABBREVIATIONS AND ACRONYMS

CAGR	Compound annual growth rate
CNNIC	China Internet Network Information Centre's
EFA	Exploratory factor analysis
IP	Internet Protocol
KMO	Kaiser-Meyer-Olkin
KPI	Key Performance Indicator
LR	Logistic regression
LRA	Logistic regression analysis
ODD	On-demand delivery
OFD	Online food delivery
OFDS	Online food delivery services
PM	Payment (in Website Quality part)
PS	Security privacy (in Website Quality part)
PSB	Price saving benefit
PT	Prospect Theory
QIF	Information Quality (in Website Quality part)
SFQ	Food Quality (in Service Quality part)
SI/SCI	Social influence
SPC	Promotion and Customer Service (in Service Quality part)
SQ	Service quality
SQD	Delivery (in Service Quality part)
ST	Signaling Theory
TRA	Theory of Reasoned Action
TS/TSB	Time-saving benefits
UOS	Website Design (in Website Quality part)
WQ	Website quality

Chapter 1

INTRODUCTION

This chapter will provide a more comprehensive understanding of the study issue, the background, the objectives, and the outline of the article, as well as an overview of the analysis methods used.

1.1. BACKGROUND

The rapid pace of technological progress has resulted in substantial transformations across several aspects of human existence. A significant proportion of individuals were seen directing their attention towards mobile electronic devices, engaging in several aspects of their digital interactions. The widespread integration of digital technology into our daily routines serves as a demonstration of both the extensive presence of this medium in contemporary society and its far-reaching impact. In former years, individuals, particularly those engaged in extended travel, typically resorted to reading materials such as books, newspapers, or magazines as their primary source of entertainment and information. The ubiquity of digital gadgets in contemporary society signifies a paradigm shift aimed at surpassing conventional methods of communication and entertainment. The ubiquity of digital technology in contemporary society is a significant characteristic. The advent of Internet purchasing has brought about significant transformations within the retail sector.

E-commerce websites are favored by consumers due to the convenience they provide, allowing people to make purchases from the comfort of their own homes and at their own speed (Jiang et al., 2013; Rezaei et al., 2016). Customers also have the flexibility to engage in shopping activities at their own convenience. Customers see Internet shopping as a more convenient alternative to in-store purchasing due to its ability to eliminate the need for physical travel and allow them to make purchases from the comfort of their own homes. The present era is characterized by a perpetual state of bustling activity. The one who has the most speed will consistently emerge as the victor. Airplanes and high-speed trains are two exemplars of contemporary transportation modalities. Significant technological advancements have been achieved, with mobile phones being a notable example. This is undertaken with the objective of enhancing the

ease and convenience of individuals' lives in the contemporary day. The act of consuming food was also an integral component of this phenomenon. In Vietnam, there is a growing trend among customers to rely on quick-service restaurants, delivery services, and online shops as their preferred options for fulfilling their purchasing requirements. Customers have the capability to avail themselves of a diverse range of services and carry out transactions by using the interfaces on their mobile devices. It is advisable to avoid the crowd and use one of the services offered by the business at one's own preferred speed.

Online food delivery services (OFDS) may be used by consumers to facilitate the process of ordering and delivering meals (Ray et al., 2019). These services facilitate the connection between customers and restaurants via their online platforms, such as websites or mobile applications. This feature enhances the convenience for consumers in placing orders and receiving meals. Due to the implementation of OFDS, restaurants have expanded their offerings, so affording their customers a wider range of choices. Nevertheless, the inclusion of OFDS in the restaurant industry raises apprehensions among both restaurant owners and customers over issues such as food temperature, the hygiene practices of delivery personnel, and potential food tampering (Kim et al., 2008; Maimaiti et al., 2018). The aforementioned problems were brought out by researchers in two distinct investigations. Customers using OFDS platforms are not immune to these challenges and have voiced a certain level of ambiguity about the service platforms (Kim et al., 2008). Just as consumers who use online or mobile platforms often encounter challenges pertaining to interface design, communication speed, privacy, and security of service interfaces, including payment processors (Yeh & Li, 2009), customers who utilize OFDS platforms are not immune to these issues. Nevertheless, the confidence of users in the platform and their ability to use technology despite the perceived risks may contribute to mitigating some issues (Kim et al., 2008; Hsiao et al., 2010). Based on the findings of Kim et al. (2008), it can be inferred that consumers who possess trust in a certain e-commerce website or platform have a greater propensity to engage in transactions via that medium. The consensus among many writers (Liébana-Cabanillas et al., 2016; Aslam et al., 2020; Assaker et al., 2020) is that the sustained success of a service provider relies on the cultivation of customer loyalty and satisfaction. Scholars

have conducted investigations on the purchase intention of OFDS by considering several influencing elements, including consumer characteristics (Gunden et al., 2020), technological features (Ray and al., 2019), moral duties in meal preparation, and consumer views of the COVID-19 pandemic (Hong et al., 2021). Several studies have been conducted by academics to investigate the purchase intention of OFDS, focusing on several significant elements, including customer attributes (Gunden et al., 2020). However, there has been little scholarly focus on the importance of trust in the context of OFDS.

The digital environment has led to the emergence of meal delivery services, which provide convenience to customers and attract their attention. The spread of smartphone apps enabling customers to pre-order meals has led to heightened expectations among consumers. Based on the research conducted by Gupta (2019), it was observed that consumers from diverse geographical locations had preferences for different types of delivery and takeout service alternatives. Customers are presented with a diverse range of choices while using these systems for monitoring the progress of their item deliveries. Customers are provided with many payment methods to choose from when making an order, including cash on delivery, cash, and credit card. Considerable effort is exerted by the individuals involved to ensure that the cuisine they provide has an appealing character, while also being abundant and of superior caliber. Consumers have the option to use online food delivery (OFD) platforms in order to conveniently obtain their preferred meals from the convenience of their residences, eliminating the need to physically go outside. This specific function proves to be very advantageous in adverse weather conditions, peak traffic periods, or after a strenuous day of work. The duration required for order processing and dispatch is rather brief. Upon delivery to the customer, the food exhibits exceptional quality, accompanied by aesthetically pleasing packaging, and is promptly provided. The continuous progression of technology is an additional aspect that leads to the proliferation of Internet delivery services. Various aspects contribute to determining the degree of customer satisfaction with a product or service, including alterations in application interface design, the presence of user-friendly websites and applications, simplicity of use, visually appealing aesthetics, prompt accessibility, a wide range of choices, and expedited payment processes.

The expansion of OFD services in Vietnam began in 2018, primarily targeting niche markets including a restricted demographic of young urban professionals who face time constraints due to their hectic schedules. Despite the relatively small size of the online meal delivery sector, accounting for just 0.2% of the global market, its presence in Vietnam is rapidly expanding and gaining significant popularity. Notwithstanding the fact that Vietnam is a comparatively youthful nation. In 2020, the importance of OFD services increased significantly, mostly because they provided convenience and served as a relatively secure means of protecting Vietnamese citizens from the spread of the Covid-19 pandemic. Based on the data provided by Statista (2021), the sales revenue generated from the sales of OFD services in Vietnam had a notable surge, amounting to an increment of 95 million dollars compared to the preceding year. Consequently, the total revenue reached a sum of 302 million dollars. Based on a study conducted by Imarcgroup (2020), it is projected that the OFD services market in Vietnam is expected to see a compound annual growth rate (CAGR) of around 34% over the period from 2021 to 2026. The market shares of OFD websites and applications in Vietnam are seeing rapid growth because of the enhanced convenience and transparency they provide to customers. To achieve success in the contemporary and fiercely competitive industry, enterprises offering on-demand delivery (ODD) services must prioritize the key factors that have the utmost significance for their customer base.

The use of food delivery services in Can Tho City has seen a surge due to changes in customer behavior and environmental circumstances. Digital technology is a significant determinant that shapes consumer behavior in Can Tho City and enhances the overall quality of life for its residents. In the Vietnamese capital of the Mekong Delta, a diverse range of food and beverage options is now available to consumers. Residing in Can Tho City presents challenges due to several factors such as the City's escalating problems with elevated tides, flooding, intense precipitation, the implementation of daylight saving time for occupational purposes, and the exacerbation of extreme weather events. Consequently, the technological advancements enabling the delivery of meals to clients from various locations align well with their urban lifestyle. Individuals are not obligated to undertake lengthy journeys, tolerate high temperatures and large gatherings at street food vendors, or wait in lengthy queues at highly regarded dining establishments or

grocery stores. Individuals residing in Can Tho City who are now experiencing hunger may conveniently address their needs by using their smartphone to access a mobile application, whereby they can proceed to make their desired food order and afterward await its delivery to their place of residence.

In light of this, the purpose of this study is to discuss how the decision of online food order in Can Tho City to explore the determinants affecting customers' purchase decisions. Based on some previous related research, this study selects the independent variables that influence customer satisfaction as follows: website quality (information quality, website design, security privacy, and payment), service quality (food quality, delivery, and promotion, and customer service), time-saving benefits, price saving benefits, and social influence. So, the result of this research would be helpful for the company to design effective digital industries that start to grow but a small number of researchers discuss online food delivery service with application because it is a new phenomenon in Can Tho City.

1.2. RESEARCH OBJECTIVES AND QUESTION

1.2.1. Overall Objective

The objective of this study is to analyze and determine the factors affecting online food order decisions when using OFDS in Can Tho City. Based on some previous related research, this study selects the independent variables that influence customer decisions. The results of this study will be of great benefit to both restaurants and OFD companies because they can know which factors have the most remarkable influence on customer decisions when using OFDS in Can Tho City.

1.2.2. Specific objectives

To understand the customer behavior in online food order service use

To determine factors influencing online food order service decision.

To propose necessary solutions to improve online food order service decision.

1.2.3. Research question

What aspects do online food ordering app users concern about?

What are the factors influencing online food order decisions via applications in Can Tho City?

1.3. SCOPE OF STUDY

The particular study was chosen to be conducted in Can Tho City as such food delivery applications are observed to be more accessible by the young generation, and in this study, we can have a better understanding of the OFDS apps. The perception of customers may vary under different circumstances. We will get to know about the consumer preferences regarding the apps they provide and the variables affecting the preference. Therefore, these findings may help the service provider to work on those variables to fill up the gap in the mindset of the consumers. Scope of methodology, sample, and population: This study uses quantitative research and uses an online questionnaire survey to collect data that focus on the consumer who lives in Can Tho City as of April-May, 2023, sharing Google Form link to social platforms such as Facebook, and directly gathering. The sample size of this study is 512 respondents.

1.4. THE TOPIC'S CONTRIBUTIONS

created a research model to examine the variables influencing Can Tho City residents' intentions to use an online meal ordering service.

To give many restaurants and restaurants a more detailed understanding of the consumer's point of view while choosing to buy food online, this study has attempted to diversify a number of theoretical bases in the field of online food purchasing. to purchase meals online. Six elements that influence people's decisions to use online meal-ordering services in Can Tho City were examined and confirmed by the study.

Then, we'll suggest ways to address the issues influencing people's decisions to use an online food ordering service.

1.5. STRUCTURE OF SCIENTIFIC

Chapter 1 Introduction

Chapter 2 Literature Review

Chapter 3 Methodology

Chapter 4 Results and Discussion

Chapter 5 Conclusion and Recommendation

AN OVERVIEW OF CHAPTER 1'S MATERIAL

In this part, the author gives the reasons for choosing the topic, and the urgency of the topic, and at the same time identifies the research objectives as the basis for the research question. Thereby, a number of research hypotheses are formed to determine which factors influence the decision to use an online food ordering application to purchase online. Get electrical research objects and research methods.

The research process and the results of the actual survey, the research will help some restaurants and restaurants that have been doing business online to know which factors affect the decision to use an online shopping application. The contributions of the topic are stated in this chapter as the aim of the research. Help your online business grow in the future.

Chapter 2

LITERATURE REVIEW

2.1. THEORY OF DECISION MAKING

Prospect theory (PT)

According to Taran & Betts (2007), the Prospect Theory (PT), which was first developed by Kahneman & Tversky (1979), is regarded as being among the most important ideas in the field of decision-making. In order to arrive at a conclusion, it is necessary to evaluate the many options available in accordance with a set of criteria that has been established in advance (Taran & Betts, 2007). Within the context of this paradigm, the theoretical framework known as framing carries a substantial amount of weight. Extensive study has been carried out in a variety of fields, which has resulted in the generation of strong empirical evidence that substantiates the effect of framing (Bahmanziari & Odom, 2015). In their individual articles from 1979 and 1974, Kahneman & Tversky were the ones who first presented the idea that is now under discussion. Research that studies the effects of language changes in presenting a situation on the impact that the presentation has on an individual's decision-making process is what is meant to be referred to as the "framing effect" (Frisch, 1993). According to the hypothesis that was presented by Kahneman & Tversky (1979), people tend to have a more intense emotional reaction when confronted with the chance of losing money in comparison to the opportunity of earning it. As a consequence of this, rather than concentrating on making a profit, their major emphasis will be on reducing their losses. Weisstein et al. (2013) found that the ideas of price framing promotions and framing choice challenges were related to one another. It was proven in a study by Thaler (1985) on price promotions that framing had a comparable influence on the decision-making process of consumers as traditional price promotions did. The availability of discounted framing inside the online meal delivery application will have an effect on the decision-making processes of customers with regard to the beginning of the ordering process or the choice to abstain from placing an order.

