

Customer's Decision To Use Food Delivery

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ABSTRACT The popularity of food service delivery was enhanced during the peak of the COVID-19 pandemic; after the pandemic, customers get the hang of it, wherein they were able to eat their favorite food at home. This study pursued the customer's decision to use food delivery services, an adapted questionnaire revised to suit the context of the study was administered to the 306 respondents who are online food application users who are Residents of Davao City. The data underwent a treatment process statistically using Mean, t-Tet, and Analysis of Variance, wherein the result was analyzed and interpreted. The result of the study shows the following: the level of customers' decision to make use of food delivery services is very high in level; the significant difference in the customers' decision to use services that provide the delivery of the food is evident in terms of age and marital status and no significant difference in terms of sex and educational attainment. The implication to the food service delivery companies concerns about the appropriate preparation of food to be delivered from their workplace as well as appropriate training for the food service delivery personnel, particularly in the area of food handling that would leave an impression of classy and clean food packaging; also, having a well-groomed and clean appearance would sure encourage customers to order always.

Keywords: Customers Decision, Use, Food Delivery, Davao City, Philippines

INTRODUCTION

Numerous restaurants adjusted services that offer the transportation of meals leaned food delivery services that allow customers to receive their orders without any physical contact and through digital platforms services system as crucial means of survival because of the limited of in person dining services as a result of pandemic. However, while the demand for food delivery has gone up, so have the associated challenges. Almost 20% of the corresponding consumers faced problems with their orders. This does not go well for restaurants or food delivery firms. Some of the major problems reported by the customers revolved around late deliveries, incorrect orders being delivered, orders not being delivered at all, rude customer service, cold food being delivered, and the driver requiring a lot of guidance to find the delivery location (Nam, An, and Thi, 2021).

In the middle of the global health crisis caused by the coronavirus pandemic, there has been a notable rise in utilization of online food delivery systems by both foodservice establishments and consumers. In the United States, approximately 67% of the residents. Adopted for online delivery services to order food. These services are essentially internet-based platforms that enable customers to connect with partner foodservice providers through websites or mobile applications (Al Amin, Arefin, Alam, Ahammad, and Hoque, 2021).

Online food delivery services offer a diverse selection of eateries and provide customers with the opportunity to conduct a compassion of menus, prices and reviews from different users based on different types of eateries (Pal, Funilkul, Eamsinvattana, and Siyal, 2021). With the widespread availability of mobile devices, food delivery apps have become a convenient new platform for customers to place their orders online.

Looking ahead, the trend suggests that even during the period following the pandemic, the rise in popularity of the food delivery services is expected to continue rising, with more customers and restaurants embracing this mode of food ordering (Hong, Choi, Choi, and Joung, 2021).

The advancements in information technology have brought forth a novel business approach in the food service sector. Internet technology has played a pivotal role in this transformation, and prominent quick-service restaurant brands, especially pizza franchises, have taken a leading role in adopting online when they can place food orders via their mobile applications. The adoption of online food ordering by restaurants has been driven by its ability to meet or even surpass expectations in various aspects of restaurant operations (Ray et al., 2019). As a result of its advantageous features, online food ordering has gained significant increasing appeal among both customers and restaurant establishments. The introduction of online food ordering through websites came with various innovative concepts. (Ramos, 2021).

The general objective of the study was to gauge the customers' decision to use food delivery services and specifically measured through the indicators the perception of usefulness, ease of use, enjoyment, trust and social influence, attitude, and behavior intention. Significant difference will also be determined about the respondents' assessment on the customers' decision regarding the analysis of respondents' profile in relation to their user food delivery services. The null hypothesis that was created underwent testing with a significant level set at 0.05 stated as follows: There is no significant variance observed on the use of food delivery services when analyzed according to the respondents' profile.