Theory of reasoned action (TRA)

According to Sheppard et al. (1988), the Theory of Reasoned Action (TRA) provides a basic conceptual framework for understanding the many ways in which individuals make an effort to alter their behavior. Its formulation has been utilized to successfully anticipate the intents of consumers as well as their behavior thereafter. According to Chang (1998), the essential assumption of the Theory of Reasoned Action (TRA) is founded on the concept that consumer behavior is dependent upon their intentions. This is a proposition that is put out by the TRA. According to Tuu & Olsen (2012), the Theory of Reasoned Action (TRA) hypothesis is a useful tool for predicting the expectations of customers as well as the chance that they would make a purchase. A consumer's leaning toward making their food purchases via an online meal delivery service is one example of a buy intention that they may have. This would be for the aim of acquiring food goods. It's possible that a customer's true patterns and tendencies may be inferred from the actions they do when using an online meal delivery service by looking at the patterns and tendencies they exhibit while using the service.

Signaling theory (ST)

The study of the information economy led to the development of the signaling theory (ST) (Spence, 1973). This theory was developed due to the fact that during market transactions, buyers and sellers often have access to various pieces of information. When sellers are conscious of the caliber of the products or services they are putting on the market, this is an example of consideration in market interactions. However, according to Boulding & Kirmani (1993), some sellers do not provide customers with all of the information that they need to make informed judgments about the purchases they make of their products. According to Bouding & Kirmani (1993), customers desire information that may assist them in distinguishing between businesses that offer high-quality products and services and those that provide low-quality goods and services. There are providers of both high and low-quality operated on the market today. This theory is supported by findings from a broad variety of studies, which demonstrate that customers' impressions of a company's brand have a significant impact on the products and services they choose to purchase (Ryan & Casidy, 2018). Prior research conducted by Belén del Río et al. (2001) showed that customers tend to choose more well-known brand names. If customers have a favorable (or unfavorable) relationship with a certain

business, they will be more likely (or less likely, respectively) to make use of food delivery services.

2.2. CONCEPT OF CONSUMER DECISION-MAKING

According to Gupta & Chopra (2020), the confirmation check is the last step in the process that a client goes through in order to make a choice. After the consumer has made up their mind about a certain item, the salesperson will next carry out a confirmation check in order to ensure that the item in question is genuine. The method referred to as "consumer decision-making" will be the subject of this conversation's central focus. The decision-making process of a consumer entails picking one valid choice out of many other possibilities in order to go on with an activity. It is possible to trace the origins of this relatively new profession of marketing all the way back to the social sciences, which include fields such as economics, anthropology, and psychology. The very first time that a customer makes a purchase is only the beginning of a much longer and more involved process that encompasses the whole act of shopping. In addition to this, it takes into account each and all possible circumstances in which a customer could interact with a product or service.

According to Li & Hitt (2008), the process of customer selection takes place when customers purposefully choose things or services that they view as valuable, as opposed to randomly obtaining them. As opposed to selecting things at random, customers may occasionally utilize a customer selection procedure to hold preferred items for later purchases. This is in contrast to selecting goods at random. Researchers have found a few factors that might potentially play a role in the selection bias of consumers. Smironva et al. (2020) presented three different reasons for their findings. It's possible that customers' perspectives on the product's quality may vary, depending on their own experiences with it. In addition to this, the market often has a tendency to have a tendency to have a propensity to overestimate its own degree of achievement. Last but not least, when it comes to reviewing products, customers often show a bias toward being selective. According to Walters & Gorden (2011), the term "purchasing decision" refers to the mental process through which consumers make decisions about the procurement of goods and services, as well as the selection of certain retailers or service

providers. When customers participate in the behaviors that are desirable and required for them, they go through a series of decision-making processes that, in the end, result in the action of making purchases. According to Porter (1985), including consumers in decision-making on marketing activities requires taking into account consumers' preferences and enhancing the overall quality of their experiences. Throughout the course of the purchase process, customers might run across a variety of different conditions depending on the degree of quality provided by the provider. In 1993, Engel, Blackwell, and Miniard did a thorough review of the current research on consumer behavior. Their findings indicated that consumers' purchasing decisions are impacted by a wide variety of situational, social, individual, and perceived contextual elements. The consumer decision-making process may be broken down into two distinct phases: the processing phase, which includes pre-purchase activities such as problem identification and alternative evaluation, and the outcomes phase, which includes evaluation of the product after it has been purchased. Putting down one's hard-earned cash in exchange for the delivery of a product or service is what most people mean when they talk about making a purchase. Knowledge, contemplation, and the availability of many alternatives are some of the components that make up a consumer's decision-making ecosystem. Ultimately, consumers arrive at their definitive verdict by giving serious consideration to their favored brands and relying on the data gathered from their decision-making ecology. After that, the customer chooses the brand that most successfully corresponds with their particular needs and level of expertise.

According to Kalinga & Thilini (2022), there are two factors that have the ability to affect a customer's propensity to acquire a product and, ultimately, their choice to make a purchase. One factor that should be taken into consideration is the amount to which the impact of the viewpoints held by other people has the potential to dampen the preferences of the one being influenced. According to Kalinga & Thilini (2022), this phenomenon may be linked to the high amount of desire that individuals possess to comply with the wishes of their peers, as well as the large degree of conviction they have in alternative possibilities. Additionally, this phenomenon may also be ascribed to the fact that people have a strong preference for alternative options. The presence or absence of unanticipated circumstances that might possibly have an effect on the final

choice to make a purchase is the second consideration, and it refers to whether or not the decision will be affected. It is possible that some people may find themselves in a position where they are driven to participate in consumer transactions in order to lessen the impact of the probable repercussions of losing their jobs. As a result, one may claim that the preferences and purchases of customers are not reliable indications of the customers' future buying behavior. A customer's level of consumer confidence, their assessment of the amount of risk involved in making a purchase decision, and the perceived value of the opportunity being examined are all closely tied to the degree of risk aversion shown by the customer when making a purchase option. Consumers often employ a methodical strategy that reduces the amount of risk they are exposed to and improves the amount of information they acquire via contacts with their peers in order to conduct an exhaustive investigation into the phenomena of choice avoidance and warranty-related worries. Marketers have carried out a substantial amount of study to investigate the factors that are responsible for clients experiencing sentiments of uneasiness. According to Kalinga & Thilini (2022), the firm increases the likelihood of making sales by lowering the level of risk that potential buyers identify with the act of purchasing the company's wares. The consumer decision-making process may be broken down into five separate stages, each of which is shown in the corresponding graphic depiction that has been supplied. When a customer decides to buy a product or service, their choice is often motivated by their perception of the intrinsic value or usefulness that the product or service delivers. Before making a purchase, consumers should engage in extensive research, thoughtfully consider a number of options, and eventually come to a choice that is based on accurate information.

2.3. CONCEPT OF ONLINE FOOD DELIVERY SERVICE

Li et al. (2020) used the term "online food delivery" (OFD) to delineate the procedural framework whereby a customer's desired meal is prepared and thereafter sent to their location. The commencement of this procedure occurs when the customer initiates their purchase using an online platform. The rapid proliferation of OFDS has been facilitated by the incorporation of OFD platforms such as Uber Eats, DoorDash, and Grubhub. The restaurant is promptly notified when a customer submits an order using an online food delivery service platform, such as a smartphone application or website and promptly

begins the preparation of the customer's meals. At this juncture, the final payment for the transaction is obtained from the consumer. Subsequently, a designated member of the delivery personnel gives the consumer the things they have ordered. By use of the application, customers were able to establish communication with the drivers responsible for the transportation of their merchandise and track the advancement of the delivery process. Customers who utilize OFDS are provided with several benefits, including the eradication of the necessity to queue, the avoidance of travel for pick-up purposes, the elimination of order misinterpretation commonly encountered with phone or restaurant orders, and the opportunity to avail discounts on daily specials (The Other Stream, n.d.). Customers that use OFDS are provided with many benefits, including the convenience of not having to travel in order to arrange for pick-up.

A wide array of internet-based infrastructures is readily accessible with the specific purpose of facilitating the development of applications for meal delivery.

The many online platforms facilitating food delivery may be classified into two distinct categories, namely "aggregators" and "new delivery" firms, based on their respective business models.

Aggregators represent a nascent kind of delivery service that is still in its early stages of development. The fundamental objective of the platform is to establish a connection between customers and restaurants, with the responsibility of executing the actual delivery falling upon the establishments themselves. Nevertheless, the responsibility of managing the delivery service will lie with the restaurant, which will also bear the financial burden of compensating the aggregators for their services in facilitating the collection of customer orders. There are no additional fees associated with this service. The pricing of the delivery service does not include any undisclosed supplementary fees. The book in question has been credited to Hirschberg et al. (2016) as its writers.

Hirschberg et al. (2016) argue that in order to bridge the disparity between restaurants lacking delivery services and their clientele, enterprises seeking to introduce delivery services should establish proprietary logistical networks, develop dedicated mobile applications, and implement their own delivery systems. It is likely that consumers will exhibit interest in doing a comparative analysis of pricing and menus as a means of

future evaluation. Customers possess the capability to initiate orders from several restaurants using a unified platform, such as a website or mobile application. Customers are given the chance to place orders from a wide array of dining facilities, including both high-end restaurants and mobile food vendors that had not previously offered delivery services.

2.4. THE PAST STUDIES

2.4.1. Website Quality

Over the course of the last ten years, there has been a discernible increase in the number of academic inquiries about the connection between the quality of websites and the satisfaction of customers, as well as the subsequent propensity to participate in purchase activity. According to Srinivasan et al. (2002), the quality of a website might be assessed by a number of different variables, some of which include interactivity, uniqueness, and complexity. It is imperative that the relevance of community, individualization, free services, the integration of technology, and convenience not be ignored. According to Chiu et al. (2005), other aspects that should be taken into consideration include the following: the quality of the material; the degree of pleasure; the possibility of learning; the level of involvement; and the amount of connectedness. Other aspects of the material that must be considered include its outward presentation, the standard of its informational content, the significance of the material to the audience for whom it is intended, and the method that was used in the production of the material. According to Shih (2004), users are mainly interested in the quality of the website in terms of the quality of the system, the quality of the information, and the quality of the service. According to Roy Dholakia & Zhao (2010), a number of different efforts have been made to classify the various characteristics of websites. According to the findings of the study that was conducted by Brohan (1999), the average amount of time that an internet visitor spends engaged with a particular homepage before moving on to another website is only thirty seconds. According to the findings of the research by Robert & John (1982), in order for websites to be regarded as appealing, it is essential for them to have their own internal emotional and cognitive states. This view is further backed by Eroglu et al. (2003), who said that websites should be compared to traditional retail shops that

give tactile and olfactory indications. In their study, they compared websites to traditional retail businesses. The quality of the website has a moderating influence in the context of social commerce, notably in regard to online food transactions, as stated by Lin et al. (2017). Research that was carried out by Wang & Chou (2014) investigated the influence that the layout of a website had on users' first perceptions as well as future purchases. According to Akram et al. (2018), the aesthetic appeal of websites has a big influence in molding the purchasing decisions of customers. Websites are the initial point of connection between customers and businesses, thus the visual appeal of websites is very important. When determining the overall quality of a website, there are a few key indicators that should be considered:

Information quality

In order to establish trust with an individual, it is necessary to provide them with education and information (Wang & Emurian, 2005; Flavian et al., 2006). Yoon (2002) conducted a study to examine the relationship between users' trust in a website and many characteristics, such as the number of items offered, the quality of information presented, and the company's market reputation. The study revealed a substantial correlation between the trustworthiness of a website and several features of the website. Park & Kim (2003) found that consumers who are provided with comprehensive product information are more likely to make well-informed purchasing decisions, leading to an improvement in their overall satisfaction. Furthermore, the study conducted by Ballantine (2005) revealed a favorable correlation between the quality of website content and the degree of pleasure experienced by users. Limited empirical investigation has been conducted on the impact of information quantity on website design (Peterson & Merino, 2003), therefore prompting the need for more scrutiny by Kim & Lennon (2008). Navigation or website structure is considered a component of information design, which falls under the broader concept of usability (Flavian et al., 2006). According to McKinney et al. (2002), inadequate design and usability might result in the departure of website visitors. The availability of pertinent information may expedite decision-making processes, resulting in time and effort savings (Glazer, 1991; Lynch, 2000). According to (Yang, 2001), the accessibility of pertinent information may play a crucial role in determining the outcome of electronic commerce, whether it is successful

or unsuccessful.

The concept of information quality pertains to the accessibility and utility of pertinent and up-to-date information. Additionally, it suggests that the information presented in the text is accurate. The concept of information quality in a technical system pertains to the precision and comprehensiveness of data pertaining to products, websites, and applications (Kim & Niehm, 2009). Insufficient product information inside the application may lead to heightened user confusion, perhaps resulting in a full cessation of its use. According to Rita et al. (2019), individuals place importance on material of superior quality while using an information system. Based on a study conducted by Van Noort et al. (2008), it was shown that users' views towards websites are influenced by certain features. Specifically, a good attitude is more probable when the material offered on the website is both relevant and well-organized. Hence, based on the study outcomes, scholars anticipate a positive association between the authenticity of data and clients' expressed inclination to use the Foodpanda application.

Website Design

When developing a website, several aspects, including its appearance, balance, consistency, and emotional appeal, are taken into careful consideration throughout the design process. This environment demonstrates the use of a variety of design elements including color, shape, imagery, and typography (Garrett, 2002). Even though the amount of study that has been conducted on the relationship between trust and the visual attractiveness of websites is very small, a few studies have demonstrated that there is a significant association (Wang and Emurian, 2005). In addition, Karvonen (2001) suggested that there is a positive connection between trust and aesthetic appeal. On the other hand, the research that has been done so far lends credence to the idea that having a website that is both aesthetically appealing and easy to use helps to a positive experience for the visitor (Tarasewich, 2003). According to McKinney et al. (2002), it is said that regardless of the comprehensiveness of the information that is supplied on a website, if a client has issues in searching for and obtaining the essential information, they are more likely to depart the site (p. 308). This is the case even if the website has a large amount of material.

Privacy security

The level of confidence a person has in a website influences the likelihood that they would carry out a financial transaction while using that website. According to Flavian et al. (2006), the security and protection of the customer's personal information is the major concern of consumers who make transactions online. According to Mukherjee & Nath (2007), consumers' attitudes toward the privacy and security precautions taken by websites have a positive impact on their propensity to participate in activities related to online shopping. This is because consumers feel more confident that their information would be protected when they shop online. Sathye (1999); Liao & Cheung (2002); Poon (2007) are only a few examples of researchers who have focused their attention on the problem of security and privacy concerns about e-service providers. The authors of the aforementioned study by Hoffman et al. (1999) highlight the relevance of privacy as an essential component in the process of creating trust in online settings. On the other hand, Cheskin Research and Studio Archetype/Sapient (1999) discover a positive correlation between credibility and security markers such as trustee seals and the better business Bureau.

According to the definition that was presented by Belanger et al. (2002), privacy may be regarded as the circumstance in which an individual's personal information is not disclosed without the individual's express assent. When it comes to doing business via the Internet, a significant number of Internet users continue to exhibit an understandable degree of reticence. This is mostly attributable to lingering concerns over the safety of their private information. Companies have the capacity to send customized messages to customers by making use of their Internet Protocol (IP) addresses and cookies. These messages highlight the significance of data mining and collection. These data may be used by organizations in order to improve the supply of individualized services, get a more in-depth grasp of their audience, and increase the overall level of pleasure experienced by their customers. According to research conducted by Belanger et al. (2002), customers have a greater feeling of safety when doing business with companies that provide several verification methods on their own websites.

Payment system

Chen & Chang (2003) have extensively documented the prevailing consensus that consumers possess a restricted capacity to tolerate critiques from automated systems. According to a study done by Dellaert & Kahn (1999), individuals who engage with the internet have an average attention span of about eight seconds before redirecting their focus elsewhere. Weinberg (2000) asserts that the efficacy of a website is contingent upon its visual appeal, user-friendliness, and prompt loading time. Therefore, it is essential for a respectable website to enhance the efficiency with which it handles client transactions. Should this situation occur, it is possible that clients may exhibit a reluctance to avail themselves of the payment option offered by the website. When evaluating a company's website, it is important to analyze the extent to which it exhibits characteristics like those of a salesman, based on certain criteria. According to previous research conducted by Crosby et al. (1990); Doney & Cannon (1997); Friedman et al. (2000), customers are more inclined to place their faith in a salesperson and the associated business when they perceive the salesperson to possess both competence and personality. Customers are more inclined to place trust in a salesperson and the associated organization when they believe the salesperson to possess expertise and exhibit agreeable qualities. The degree of trust that customers have in online transactions is impacted by various factors, such as the accuracy of the displayed information, the robustness of security measures, the availability of multiple payment options, and the ease of using these methods.

2.4.2. Service quality

Zeithaml et al. (1993) use the term "perceived service quality" to describe the cognitive evaluation that customers do while forming their overall assessment of a service. According to Bagozzi (1992), when customers engage in a psychological assessment to assess the quality of service they get, their affective experiences and emotions have a significant influence in shaping their subsequent behavioral intentions and actions. Based on the study done by Cronin, Jr & Taylor (1992), it was shown that customers who experience positive emotions are more likely to engage in word-of-mouth recommendations of a brand to their social network. It has been observed that firms that provide services of outstanding quality have the capacity to impact the behavior of their clientele.

Juran & Godfrey (1999) posit that quality is often seen as the "fitness for use" of a product, including its attributes that meet both user-defined needs and anticipated expectations. According to Garvin (1984), variations in perspectives about transcendental experiences, commodities, manufacturing processes, value, and customers have a significant role in shaping unique interpretations of the concept of attaining perfection. In contrast, a service is an intangible offering provided by a service provider to a consumer, which cannot be physically seen or felt. Kotler (1991) posits that the possibility exists to market both intangible solo products and supplementary services. In relation to the concept of "service quality" in the context of online purchasing, Rolland & Freeman (2010) propose the examination of two fundamental dimensions. To start, the term pertains to the level of user-friendliness shown by a website in facilitating electronic commerce, the acquisition of goods, and the delivery of services. Furthermore, it involves the provision of support and aid to customers starting from their first interaction with a firm until the completion of the contractual service. Customer satisfaction, a broader evaluative concept compared to the particular and time-bound nature of service performance, serves as an intermediary factor that influences the relationship between the quality of service rendered and the probability of a customer engaging in future transactions with the same service provider.

According to Oliver (1997); Olsen (2002), The provision of exceptional customer support services is important for the sustained viability of internet-based meal delivery firms. The satisfaction of clients is greatly impacted by their perceptions of the service quality offered by organizations that provide online meal ordering capabilities. The preceding discourse has resulted in the recognition of three key characteristics that are essential in ensuring customer satisfaction and fostering customer loyalty: delivery, customer service, and meal quality. Three key characteristics have been recognized as essential for guaranteeing customer satisfaction and fostering client loyalty.

The satisfaction level of customers is strongly correlated with the quality of customer care they get since they are the ultimate consumers of a company's goods or services. Hence, enterprises that depend on service providing as a major or secondary income stream must use effective approaches to precisely assess the quality of their services. Furthermore, several organizations use the service quality instrument, often referred to

as the service quality dimensions (Landrum et al., 2009), to assess the extent of client satisfaction and retention. Parasuraman et al. (1988) were the first to introduce the notion of "service quality" as a complete tool for assessing the quality of services, using input gathered from focus groups. The use of marketing strategies has been witnessed in several sectors, including libraries and online service providers (Gede & Sumaedi, 2013; Reichl et al., 2013; Wang et al., 2014). Additional examples include the healthcare sector and the realm of education. In this study, service quality is focused on food quality, delivery quality, and promotion and customer service

Food quality

According to previous studies done by Kivela et al. (1999); Law et al. (2004), there seems to be a potential correlation between consumers' satisfaction levels at fast-food establishments and their subjective evaluations of the meal's quality. The significance of factors such as the freshness, nutritional value, aesthetic appeal, and culinary techniques used in food preparation cannot be disregarded, even if there may be individuals who contend that these factors do not influence the overall quality of the service. The satisfaction of the consumer and the probability of future transactions are intricately linked to these factors. Kotler (1991) utilizes this observation to assert that a service encompasses any intangible activity or benefit provided by a service provider to a customer. This may manifest as a physical good along with an intangible service, or it may involve a physical good, an intangible service, and another product. Kotler posits that a service may be conceptualized as a composite entity including a tangible item, an intangible service, and an additional product. Qin et al. (2010) conducted a study that revealed a favorable association between elevated levels of customer satisfaction and heightened levels of food quality, perceived value, and service quality. Furthermore, previous studies were done by Parasuraman et al. (1994); Andaleeb & Conway (2006) have shown that variables such as pricing, product quality, and service quality exert an influence on customer satisfaction levels. Furthermore, many inquiries have been undertaken to examine the correlation between the satisfaction levels of consumers and the quality of meals provided at fast-food establishments (Kivela et al., 1999; Law et al., 2004). The conducted research has shown a strong positive association between the two variables. Within the context of this investigation, it is hypothesized that a noteworthy

association would exist between the caliber of the meals and the level of satisfaction reported by the patrons. Hence, enhancing the quality of meals offered by meal delivery services is a crucial approach to augmenting consumer satisfaction levels.

As stated by Mahendran & Indrakant (2013), the whole of the human population has an inherent and fundamental inclination towards sustenance as a means of guaranteeing their ongoing survival. The assessment of a meal's quality encompasses a range of factors, including its visual appeal, flavor, menu alternatives, freshness, and safety for consumption. According to a study conducted by Rozekhi et al. (2016), it is well-recognized that the provision of high-quality meals plays a pivotal role in satisfying consumers and fostering their inclination to revisit. In the context of evaluating food quality, the sense of taste is commonly acknowledged as the most prominent of the five sensory modalities. The research done by Kannan (2019) revealed that the quality of the meal significantly impacted the level of satisfaction experienced by customers, as well as their subsequent behavioral patterns. According to the study conducted by Zhong & Moon (2020), a body of literature has shown that the provision of high-quality meals to customers contributes to their overall happiness. The assessment of food quality by customers mostly revolves around its freshness, flavor, and presentation, as shown by the findings of Petrescu et al. (2020) in their research study. Savov & Kouzmanov (2009) conducted a study that revealed that customers assess the quality of food based on many variables, including price, flavor, and presentation. Namkung & Jang (2007) propose that several elements play a role in determining the overall quality of food. Several elements might influence consumer preferences in the context of food selection including taste, freshness, diversity, availability of healthier alternatives, and temperature. Based on the research done by Annaraud & Berezina (2020), it seems that the quality of food significantly impacts customer satisfaction within the food service business. Furthermore, as stated by Peri (2006), it is essential to not only meet the demands of clients but also exceed their expectations.

Delivery quality

In the realm of electronic commerce, the punctual transportation of goods has significant importance in guaranteeing the contentment of consumers and the sustained operation

of enterprises. According to the findings of Roy Dholakia & Zhao (2010), the relationship between the attributes of online stores and consumer satisfaction is significantly influenced by the element of time. Irrespective of the condition of the roadways or the prevailing weather conditions, a delay in the delivery process beyond the typical time, such as an hour, would adversely affect the customer's satisfaction level. Based on the research done by Liu et al. (2008), it was observed that a significant proportion of Chinese customers, around 25%, expressed dissatisfaction with the service given to them due to issues such as delayed deliveries or inaccurate product shipments. The results of the China Internet Network Information Centre's (CNNIC) 2004 Online Shopping Report align with this result. Furthermore, it has been shown that there exists a substantial correlation between timely delivery and satisfied customers. Roy Dholakia & Zhao (2010) believe that several variables, including timely delivery and other elements of order fulfillment, significantly influence customer evaluations and satisfaction levels. In the context of non-store commerce, such as online sales, where there exists a temporal gap between the initiation of an order and its subsequent reception, the timely delivery of items becomes of paramount significance (Roy Dholakia & Zhao, 2010). Online sales serve as a notable illustration of this phenomenon. Consequently, within the realm of online meal ordering, the punctual delivery of orders plays a crucial role in guaranteeing consumer pleasure and fostering customer loyalty.

Promotion and customer service

The traditional approach to delivering customer service involves the provision of various incentives, including coupons, discounts for bulk purchases, and complimentary products. The approach has received significant support from customers, as seen by an overwhelming volume of feedback. Furthermore, the implementation of this method has demonstrated its high level of usefulness. In 2010, Zhang and Tang performed research that demonstrated the favorable effects of marketing promotions on consumer pleasure. The authors assertively advocate for corporations to prioritize this impact when devising their marketing strategy. During times of crisis, customers engage in continuous cost evaluation, leading them to aggressively pursue promotional discounts and discount coupons. Customers are constantly assessing the financial implications. The primary objective of promotion, a component within the broader field of marketing

communication, is to strategically enhance sales performance. Shaddy & Lee (2020) emphasize the immediate impact that a discount or promotion has on consumers' buying choices. During promotional seasons, such as sales and discounts, it is observed that consumers have a higher propensity to engage in product experimentation, increase their shopping frequency, and maybe engage in overpayment. Discounts have been identified by Neha & Manoj (2013) as a noteworthy and influential element of advertising. The study done by Pi & Huang (2011) reveals that the implementation of promotions might potentially enhance consumers' pleasure. Additionally, promotions have the capacity to foster trust, cultivate loyalty, and encourage repeat patronage among customers. The study done by Alipour et al. (2018) reveals that promotional activities have a significant influence on customer satisfaction levels. Based on a study done by Nakarmi (2018), it was shown that customers express a considerable degree of happiness when they are exposed to exclusive offers, such as price reductions, discounts, complimentary samples, and "buy one get one free" promotions. Implementing effective promotional methods that persuade individuals to make purchases may contribute to the growth of company operations and generate more income.

According to a study by Reibstein (2002), a noteworthy association was seen between customers' perceptions of their interactions with support personnel and their propensity to engage in further purchases from the same organization. The overall quality of service interactions may be influenced by the sequence in which various service encounters occur, as suggested by the concept of order effect put out by Posselt & Gerstner (2005). If a website exhibits a customer service rating that is notably below the industry average, it may be inferred that the website has a much larger proportion of dissatisfied consumers compared to the industry average. According to Suleyman (2010), a significant association was found between the level of service quality perceived by online customers and their overall satisfaction with the transaction. The efficiency of customer query handling, return processing, and replacement dispatch is a significant cause of dissatisfaction among consumers. The order of priority between service quality and customer happiness remains a subject of ongoing discussion. However, our findings align with previous research conducted by Selnes (1998); Wiertz et al. (2004).

2.4.3. Time-saving

The time-saving benefits of purchasing online make it the favored method. Chiu et al. (2014) assert that customers value the ease associated with online purchasing due to its potential to save time and effort, along with additional advantages such as reduced waiting times at the point of sale and extended shop operating hours. Consumers also place importance on the convenience of internet buying due to its potential cost-saving benefits. An additional post-use utility component is the amount of time saved by the user, which, according to Eriksson & Nilsson (2007), is greatly affected by the simplicity with which the user may utilize online banking and payment systems. Another factor to consider in the evaluation of post-use value is the monetary savings realized by the user. Based on the findings of these assessments, it is justified to propose the following hypotheses, since they indicate a correlation between an individual's attitude and their inclination to reduce time wastage and enhance convenience.