Various concepts were initially implemented when introducing online food delivery through mobile applications and food delivery websites. In the early stages, online platforms, apart from those operated by restaurant chains, merely listed restaurants' names along with basic details like phone numbers or addresses (Nguyen, Nguyen, Nguyen, Phan, Bui, and Moon, 2019). These platforms later began to offer more comprehensive information, such as menus and prices. At that point, the platforms acted as intermediaries, receiving food orders on behalf of the allied restaurants. The responsibility for delivery, if provided, rested with the restaurants themselves (Zhao and Bacao, 2019).

However, the most recent strategy employed in the context of food delivery and other food delivery systems that involves the platform taking charge regarding the transportation process. Consequently, when restaurants implement online food ordering, they can either handle their own online platforms or multi-restaurant platforms that facilitate order placement. Moreover, the food delivery process may either be handled or processed by the restaurant without intermediaries, delivering the meals to customers, or by the online platform, which collects the orders from the restaurants and delivers them to the customers. Some platforms even offer both services for added convenience (Gu, Slusarczyk, Hajizada, Kovalyova, and Sakhbieva, 2021). The inception of online food delivery services originated from online ordering, which has evolved into a distinct and substantial business model. Recently, online food delivery refers to the process of preparing and delivering food ordered online by the customer and by connecting them with partner food service establishments through their websites or mobile application (Ray, Dhir, Bala, and Kaur, 2019).

During the past few years, the interest in digital food delivery services has seen a remarkable surge, and this trend is expected to continue in the future. The global online food delivery platform market has already reached a substantial value of US \$31 billion. The outbreak of COVID-19 has significantly influenced customer preferences, with a

clear shift towards contactless and online-to-delivery systems rather than traditional face to face and dine-in options. (Hwang, Kim, and Kim, 2020). With the ongoing online growth in the online food delivery market, new customers are being attracted, it becomes crucial to comprehend the elements that drive customers to use these services during the COVID-19 pandemic. This understanding can aid foodservice businesses in adapting to the current era and thriving in the changing market landscape.

This study is anchored to Ajzen's (1985) Social psychology gave rise to the theoretical construct, The extensively used Theory of Planned Behavior (TPB) and employed to examine the complex links and the connection between what one intends to do and what they do. The theory of planned behavior TPB model is based on the premise that an individual's inclination to participate in a particular activity, along their ability to decide and the decision of whether to participate in that activity (volitional aspect), influences their engagement in most human activities. (Al Amin, Arefin, Alam, Ahammad, and Hoque, 2021). Behavioral intention is affected by three individual factors: attitude, subjective norms, and perceived behavior control. Hence, previous researchers have recently shown a strong interest in studying the adoption of mobile food delivery applications among customers, mostly using the theory of planned behavior (Ajzen, 1985). Particularly, Al Amin Arefin, Alam, Ahammad, and Hoque (2021) The research utilization of the use of the theory of planned behavior to evaluate the effects of social isolation, food safety, delivery hygiene, subjective norms, dining attitudes, and behavior control on the behavior tendencies and sustained intent to utilize mobile food delivery applications. Consequently, this study depended on the particularly the expanded Theory of Planned Behavior TPB model, to examine the factors impacting behavioral patterns and continued intent regarding the usage of mobile food delivery applications.

The study's conceptual framework comprises of the main variable customers' decision to use food delivery services, which was gauged through the indicators and some of the factors taken into account comprise perceived ease of use, enjoyment, trust, social influence, attitude, and behavioral intention.. The moderator variable is the respondents' profile consisting of age, sex, marital status, and educational attainment.

Although there were many studies conducted about food delivery services, the trend of this new way of providing food through apps is so prevalent and still proliferating the examination of the post-pandemic era holds significance for study. This research addresses the current context, particularly the persistent utilization of food delivery services even after the reopening of restaurants, thereby bridging the existing gap. Hence, the conducted investigation of the customers' decision to use food delivery services.