2.4.4. Price-saving

Johansson & Erickson (1985) define the word "price" as the monetary amount that buyers must exchange in order to get the advantages provided by a particular product or service. Monroe (1990) defines the term "price" as the monetary value that an individual must relinquish in exchange for a certain product or service. Smith (2014) posits that contemporary market economies exhibit a dynamic interplay between supply and demand, whereby price formation is both influenced by and serves to maintain equilibrium. In the study conducted by Furnols et al. (2011), the term "pricing" is defined as the financial worth at which buyers and sellers engage in transactions involving the exchange of goods and services. The cost of the merchandise effectively reflects the substantial financial investment made by the purchaser. According to Yu & Wu (2007), the concept of "pricing" pertains to the whole monetary sum that a consumer must provide in exchange for obtaining a certain product or service. Kim et al. (2012) argue that the pricing of a product or service significantly impacts consumers' views of its value and subsequently affects their level of satisfaction with the offering. Furthermore, the pricing of a product or service may significantly influence the level of happiness experienced by users. Customers possess a fair and accurate anticipation of

the cost of items and services they want to get. The research done by East et al. (2013) revealed that buyers attach significant significance to the evaluation of product cost prior to finalizing a purchase decision. Consumers need assurance about the affordability, accessibility, and competitiveness of their purchases in relation to alternative market offerings. Based on the research conducted by Bodea & Ferguson (2012), a considerable portion of consumers hold the belief that they possess a legitimate claim to justifiable pricing, and the level of their contentment with a purchase is positively correlated with their perception of the transaction's fairness. Nevertheless, the study results suggest that consumers exhibit lower levels of satisfaction with their purchases when they believe the firm to be excessively benefiting at their detriment, even if the advantages of the product or service exceed its cost.

According to the study conducted by Charoensukmongkol & Tarsakoo (2019), a key benefit of online purchasing is the potential for customers to expect lower total pricing. Buyers may expect to get this as a notable advantage. If a firm decides to provide its products and services via an online platform instead of a traditional brick-and-mortar shop, it is likely to achieve significant cost reductions in several aspects, including rental expenses, staff wages, and other overhead costs. Consequently, the expenditures related to doing online business sometimes exhibit a substantial reduction compared to the costs involved with retailing the same merchandise in a traditional brick-and-mortar establishment. Furthermore, buyers are provided with an extensive array of products at costs that are equivalent to those supplied by other shops due to the ease of doing online transactions. There exists a potential for clients to encounter greater availability of enticing offers and promotions while engaging in online purchases. Further cost reductions may be achieved via the use of certain payment methods. As a result, the extent of price reductions significantly influences consumers' inclination to engage in online purchasing.

2.4.5. Social influence

According to Ajzen & Fishbein (1977), the phenomenon of peer pressure may be characterized as the belief that one's actions will be negatively evaluated by peers, family, and acquaintances. Schepers & Wetzels (2007) propose that individuals'

decision-making processes might be significantly influenced by their preconceived notions about the use of a certain technological device. Studies conducted by researchers from several disciplines have been undertaken to examine the role of social factors on subsequent efforts, building upon previously established rationale. In their research, Shen et al. (2006) sought to examine the influence of peer pressure on the academic performance of students engaged in online education. Based on the results obtained from the research, it was seen that the perceptions of the course's worth among classmates remained stable throughout the period of the study. In contrast, a study done by Choi & Chung (2012) revealed that social influence had a positive impact on users' opinions of the level of effort involved in using social networking sites. Furthermore, it was hypothesized by the researchers that the recognition of effort expectations may be more pronounced in the face of peer pressure. The results of this study suggest that individuals who engage in the use of online food delivery services (OFDS) may have a greater propensity to perceive the favorable and utilitarian elements of OFDS due to the influence of social pressure exerted by their reference groups. The inclusion of a citation is necessary to support the information provided. OFDS is an acronym that stands for online food delivery services.

Previous studies done by Bonn et al. (2016), Choi and Chung (2012), and Shen et al. (2006) have shown that peer pressure may enhance the likelihood of a service fulfilling its promised benefits. Venkatesh & Davis (2000) suggest that consumers form their own perceptions of the value of a product or service by incorporating the viewpoints of their reference groups. Reference groups may include individuals such as loved ones, friends, and coworkers, among other acquaintances, who serve as influential entities for customers. Previous studies undertaken by Ajzen et al. (2009); De Cannière et al. (2010); Fishbein & Ajzen (2011) have shown the importance of this information in accurately predicting consumers' actual purchase behavior.

Several scholarly investigations on consumer behavior within the domain of technology have consistently shown that peer influence plays a substantial role in influencing an individual's decision to engage in a purchase. This particular observation has been derived from the aforementioned investigations. This observed tendency has been seen in several situations, such as engaging in mobile banking transactions (Bhatiasevi,

2016), purchasing airline tickets using online platforms (Escobar-Rodríguez & Carvajal-Trujillo, 2014), and actively participating in weight loss programs (Okumus et al., 2018). In their study, Beldad & Hegner (2018) performed research with the aim of identifying the determinants that motivate users to sustain their usage of fitness apps. The study results suggest that the degree to which a person is impacted by their peers has a substantial role in this particular field. Multiple research studies on OFDS have shown that users are inclined to utilize these services based on recommendations from their close social networks (Roh & Park, 2019; Al Amin et al., 2021; Troise et al., 2021). Several studies have provided evidence indicating that customers are motivated to use a certain service based on recommendations from their immediate social circles.

The findings of two studies (Barkhi & Wallace, 2007; Kim et al., 2009) suggest that social influence may positively impact attitudes. The research was carried out by Barkhi & Wallace (2007); Kim et al. (2009) assert that the perspectives of friends and family members have a substantial impact on customers' opinions about online purchases. Kim et al. (2009) found that subjective elements had a substantial influence on customers' perspectives about usage, perceived value, and intention to reuse airline B2C e-commerce websites. This encompasses the consumers' subjective evaluations of the perceived value of the websites, as well as their inclination to engage with the websites in the future.

The literature review is divided into four sections. The first section provides information on theory of decision making comprising the prospect theory (PT), theory of reasoned action (TRA), and signaling theory (ST). The second and third sections present the concept of consumer decision -making and concept of online food delivery service. The fourth section provides previous studies related to the factors on website quality (information quality, website design, privacy security, payment systems), service quality (food quality, delivery quality, promotion and customer service), time-saving, price-saving, and social influence. This helps to recognize an analytical framework clearly with the appropriate methods in Chapter 3.

Chapter 3

RESEARCH METHODOLOGY

The theoretical framework and methodologies used for the study will be defined in this chapter. Each method's structure and explanation are also thoroughly discussed.

3.1. THEORETICAL PROCESS

3.1.1. Research procedure

Within the confines of this structure is a method that is described for answering this question. At the outset, a thorough analysis of the existing academic literature was carried out in order to compile relevant information on mobile apps created with the intention of making it easier to place online orders for meals. This analysis took into account a variety of factors, including the quality of the websites, the caliber of the services offered, the availability of time-saving tools, and the expenses involved. According to the findings of past studies, it is essential to take into account the advantages, the influence on society, and the decision of consumers. Following this, a theoretical framework and a research model were constructed by basing them on the results that were obtained from a thorough examination of the existing body of literature.

Thirdly, before the main data were collected, the information was used to define the scope of the research, estimate the size of the observational sample, design the engagement of stakeholders, build the questionnaire, and organize the logistics of a pilot survey. The methodology for analyzing the data consisted of a number of different statistical approaches, such as descriptive statistics, Cronbach alpha, factor analysis, and binary regression. These approaches were used in order to determine whether or not there was a relationship between online meal order services and customer choice. In the end, the findings were analyzed and contrasted with the findings of other research relevant to the online food app use decision of consumers.

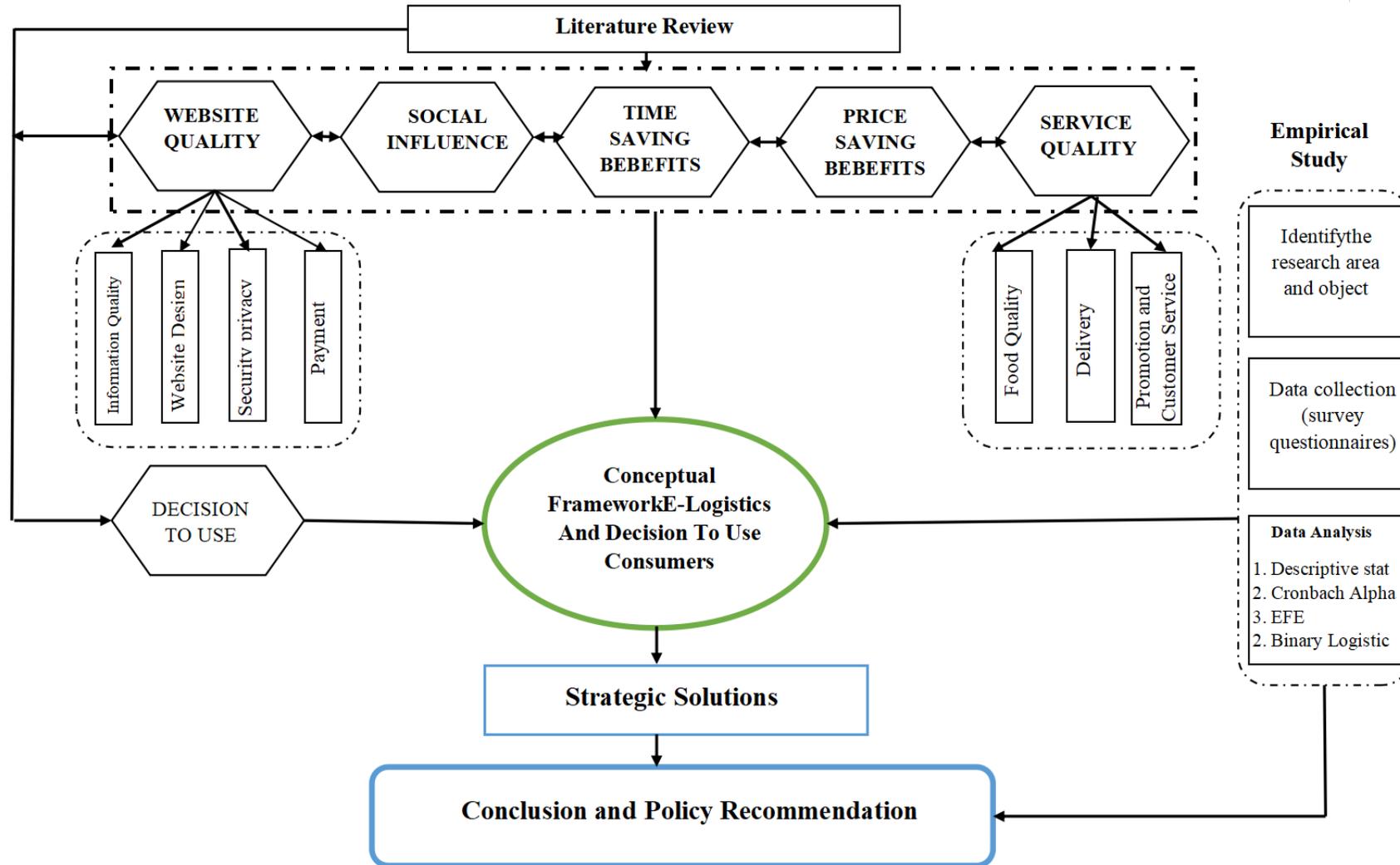


Figure 3.1. Research Framework

3.1.2. Research hypotheses

Website quality

Several recent empirical studies have examined the concept of website quality. Notable examples include the works of Dickinger & Stangl (2013); Liu et al. (2013); Xu et al. (2013) among others. The assessment of a website's performance often revolves around many key variables, including information quality, website design, privacy security, and payment system efficacy. Each of these aspects has been thoroughly discussed in the preceding sections. The evaluation of a website's quality encompasses many dimensions, such as its visual appeal, the information it presents, its technical performance, its user-friendliness, and its search engine optimization.

H1: Website quality positively influences online food order decision

H1.1: Information quality positively influences online food order decision

H1.2: Website design positively influences online food order decision

H1.3: Privacy security positively influences online food order decision

H1.4: Payment system positively influences online food order decision

Service quality

Lau & David (2019) claim that the amount of client satisfaction is directly influenced by the quality of service provided by an online business. The research conducted by Devaraj et al. (2002) indicates that the quality of service offered plays a pivotal role in determining the extent of consumer satisfaction. Furthermore, Zulkarnain et al. (2015) propose that organizations should prioritize the quality of their services and devise unique tactics to maintain and enhance them. Numerous studies have consistently shown that customers who experience a state of contentment have exhibited a propensity to invest in services of superior quality in previous instances, and this inclination is expected to persist in forthcoming periods. Consequently, corporations have the potential to accrue significant benefits by prioritizing the provision of high-quality services (food quality, delivery, promotion, and customer service). According to the study conducted by Chandon et al. (2000), E-service quality may be defined as a comprehensive assessment and evaluation of the quality of electronic service delivery

within a hypothetical market. The organization offers two services, namely shipping assistance and customer support, which are offered both before and after the conclusion of a transaction. Donni et al. (2018) assert that consumers have elevated expectations about the punctuality of product delivery. Celik (2016) asserts that online purchasers greatly value customer service that is quick and uncomplicated, especially with regard to return policies. Based on the research conducted by Dastane et al. (2020), it has been determined that the primary concerns of consumers revolve around two key aspects, namely product returns and punctual delivery. The influence of poor customer service on consumer repurchase intentions has been examined in prior research (Jallow & Dastane, 2016; Dastane & Fazlin, 2017). These studies have consistently shown that unpleasant customer service experiences have a detrimental effect on consumers' propensity to engage in future purchases of a certain product or service. The first hypothesis posits that an enhancement in service quality would result in heightened customer inclination towards online food delivery (OFD) orders. The following notion has been suggested as a potential elucidation:

H2: Service quality positively influences online food order decision

H2.1: Food quality positively influences online food order decision

H2.2: Delivery quality positively influences online food order decision

H2.3: Promotion and customer service influence on online food order decision

Time-saving

The relevance of time in the commercial and service realms is derived from the direct correlation between promptness and the degree of customer delight. The use of the Key Performance Indicator (KPI) referred to as "on-time delivery" is a widely accepted approach for assessing the efficacy of a service provider in fulfilling its commitments. The significance of scheduling and delivery is seen in the prompt provision of meals within a certain timeframe, which has great value for both the customer and the service provider. The notion of early delivery has significant importance as it reduces the amount of time spent due to poor use, hence exerting an impact on customers. Individuals have a greater propensity to refrain from using their time and financial

resources on pursuits devoid of purpose when situated inside a dynamic milieu. Customers are afforded a significant level of freedom when engaging with services that are available around the clock (Suryadev & Mahik, 2018). This is due to the absence of temporal limitations to cope with.

H3: Time-saving positively influences online food order decision

Price saving

Frequently, clients' ultimate selections are significantly impacted by the price of the product or service under consideration. In the study conducted by Al-Msallam (2015), it was shown that price has significant importance in the assessment of customer satisfaction. The perceived value of a service by clients is significantly influenced by the costs associated with accessing and using that service. Martín-Consuegra Navarro et al. (2007) suggest that the perception of price by customers is contingent upon their level of satisfaction with the organization. The level of client loyalty has an indirect influence on their impression of price fairness and subsequently affects their willingness to pay. Susanti (2019) posits that the pricing of a product or service has a crucial role in influencing the degree of consumer satisfaction associated with that product or service. This phenomenon may be attributed to the fact that customers tend to evaluate the worth of a product or service in relation to the monetary investment they have made. Hence, in the event that consumers see the costs of a certain brand as exorbitant, they may choose to discontinue their patronage of that brand altogether or transition to a competitor's brand. Determining the reasonableness of pricing is a crucial factor in assessing customer happiness and fostering brand loyalty, as shown by the study done by Rothenberger (2015).

H4: Price saving influences on online food order decision

Social influence

According to the findings of Bonn et al. (2016), persons who assimilate the perspectives of their peers in response to the information they get about a particular service are more likely to perceive the service's worth positively. Based on the research conducted by Bonn et al. (2016), it was shown that consumers have a greater propensity to recognize the

advantages associated with online wine purchases when they see influential persons engaging in such behavior. In the context of online food delivery services (OFDS), when orders are often placed using a smartphone application by customers, it is essential to comprehend the underlying motivations driving their purchase decision. According to the research conducted by Utami & Yuliawati (2020) as well as Al Shishani (2020), consumer behavior is primarily influenced by several components, including the individual, social, and psychological aspects of an individual. When engaging in a consumer transaction, individuals are susceptible to a considerable degree of influence exerted by their social network, including friends and acquaintances. Social variables include a range of factors, such as the intricate dynamics seen within groups, the intricate interconnections within both offline and online social networks (including those facilitated by social media advertising), and the interpersonal exchanges prevalent within familial contexts.

H5: Social influence impact on online food order decision

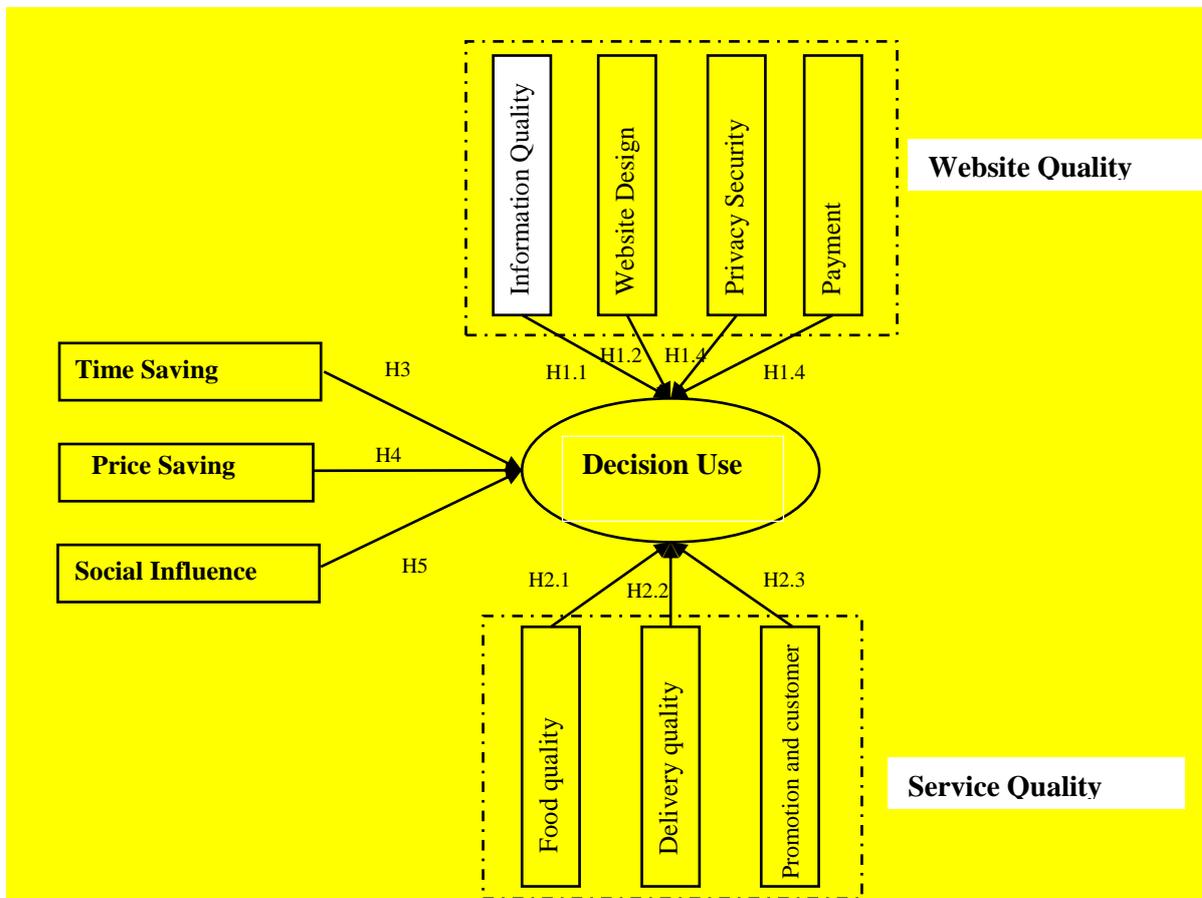


Figure 3.2. Research hypothesis

3.2. QUESTIONNAIRES DEVELOPMENT AND DATA COLLECTION

3.2.1. Methods of Data Collection

A comprehensive examination of the current corpus of scholarly literature is necessary to provide the foundation for generating research inquiries that are tailored to a given research model. The questionnaire was specifically designed to target the citizens of Can Tho City as its major demographic. The robustness of the findings is attributed to the inclusion of respondents who had availed themselves of the services offered by OFD in completing the survey. Furthermore, we have provided the questionnaire in Vietnamese to facilitate the respondents' comprehension of the questions and minimize the likelihood of any misinterpretation. Furthermore, we collect demographic data to conduct a comprehensive analysis, which aids in achieving a deeper understanding of the topic under investigation. Additionally, this allows us to assess the characteristics of the dataset through tests of normality and reliability. This study is conducted in tandem with investigations into the general level of customer satisfaction with the services offered by OFD. The dataset contains data pertaining to the demographic characteristics of the individuals, including age, gender, educational attainment, marital status, and employment status. Furthermore, the dataset has data pertaining to the participant's choices of online meal delivery services, together with information regarding their use patterns of those services. The degree of satisfaction with the services provided by OFD is assessed using a five-point Likert scale. A score of 1 represents the utmost level of disagreement, while a score of 5 represents the furthest level of agreement. The objective of this scale is to evaluate the extent to which participants express agreement or disagreement towards a certain statement or perspective. The customer's reaction to an inquiry about their purchasing behavior, specifically pertaining to their utilization of a meal delivery service, is used to compute the customer's comprehensive score. A digital survey instrument was developed using Google Forms to facilitate online completion. In order to initiate initial contact with potential participants and invite them to participate in the survey, electronic communication methods, such as email or a website, may be used. As stated by Szwarc (2005), this approach may be used in the construction of a survey instrument that has both visual appeal and user-friendliness, hence fostering prompt and efficient answer submissions from participants. This study uses primary data

by distributing questionnaires to 512 users of food delivery service applications through online service in Can Tho City. This research takes samples with a non-probability sampling technique. Amount of sample taken more than 5 times existing indicators. The study used several statistical techniques available in SPSS version 22, such as descriptive statistics, Cronbach's alpha, and factor analysis, to examine all variables involved in the research. Subsequently, binary logistic regression was used on each variable to ascertain the relative significance of the predictors.

3.2.2. Data analysis

Objective 1: To evaluate consumers' opinions about ordering online food applications in Can Tho City

The method of statistically summarizing data involves estimating, presenting, and demonstrating sample characteristics and respondents' opinions in order to achieve the predetermined objective. Tables and graphs, together with statistical analysis techniques such as frequency distribution, percentage allocation, and narrative analysis, are used to present the measures of central tendency (mean) and variability (standard deviation) of the collected data. The study utilizes the maximum value, minimum value, and mean value of the variables.

Objective 2: To determine factors influencing online food order decisions in Can Tho City.

Cronbach's alpha is a widely used technique utilized for assessing the reliability of research instruments, such as surveys (Cronbach, 1951). The assessment of the questionnaire's reliability, stability, and item structure has been conducted using Cronbach's Alpha Rule, a well-established standard. One method for assessing the reliability of an index or a set of indices is via the calculation of Cronbach's alpha (Cronbach, 1951). According to the definition of Nunnally (1978), a scale is considered trustworthy if it has a Cronbach's alpha coefficient of 0.7 or above. Based on the research conducted by Hair et al. (2009), it is shown that a one-dimensional scale must possess a Cronbach's alpha coefficient of at least 0.7 to meet the criteria for validity. Alternatively, at the preliminary phase of the exploratory inquiry, a threshold value of 0.6 might be

deemed suitable. of the majority of instances, the degree of dependability of a scale may be deduced from Cronbach's alpha coefficient.

The EFA method of factor analysis belongs to the group of interdependence techniques, that is, there is no dependent variable and independent variable, but it relies on the correlation between variables (interrelationships). EFA is used to reduce a set of k observations into a set of F ($F < k$) more significant factors. Authors Mayers, L.S., Gamst, G., Guarino A.J. (2000) mentioned that: In factor analysis, the method of extracting Principal Components Analysis along with Varimax rotation is the most commonly used method. According to Hair & ctg (1998, 111), Factor loading (factor loading factor or factor weight) is an indicator to ensure the practical significance of EFA:

Factor loading > 0.5 is considered to be of practical significance

Factor loading > 0.3 is considered minimal

Factor loading > 0.4 is considered important

The condition for exploratory factor analysis is to satisfy the following requirements:

Factor loading > 0.5

$0.5 \leq KMO \leq 1$: KMO coefficient (Kaiser-Meyer-Olkin) is an index used to consider

the suitability of factor analysis. A large KMO value is appropriate for factor analysis.

Bartlett test has statistical significance (Sig. < 0.05): This is a statistical quantity used to consider the hypothesis that variables have no correlation in the population. If this test is statistically significant (Sig. < 0.05), the observed variables are correlated with each other in the population. Percentage of variance $> 50\%$: Shows the percentage variation of the observed variables. That is, considering the variation is 100%, this value tells how much the factor analysis explains.

Logistic Regression Analysis (LRA) was used in this study to investigate the presence of a statistically significant association between the decision-making processes of online consumers and the various components of applications designed for online food

ordering. This study used logistic regression analysis to examine the relationship between a set of independent variables and a binary outcome variable. A binary dependent variable is characterized by its ability to assume just two distinct values, either 0 or 1, which are associated with two distinct groups. Tabachnick & Fidell (2012) claim that the primary objective of Logistic Regression (LR) is to analyze data and establish the relationship between a dependent binary variable and one or more independent variables using nominal, ordinal, interval, or ratio-level measurement scales. The achievement of this objective may be attained by using nominal, ordinal, interval, or ratio-level measures. The objective of the logistic regression approach is

$$P(Y=1) = \frac{1}{1 + e^{-(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i)}} \quad (1)$$

where P is the probability that the event Y occurs,

Y is binary dependent variable (Y = 1 if event occurs; Y = 0 otherwise),

“β”s are the logistic regression coefficients, and “X”s are independent variables.

In the study, the dependent variable Y is assigned a value of 1 (Y=1) when participants choose to employ the online meal order application. Conversely, the value of Y is equal to zero (Y=0) in the event that customers do not make use of online meal order applications. The perceived level was determined by considering many factors, including the quality of the website in terms of information, website design, security, privacy, and payment. Additionally, the evaluation took into account the service aspects such as food quality, delivery, advertising, and customer support. Furthermore, the benefits of time and money savings, as well as the social effect, were also included in calculating the perceived level. The Likert scale, consisting of five response alternatives (Strongly Disagree, Disagree, Undecided, Agree, and Strongly Agree), was used. Factor analysis was used as a means of data reduction, revealing a reduced quantity of underlying factors associated with a substantial number of visible variables. The component loadings, which represent the Pearson correlation coefficient between an original variable or item and a certain identified component, serve as the final outcome of the factor analysis process. Factor loadings of 0.30 are considered to have significance when the sample size is equal to or exceeds 350. The results of the factor analysis indicated that all factor loadings were above the threshold of 0.30. The reliability of each

factor was assessed using Cronbach's alpha. The measure in question serves as a means of assessing the reliability of a certain collection of scales or test items. According to Hair et al. (2014), it is recommended that Cronbach's alpha should exceed 0.70 on average. The Cronbach's alpha scores for all subscales pertaining to perception level and awareness level exceed the threshold of 0.7.

3.2.3. Data interpretation

During the data analysis process, it is essential to first scrutinize, sanitize, alter, and transform the data to derive meaningful insights, validate hypotheses, and garner support in decision-making. Data analysis is gaining popularity in modern corporate operations due to its ability to facilitate informed decision-making and enhance operational efficiency. The act of extracting significant insights from data via analysis is often known as "data interpretation." The interpretation of data, including its connotation and final use, is contingent upon the study of the data. The need for precise data interpretation is well recognized, emphasizing the necessity of executing it accurately. It is reasonable to expect that diverse organizations would exhibit distinct requirements and goals with regard to analysis, and these disparities will be contingent upon the contextual factors around the data. Prior to commencing any kind of investigation, it is important for researchers to thoroughly contemplate the potential impact of their results on the overarching goals of the study. Following an extensive study endeavor and a thorough contemplation of the issue at hand, a resolution was ultimately formulated.

The methodology is established in this section. The analytical framework was developed using several analytical tools. It consists of descriptive statistics, Cronbach alpha, exploratory factor analysis, and binary logistics. The research hypotheses are referred to in the chapter. Various methods are presented in the data analysis part corresponding to each research objective.

Chapter 4

RESULTS AND DISCUSSION

4.1. CONSUMERS’ OPINIONS ABOUT ONLINE FOOD ORDER APPLICATIONS

Table 4.1 provides detailed information about the characteristics of online customers in the study area. Total sampling observation was 512, of which females occupied 53.7% and the male was 46.3%. Moreover, the most outstanding feature of the table is that respondent education at the university level was the most prevalent background at 57.9%. High school level ranked second in terms of popularity, at 23.0%, followed by others with 19.1%.

Table 4.1. General information of respondents

Description	Quantity (N)	Percentage (%)
Gender		
Female	275	53.7
Male	237	46.3
Education		
High School	118	23.0
College	98	19.1
University	296	57.9

Source: Field Survey Data, 2023

In Can Tho City, Shopee food accounted for a significant proportion with 62.3%. Grab food ranked second in terms of popularity, at 51.6%, followed by Beamin with 48.0%. Loship made up approximately one out of three, and Hey U was responsible for about one out of four. Shopee Food is popular among consumers because of the appealing deals it often gives, the convenience of its one-tap ordering and delivery, the low prices it charges, and its dedication to continuously bettering its customers' experiences. Shopee Food and Grab Food provide customers with regular discounts and speedy delivery. Furthermore, many applications provide loyalty programs to keep customers coming back to their websites to buy meals (Figure 4.1).

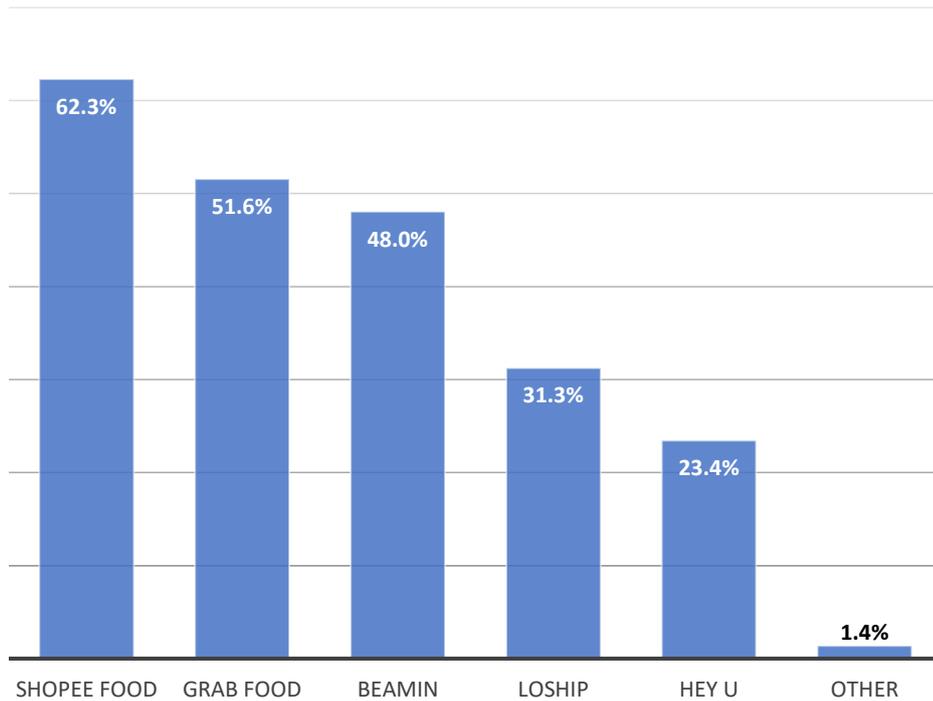


Figure 4.1. Popular apps use for ordering online food

Information about the popular time of the day for ordering online food is presented in the bar chart (Figure 4.2). Overall, there was a disparity in online food orders at different times of the day. The greatest proportion of online food order time was generated by the afternoon (10 Am – 13 PM), at 66.6%. Evening (after 13-19 PM) and night (after 19-22h30 PM) took the second and third position in terms of popularity, at 62.5% and 54.1% respectively, followed by morning (before 10 AM) with 29.1%. Since most consumers have to leave their homes in the morning for school or work, mornings are a slow time for online food ordering services. Customers all go outside to have breakfast, so there isn't much of a need for online food ordering. In addition, many of the respondents are students in the research. Students who don't go to school often wake up late since they have a habit of staying up late and sleeping in. This means that you probably won't need to make an early morning online food order.

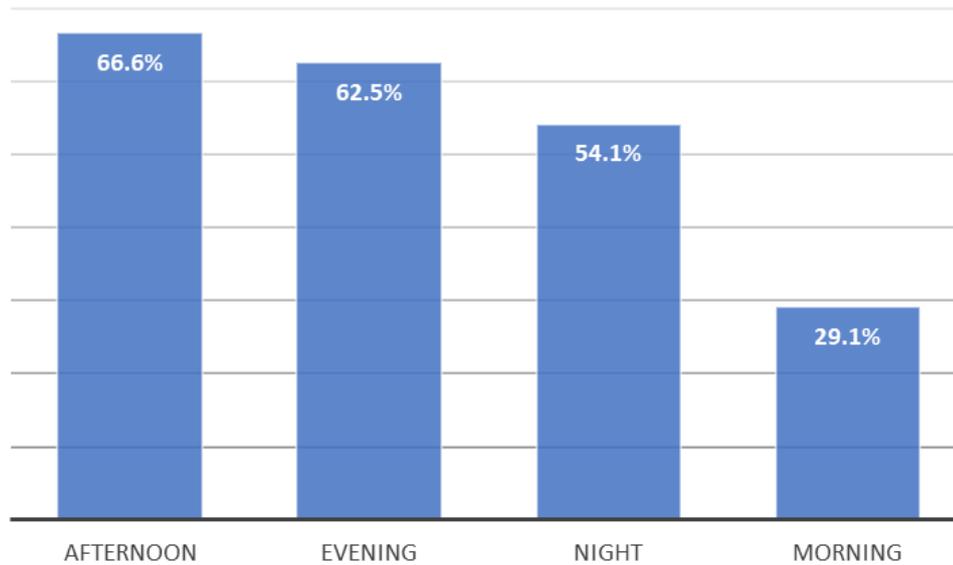


Figure 4.2. Time for ordering online food in a day

Figure 4.3 displays remarkable reasons why clients are interested in ordering online food. It is interesting to note that “Do not move out” was the most common reason, at 60.7%, whereas the opposite is true of the “quality of service” reason (31.6%). More restaurant/Food shop options, many promotion programs, and saving time showed similar levels of popularity, i.e. between 46.9% and 56.1% each. Jobs and education that may be done entirely online are becoming more common these days. The health of a population may be negatively impacted by both extreme weather and inadequate transportation networks. Each of these factors causes people to spend less time interacting with others. They think it's safer and more convenient to order food online and have it delivered. Users are relieved of the burden of traveling to restaurants, shops, and groceries. They may save time on travel and time spent standing in line. Customers are enticed and feel they are getting greater value for their money when discounts, buy-one-get-one offers, and free shipping are offered. Since there is a chance of receiving a discount while ordering meals from unknown businesses, those who have never tried them before may take advantage of promotions by doing so. A wide variety of restaurants, from mom-and-pop establishments to national chains, may be available via online meal delivery services. Thanks to this, businesses may offer their clientele a diverse menu that incorporates several cooking styles. Fast responses to client orders and inquiries are a major selling point for online food delivery businesses. Timely

delivery is a crucial part of providing excellent service to customers since it ensures that their food will be brought to their door at the appointed time.

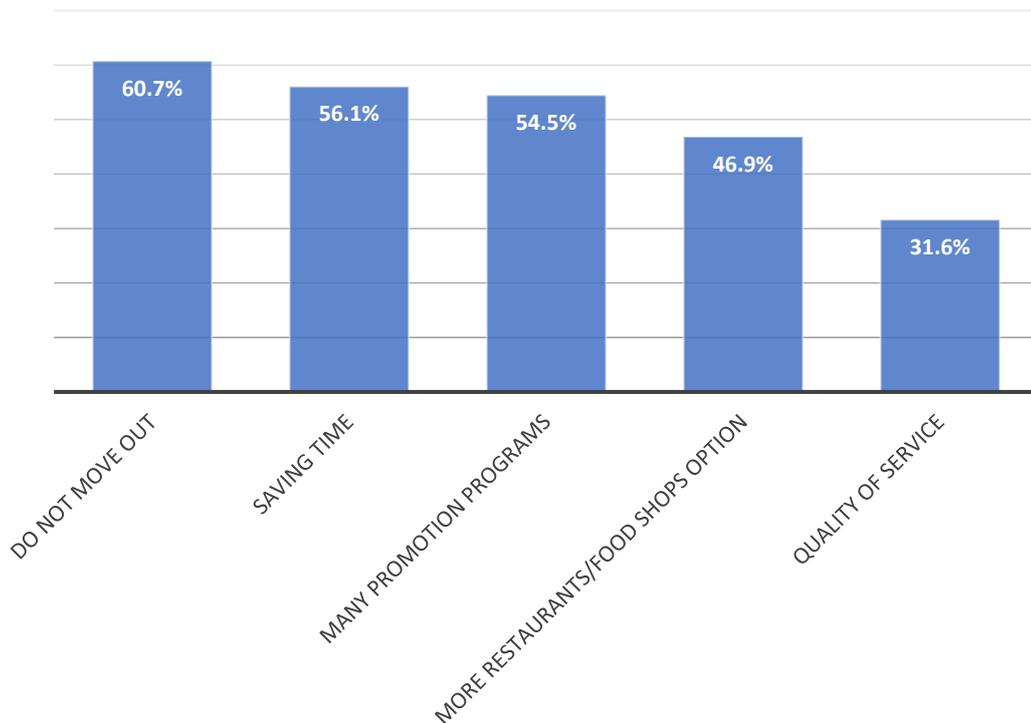


Figure 4.3. *Reasons for ordering online food*

Figure 4.4 presents a ladder depicting the regularity with which Can Tho residents make online food orders. Figure 4.4 displays the results showing how online food ordering may be broken down into four separate groups of customers. The first category contains 29.1% of respondents who make infrequent online food purchases (between once a month and four times a month). Group 2 includes the 30.1% of the population that only sometimes buys meals online (anywhere from 5-10 times a month). Group 3 covers the 24.6% of consumers who buy food from restaurants online between 11 and 20 times a month. Group 3 includes the 16.2% of the population that places an online order for a meal at least 20 times a month. So, almost 60% of all online food orders come from customers who buy food fewer than 11 times per month, whereas 40% come from customers who buy food more than 11 times per month.

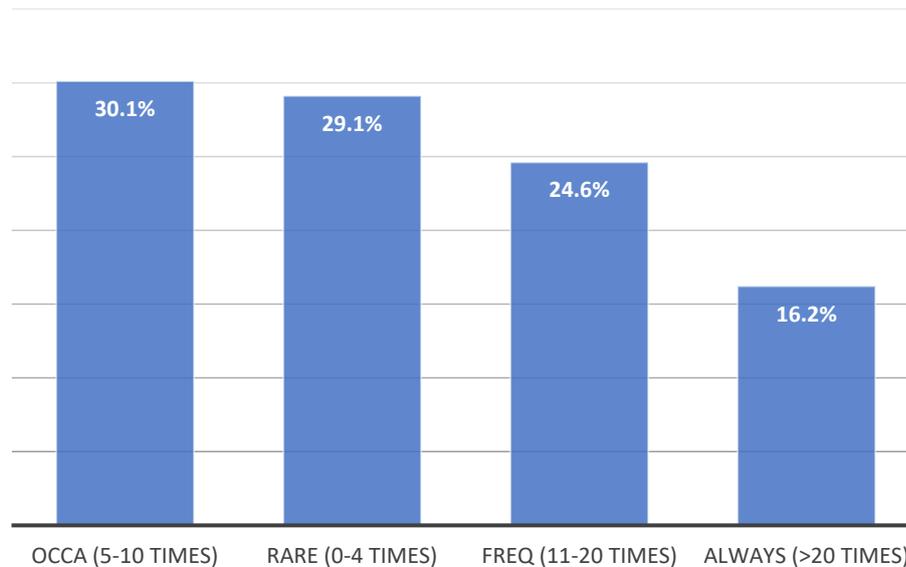


Figure 4.4. *Frequent online food orders in a month*

It is expected that the expansion of E-commerce in general and online meal ordering, in particular, would encourage the use of cashless payments. The statistics shown in Figure 4.5 indicate that payments made using credit cards and payments made using electronic wallets each constitute a relatively modest portion of overall expenditure, namely 28.7% and 25.2%, respectively. On the other hand, the greatest proportion of cash payments was carried out by online customers, at 45.9%. Customers choose cash transactions owing to the convenience of always having a large amount of cash on hand. People's lack of faith in electronic wallets and card payments prevents them from being utilized as often as they might be. Customers are concerned that they will be misinformed about the reliability of their electronic payment method and the quality of the goods they are purchasing. Because of this, they prefer to pay in cash upon delivery and inspect the merchandise before making a payment decision.

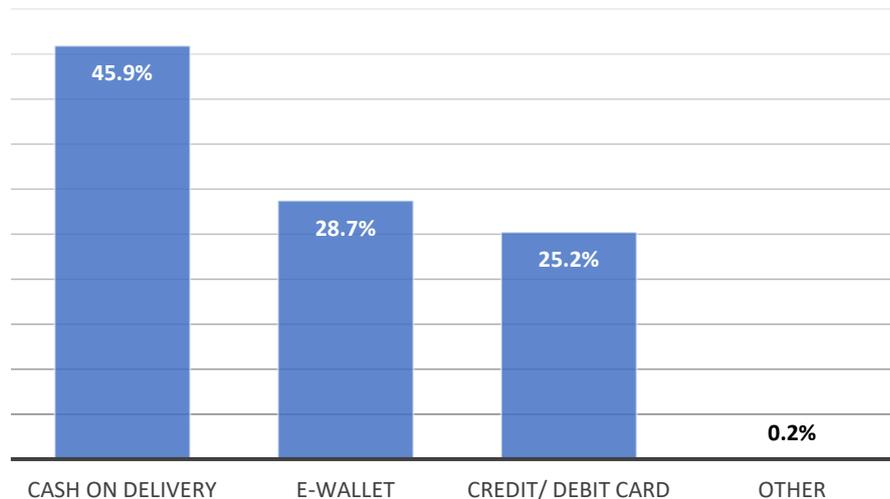


Figure 4.5. Payment for ordering online food

4.2. FACTORS IMPACT ON ONLINE FOOD ORDER DECISIONS IN CAN THO CITY

Table 4.2 presents the summary of loading ranges and reliability estimates for each construct used in this study by Cronbach’s alpha reliability estimate test. The results showed that the Cronbach α for the information quality was 0.913, for the website design was 0.895, for the security privacy was 0.786, for the payment was 0.808, for the food quality was 0.894, for the Delivery was 0.849, for the promotion and customer service was 0.878, for the time-saving benefit was 0.873, for the price saving benefit was 0.834, and for the social influence was 0.853. All values of the Cronbach α of factors were more than 0.7, indicating that the correlations between the observable and latent variables were reliable (De Leeuw et al., 2019).

Table 4.2. Factor loading and Cronbach’s α estimates (Cronbach’s Alpha)

WEBSITE QUALITY - Information Quality (WQ1) (Cronbach’s Alpha)		0.913
QIF1	Delivery apps provide accurate information	0.756
QIF2	Delivery apps provide reliable information	0.762
QIF3	Delivery apps quickly update new information	0.754
QIF4	Delivery apps provide useful and relevant information	0.772
QIF5	Delivery apps provide detailed information	0.760
QIF6	Delivery apps show information in an appropriate configuration	0.732
WEBSITE QUALITY - Website Design (WQ2) (Cronbach’s Alpha)		0.895
UOS1	It is easy to order using a delivery app	0.753

UOS2	The configuration of delivery apps makes it convenient to find a restaurant/food shop	0.760
UOS3	Various kinds of restaurants/food shops can be accessed when a delivery app is used	0.784
UOS4	Various menus can be accessed when a delivery app is used	0.770
WEBSITE QUALITY - Security privacy (WQ3) (Cronbach's Alpha)		0.786
PS1	It feels safe to use a delivery app	0.635
PS2	The personal information entered is safe when using a delivery app	0.653
PS3	Purchasing on the website will not cause financial risk	0.590
WEBSITE QUALITY - Payment (WQ4) (Cronbach's Alpha)		0.808
PM1	Payment is convenient when a delivery app is used	0.658
PM2	It is relatively inexpensive to use a delivery app	0.662
PM3	The electronic payment on the website is safe	0.646
SERVICE QUALITY- Food Quality (SQ1) (Cronbach's Alpha)		0.894
SFQ1	The desired food/drink is always available	0.746
SFQ2	Food/drinks come according to the estimate in the application	0.738
SFQ3	Food/drinks come according to what has been ordered	0.753
SFQ4	Despite the discount, the quality of the food/beverage sent is still good	0.732
SFQ5	The image on the application corresponds to what came	0.730
SERVICE QUALITY- Delivery (SQ2) (Cronbach's Alpha)		0.849
SQD1	The service provided by the driver is good	0.725
SQD2	Food/drink arrived in good condition	0.715
SQD3	I always give 5 stars after receiving the order	0.711
SERVICE QUALITY- Promotion and Customer Service (SQ3) (Cronbach's Alpha)		0.878
SPC1	Food delivery platform promotion on social media will motivate me to order from the food delivery platform	0.760
SPC2	More discount vouchers are offered than other online food/beverage services	0.763
SPC3	Usually, many choices of food/drinks have discounts	0.751
SPC4	There is free shipping that can be used in the Food e-commerce website application	0.678
TIME-SAVING BENEFITS (TS) (Cronbach's Alpha)		0.873
TSB1	Using an OFD service is time-saving	0.756
TSB2	Using an OFD service helps me accomplish things more quickly in the meal-purchasing process	0.760
TSB3	It is important for me that the purchase of meals is done as quickly as possible using an OFD service	0.753

PRICE SAVING BENEFITS (PS) (Cronbach's Alpha)		0.834
PSB1	Using an OFD service saves money	0.686
PSB2	An OFD service offers cheap deals	0.711
PSB3	An OFD service offers better value for my money	0.685
SOCIAL INFLUENCE (SI) (Cronbach's Alpha)		0.853
SCI1	People who influence my behavior think that I should use the online food delivery platform	0.739
SCI2	People who are important to me think that I should use the online food delivery platform	0.726
SCI3	My friends want me to use the online food delivery platform	0.706

Source: Field Survey Data, 2023

In order to evaluate the appropriateness of the factor analysis for the scale, the Kaiser-Meyer-Olkin (KMO) was conducted for the relationship performance measurements and all fell within the accepted region of greater than 0.5 (Nunnally, 1978). The value of KMO in the study needed a significance of more than 0.5 (0.855). Moreover, all factors with Eigen values above one (1.018) were extracted. The results in Table 2 show that the data has passed the required adequacy level and therefore we can apply factor analysis.

Table 4.3. The scale of factors and parameters in Exploratory Factor Analysis (EFA)

Items	Factors									
	1	2	3	4	5	6	7	8	9	10
QIF5	0.81									
	4									
QIF1	0.81									
	0									
QIF4	0.80									
	3									
QIF6	0.79									
	7									
QIF2	0.79									
	7									
QIF3	0.79									
	6									
SFQ3		0.83								
		3								
SFQ1		0.82								
		2								

SFQ5	0.81 3			
SFQ4	0.79 1			
SFQ2	0.78 5			
UOS 4	0.84 1			
UOS 1	0.83 7			
UOS 3	0.83 6			
UOS 2	0.83 5			
SPC1		0.84 3		
SPC3		0.83 6		
SPC2		0.83 3		
SPC4		0.76 9		
TSB2			0.86 6	
TSB3			0.86 2	
TSB1			0.84 8	
SCI1				0.85 8
SCI3				0.84 2
SCI2				0.82 7
PSB1				0.85 5
PSB2				0.83 5
PSB3				0.78 6
SQD 2				0.82 1
SQD 3				0.82 0

SQD 1	0.80 6	
PM2		0.82 9
PM3		0.81 0
PM1		0.79 5
PS2		0.80 2
PS3		0.79 9
PS1		0.79 4
Parameters of test		
Kaiser-Meyer-Olkin (KMO)		0.885
Cumulative % (Initial Eigenvalues)		74.432%
Bartlett's Test of Sphericity (Sig.)		0.000
Initial Eigenvalue		1.288

Source: Field Survey Data, 2023

According to Al-Lozi et al. (2018); Sung et al. (2019) factor loading values in Table 4.3 that are more than 0.7 are judged to be acceptable. The findings of the Kaiser-Meyer-Olkin (KMO) test, which is used to analyze relationship performance measures and verify whether the factor analysis for the scale is adequate, all come in higher than the permissible threshold of 0.5. This indicates that the test is valid. For the KMO value to be judged significant (0.885), the significance level in the research has to be larger than 0.5. Additionally, a value was chosen for every component that has an eigenvalue larger than one (in this case 1.288). The global test developed by Bartlett gives us the ability to identify whether or not the components and variables being exhibited are linked. The findings of Bartlett's test indicate that there is a link between the observed variables in the factor that is statistically significant (sig Bartlett's Test 0.05 (0.000)). This is shown by the fact that the value of sig Bartlett's Test is 0.05. It may be deduced from the fact that there is a relationship between the factors and the measured variables if the factor loading coefficients for the seven factors total higher than 0.50.

Table 4.4. *Test parameters in Binary Logistic analysis*

Parameters of test	
Initial -2 Log Likelihood	482.221
Model -2 Log likelihood	403.339
Chi-square	78.882
Sig. (Chi-square Model)	0.000
Nagelkerke R -Square	0.348

Source: Field Survey Data, 2023

The chi-square test shows that the model has a satisfactory fit with a value of Chi-squared = 78.882 and a probability of Prob > Sig = 0.000. This indicates that the model is relatively accurate. Therefore, each of the model's variables has an impact on the choice of whether or not to purchase and consume processed foods. The independent variables in the model are responsible for explaining 34.8% of the dependent variable, as shown by the model's Nagelkerke coefficient R² = 0.348. According to the findings of the logistic regression analysis, the factors that are most significantly related to the suggestion to purchase food online are information quality, security privacy, and social influence.

Table 4.5. Probability prediction of online food order decision

Probability prediction	Online food order decision			Percentage correct (%)
	Online food order decision	No	Yes	
	No	12	80	13.0
	Yes	8	412	98.1
Overall percentage (%)				82.8

Source: Field Survey Data, 2023

It is usual practice to use the binomial logistic regression model in order to assess the degree of accuracy with which instances may be predicted based on independent variables. The classification table is used in the process of determining how accurate the predictions made by the logistic regression model are. This table does a comparison between the observed and predicted values for the dependent outcome (with a threshold value of 0.5) and then classifies them in accordance with the results (Park, 2013). We can see in Table 4.5 that there is a note that says "The cut-off value is 0.500." For the sake of this discussion, a particular occurrence is categorized as belonging to this category if the chance that it should be placed in the "yes" group is larger than 0.50%.

If that is not the case, then we cannot proceed with this plan. When Table 4.5 of the model was used, the model properly identified 12 of the 92 individuals who did not place their meal orders online. Both the estimate for 13% of customers and the estimate for 98.1% of consumers sound fair to me. The algorithm was able to accurately predict, with an accuracy rate of 82.8%, a preference for buying meals online.

As shown in Table 4.6, the use of Wald statistics, which are a component of LR, enables us to determine that WQ1 (Sig=0.019), WQ3 (Sig=0.028), and SI (Sig=0.000) each made a considerable contribution to the improvement of the model (Sig=0.05), as shown by the Sig value through the information in Table 4.6, this can determine that the chance of placing an order for food through the internet is $[P(Y=1)]$.

Table 4.6. Equation of Binary Logistic Analysis

	B	S.E.	Wald	df	Sig.	Exp(B)
Constant	-4.829	1.016	22.613	1	0.000	0.008
WQ1	0.326	0.139	5.523	1	0.019	1.386
WQ2	0.146	0.125	1.378	1	0.240	1.157
WQ3	0.313	0.143	4.799	1	0.028	1.367
WQ4	-0.095	0.139	0.468	1	0.494	0.909
SQ1	0.019	0.136	0.02	1	0.887	1.020
SQ2	0.091	0.133	0.469	1	0.494	1.096
SQ3	0.086	0.136	0.406	1	0.524	1.090
TS	0.160	0.124	1.661	1	0.197	1.174
SI	0.657	0.123	28.687	1	0.000	1.928
PS	0.121	0.127	0.911	1	0.340	1.129

Source: Field Survey Data, 2023

When the related independent variable is increased, odds ratios that are more than one (Exp(B)) suggest an increase in the chance that a person would make a food buy online $[P(Y=1)]$, while odds ratios that are less than one implied a drop in the probability of making such a purchase. After dividing the chances ratio by one, multiply the resulting number by one hundred to determine if the odds have improved or deteriorated.

For example, the result of subtracting one from the odds ratio of the variable WQ1 and multiplying it by 100 is 38.6%. The formula for this calculation is $(1.386-1)*100$. When expressed another way, this means that there is a rate of 38.6% increase in the possibility

that a client would buy food online if WQ1 increases by one unit. For each unit increase in the value of WQ3, there is a corresponding 36.7% increase in the chance of making an order for food online $[(1.367-1)*100 = 36.7\%]$.

When the same procedure was applied to the remaining criteria, it was found that adding only one extra SI unit to the equation increased the likelihood of placing an online food order by 92.8%. The Hosmer-Lemeshow test was used in order to arrive at a conclusion on how well the analysis suited the data. This statistical test compares the values of the dependent variable that were seen to those that were expected. According to Hair et al. (2014), a better model fit in this scenario is shown by a reduced amount of misclassification between the observed and predicted labels. The Hosmer-Lemeshow test begins with the assumption, known as the null hypothesis (H0), that the data are in agreement with the model. The outcomes of the test suggested that H0 ought to be accepted, and it was found that the created model was in agreement with the datasets at the 0.05 level of significance.

The findings indicated that the decision of individuals to engage in online food purchasing was mostly influenced by social influence (SI). While many studies (Al Amin et al., 2021; Roh & Park, 2019; Troise et al., 2020) have shown the role of social influence in the decision-making process of online meal purchases, it is important to note that it does not emerge as the predominant determinant in this context. The research findings indicate that the online meal-purchasing choices of the study participants were impacted by their social environment. This hypothesis is predicated on the notion that customers attribute significant importance to the viewpoints of their personal networks when making determinations on the trustworthiness of various applications for online meal ordering. Based on the available data, it can be shown that the variable "social influence" (SI) had a substantial effect in determining the ultimate judgment, as indicated by an epsilon value of 1.928. The study found that the element of information quality (WQ1) had a considerable impact, with an exponential coefficient of 1.386, ranking it second in importance. The major focus of this research was on consumer expectations pertaining to the correctness, reliability, utility, and comprehensiveness of websites. The finding reached by Rita et al. (2019) aligns with the conclusions given by Kim and Niehm (2009). The third element influencing the decision to use an application

is the privacy security factor (WQ3), which has an exponential value of 1.367. Numerous academic investigations have been conducted to examine the impact of consumers' privacy views on their propensity to engage with mobile meal ordering services. This finding was included in previous scholarly investigations. The likelihood of a user engaging in a purchase when engaging in online window shopping is positively correlated with their level of trust in the security and dependability of the website. Flavian et al. (2006) performed research that revealed that consumers prioritize the safety and security of their personal information as a primary concern while engaging in online transactions. According to Mukherjee and Nath (2007), individuals are more inclined to participate in electronic commerce if they have a positive perception of the security and privacy protocols established by online platforms. The potential for customers to exhibit a greater sense of confidence about the protection of their personal data while engaging in online buying. Prominent scholars such as Liao and Cheung (2002) and Poon (2007) have made noteworthy scholarly contributions to the existing body of literature pertaining to security and privacy concerns associated with e-service providers.

Chapter 5

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

All things considered, consumers mostly order food by using food order apps for their lunch and dinner with two main apps Shopee Food and Grab Food. One of the major reasons for online food order decisions are “do not move out, “saving time”, and “many promotions programs”. The frequency of online food orders per month was less than 11 times. Cash was still the most famous payment form.

This study examined the impact of several factors associated with food delivery applications on customer decision-making processes. Additionally, it explored methods for monitoring the frequency of app use within Can Tho city.

First, the analysis of the influence of food order app usage factors on customer decision showed that decision with the usage factors positively influences decision with food

order apps. In particular, the social influence (SI) factor, measured by items such as “People who influence my behavior think that I should use the online food delivery platform”, “People who are important to me think that I should use the online food delivery platform”, and “My friends want me to use the online food delivery platform”, were found to significantly influence customer decision. The social influence factor was found to have the greatest influence.

Research has shown that some factors associated with the use of meal-ordering apps have a favorable influence on customers' decision-making processes. Previous research has shown that the quality of information (referred to as WQ1) plays a significant impact on the decision-making process of individuals when it comes to using online food apps. The impacts were particularly notable for the categories of "accurate information," "reliable information," "updated information," "useful and relevant information," "detailed information," and "appropriate presentation of information". In order to facilitate improved decision-making among their clientele, delivery application companies could potentially enhance their services by offering more precise and current menu selections. The present study's results indicate that the quantity of information provided by delivery applications influences consumers' decision-making processes. A customer utilizes a delivery application and furnishes inaccurate information, they retain the capacity to alter their decision. The study results underscore the need to maintain open channels of communication between consumers and companies, as well as address any apprehensions about the safety of the food being offered.

Third, the privacy security factor (WQ3) comprised items of “It feels safe to use a delivery app”, “The personal information entered is safe when using a delivery app”, and “Purchasing on the website will not cause financial risk” were found to have a large influence on the decision with food order apps, companies should make sure payments can be made more conveniently. In addition, if safety can be improved by strengthening the personal information protection system, this will have a positive influence on the safety factors, which will increase customer decisions with food order apps.

5.2 RECOMMENDATION

The research exhibits some limitations. Its exclusive use of the analytical technique of conjoint analysis, and secondly, its limited sample size. The study's narrow scope limited to Can Tho raises concerns about the generalizability of the findings to the broader topic under investigation. In order to enhance the credibility of a study and establish it as a reputable scientific undertaking, researchers might consider using the following measures:

- The inclusion of a greater number of researches with varied levels of quality enhances the potential for conducting meaningful comparisons among them. This aspect is of utmost importance given the potential for technological advancements to result in changes in consumer expectations.
- To examine alternative internet-based services, such as online transportation networks, digital goods delivery systems, and online marketplaces.
- To enhance the empirical rigor of the study, it is recommended that the research use a more comprehensive approach by conducting a nationwide survey of customers.

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APPENDICES

1. Questionnaire

No.: _____

Questionnaire For Factors Influencing Consumers' Decision To Use An Online Food Ordering Application In Can Tho City

Dear Sir / Madam,

My name is _____, and I am an international business student at FPT University Can Tho. I am researching the factors influencing consumers' decision to use an online food ordering application in Can Tho city. Our research needs to collect approximately 500 respondents to carry out graduating thesis.

In the next pages, You will find a questionnaire related to the use an online ordering application on a questionnaire of short questions. Most questions will focus on use an online ordering application. Hopefully, you can spare 5-7 minutes to complete this questionnaire. Your help is necessary and is very much appreciated!

PART 1: GENERAL INFORMATION

1. Full name: _____

2. Age: _____

- Hey U (5)
- Other (please specify) (6) _____

10. What time do you often order online food in a day?

- Morning (before 10 AM) (1)
- Afternoon (10 Am – 13 PM) (2)
- Evening (After 13-19 PM) (3)
- Night (After 19-22h30 PM) (4)

11. How often do you order online food per month?

- Rarely (0-4 times/month) (1)
- Occasionally (5-10 times/month) (2)
- Frequently (11-20 times/month) (3)
- Always (>20 times/month) (4)

12. Which payment system do you prefer?

- Cash on delivery (1)
- Credit/ Debit card (2)
- E-wallet (Name _____) (3)
- Other (please specify): (4) _____

13. Why do you prefer to order online food?

- Saving time (1)
- More restaurants/Food shops option (2)
- Many promotion programs (3)
- Quality of service (4)
- Do not move out (5)

14. Do you think that online food delivery application has a negative influence on youth?

- Yes (1)
- No (2)

PART 3: FACTORS INFLUENCING CONSUMERS' DECISION TO USE AN ONLINE FOOD ORDERING APPLICATION

Please read the following statement and indicate your opinion. Please only mark **X** in the one column that you have chosen for each statement

(1 = totally disagree 2 = disagree 3 = no idea 4 = agree 5 = completely agree)

No.	Scale	1	2	3	4	5
WEBSITE QUALITY						
Information Quality						
1	Delivery apps provide accurate information	<input type="checkbox"/>				
2	Delivery apps provide reliable information	<input type="checkbox"/>				
3	Delivery apps quickly update new information.	<input type="checkbox"/>				
4	Delivery apps provide useful and relevant information	<input type="checkbox"/>				
5	Delivery apps provide detailed information	<input type="checkbox"/>				
6	Delivery apps show information in an appropriate configuration	<input type="checkbox"/>				
Website Design						
7	It is easy to order using a delivery app	<input type="checkbox"/>				
8	The configuration of delivery apps makes it convenient to find a restaurant/ food shops	<input type="checkbox"/>				
9	Various kinds of restaurants/food shops can be accessed when a delivery app is used	<input type="checkbox"/>				
10	Various menus can be accessed when a delivery app is used.	<input type="checkbox"/>				
Privacy security						
11	It feels safe to use a delivery app	<input type="checkbox"/>				
12	The personal information entered is safe when using a delivery app	<input type="checkbox"/>				
13	Purchasing on the website will not cause financial risk	<input type="checkbox"/>				
14	Payment	<input type="checkbox"/>				
15	Payment is convenient when a delivery app is used.	<input type="checkbox"/>				
16	It is relatively inexpensive to use a delivery app.	<input type="checkbox"/>				
17	The electronic payment on the website is safe	<input type="checkbox"/>				
SERVICE QUALITY						
Food Quality						
1	The desired food/drink is always available	<input type="checkbox"/>				

2	Food/drinks come according to the estimate in the application	<input type="checkbox"/>				
3	Food/drinks come according to what has been ordered	<input type="checkbox"/>				
4	Despite the discount, the quality of the food/beverage sent is still good	<input type="checkbox"/>				
5	The image on the application corresponds to what came					
Delivery						
6	The service provided by the driver is good	<input type="checkbox"/>				
7	Food/drink arrived in good condition	<input type="checkbox"/>				
8	I always give 5 stars after receiving the order	<input type="checkbox"/>				
Promotion and Customer Service						
9	Food delivery platform promotion on social media will motivate me to order in food delivery platform	<input type="checkbox"/>				
10	More discount vouchers are offered than other online food/beverage services	<input type="checkbox"/>				
11	Usually many choices of food/drinks that have discounts	<input type="checkbox"/>				
12	There is free shipping that can be used in the Food e-commerce website application	<input type="checkbox"/>				
TIME SAVING BEBEFITS						
1	Using an OFD service is time-saving.	<input type="checkbox"/>				
2	Using an OFD service helps me accomplish things more quickly in the meal purchasing process.	<input type="checkbox"/>				
3	It is important for me that the purchase of meals is done as quickly as possible using an OFD service	<input type="checkbox"/>				
PRICE SAVING BEBEFITS						
1	Using an OFD service saves money.	<input type="checkbox"/>				
2	An OFD service offers cheap deals.	<input type="checkbox"/>				
3	An OFD service offers better value for my money	<input type="checkbox"/>				
SOCIAL INFLUENCE						
1	People who influence my behavior think that I should use the online food delivery platform	<input type="checkbox"/>				
2	People who are important to me think that I should use the online food delivery platform	<input type="checkbox"/>				

3	My friends want me to use the online food delivery platform	<input type="checkbox"/>				
	DECISION TO USE	<input type="checkbox"/>				
1	I decide to order food through the delivery app.	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>

Thank you for your answer!

2. Logistic Regression (Binary Logistics)

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	512	100.0
	Missing Cases	0	.0
	Total	512	100.0
Unselected Cases		0	.0
Total		512	100.0

a. If weight is in effect, see classification table for the total number of cases.

g Block

Dependent Variable Encoding

Original Value	Internal Value
không	0
có	1

Iteration History^{a,b,c}

Iteration	-2 Log likelihood	Coefficients Constant
Step 0		
1	486.685	1.281
2	482.240	1.503
3	482.221	1.518
4	482.221	1.518

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 482.221

c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed	DU		Predicted		Percentage Correct
			không	có	
Step 0	DU	không	0	92	.0
		có	0	420	100.0
Overall Percentage					82.0

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.518	.115	174.011	1	.000	4.565

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	WQ1	22.218	1	.000
		WQ2	13.063	1	.000
		WQ3	16.476	1	.000
		WQ4	3.993	1	.046
		SQ1	10.071	1	.002
		SQ2	14.134	1	.000
		SQ3	12.587	1	.000
		TS	15.565	1	.000
		SI	55.326	1	.000
		PS	20.591	1	.000
		Overall Statistics		77.300	10

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients										
			Constant	WQ1	WQ2	WQ3	WQ4	SQ1	SQ2	SQ3	TS	SI	PS
Step 1	1	427.656	-1.992	.175	.072	.140	-.077	-.019	.056	.035	.073	.393	.047
	2	405.073	-3.857	.281	.123	.257	-.101	.000	.081	.066	.130	.586	.094
	3	403.359	-4.712	.321	.144	.307	-.097	.017	.090	.084	.157	.650	.118
	4	403.339	-4.828	.326	.146	.313	-.095	.019	.091	.086	.160	.656	.121
	5	403.339	-4.829	.326	.146	.313	-.095	.019	.091	.086	.160	.657	.121
	6	403.339	-4.829	.326	.146	.313	-.095	.019	.091	.086	.160	.657	.121

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 482.221

d. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	78.882	10	.000
	Block	78.882	10	.000
	Model	78.882	10	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	403.339 ^a	.143	.234

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Classification Table^a

Observed		Predicted		Percentage Correct
		không DU	có DU	
Step 1	DU không	12	80	13.0
	có	8	412	98.1
Overall Percentage				82.8

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	WQ1	.326	.139	5.523	1	.019	1.386
	WQ2	.146	.125	1.378	1	.240	1.157
	WQ3	.313	.143	4.799	1	.028	1.367
	WQ4	-.095	.139	.468	1	.494	.909
	SQ1	.019	.136	.020	1	.887	1.020
	SQ2	.091	.133	.469	1	.494	1.096
	SQ3	.086	.136	.406	1	.524	1.090
	TS	.160	.124	1.661	1	.197	1.174
	SI	.657	.123	28.687	1	.000	1.928
	PS	.121	.127	.911	1	.340	1.129
	Constant	-4.829	1.016	22.613	1	.000	.008

a. Variable(s) entered on step 1: WQ1, WQ2, WQ3, WQ4, SQ1, SQ2, SQ3, TS, SI, PS.