METHOD

The respondents of the study were the apps users of food service delivery who are residents of Davao City. The study employed convenience sampling technique, the study included only those employees from the mentioned restaurant who were available and volunteered to take part as respondents. The researchers took 306 respondents who are residents of Davao City who uses food delivery services apps. A convenience sampling technique was employed in the study. A convenience sample is a sampling technique in which the sample is drawn from a readily accessible or easily reachable group of people. This method does not impose any other specific criteria for selection apart from the availability and willingness of individuals to participate. Furthermore, generating a simple random sample is not necessary in this

type of sampling, as the only requirement is the participants' agreement to take part. (Christensen and Johnson, 2012).

The survey utilized in the study was taken from a previous study conducted by Jun, Yoon, Lee, and Lee (2022). The initial section of the survey pertains to the respondents' demographic information, encompassing the focal variables encompassed Age, Sex, Marital status, and Level of Education Attainment. The second part of the questionnaire is all about the main variable customers' decision to use food delivery services which was measured through the indicators and the factors examined comprised the factors under consideration were perceived usefulness, perceived ease of use, enjoyment, trust, social influence, and attitude, and behavior intention. The initial version of the draft was sent to the research advisor for review corrections and suggestions, after which the submission was made to the panel of knowledgeable individuals to be validated and determine if its reliable or not. The said key element investigated in the research was rated utilizing the 5-level Likert Scaling System from 1 (Very Low) to 5 (Very High).

This study used the quantitative descriptive the research design that involved survey methodology to obtain the desired data of the study. The quantitative method is an empirical investigation involving gathering information and examining the collected data, a statistical analysis is performed, particularly in the descriptive survey research design conduct a comparison of the respondents' assessments and identify any noteworthy distinctions. A descriptive survey aims to provide an accurate depiction of the participants, essentially focused on describing specific aspects of a particular topic. (Kowalczy, 2015).

In addition, it involves a comprehensive portrayal of the characteristics and condition of individuals. Object, or events within a specific category. The purpose is to examine hypotheses or address inquiries related to the subject's status. The process includes unbiased observation and detailed description of the subject matter without exerting any influence on it. (Fraenkel, Wallen, and Hyun, 2013). This research designed was appropriate to establish the customers' decision to make us of delivery services for food.

The statistical tools utilized in the treatment of the data includes Frequency count and percentage, which was used in determining the exact number and percentile of the respondents; Mean was used to determine the level of the variable, namely the customers' decision to use food delivery services; t-Test was used in determining the significant difference on the customers' decision to use food delivery services when analyzed by sex; and, ANOVA was utilized in determining the significant difference on the customers' decision to use food delivery services when examining the data based on age, marital status, and educational background.

RESULTS AND DISCUSSIONS

Level of Customers Decision to Use Food Delivery Services

Presented in the Table 1 is the level of customers' decision to use food delivery services with an overall the mean value of 4.46 described as very high with a standard deviation of 0.621 showing responses from the respondents that are clustered. The result means that the customers' decision to use food delivery services is very high in level. Behavior intention garnered of the mean value of 4.53 rated as very high level with a standard deviation of 0.657 showing clustered answers from the respondents. Attitude acquired of the mean value of 4.50 rated very high level with standard deviation of 0.706 connoting clustered responses from the respondents. Enjoyment

got of the mean value of 4.48 rated as very high level with a standard deviation of 0.712 classified as clustered answers by the respondents. The indicator perceived ease of use and Perceived Ease of Use have of the mean value of 4.45 rated as very high with a standard deviation of 0.738 classified as clustered answers from the respondents. Trust has of the mean value of is 4.39 rated very high level and a standard deviation of 0.771, which is an indication of clustered answers from the respondents. The overall result implies that customers in today's context, that are fond of using apps for food service delivery getting the hang of the pandemic era where people could not go out because of lockdowns and the risk of getting the virus. The result supports the statement of Pal et al. (2021) elucidating that online food delivery services offer an extensive selection of restaurant options, enabling customers to easily compare menu, prices, and reviews from other users, categorized by different types of eateries.

Table 1. *Level of Customers' Decision to Use Food Delivery Services.*

Indicators	Mean	SD	Descriptive Level
Behavior Intention	4.53	0.657	Very High
Attitude	4.50	0.706	Very High
Enjoyment	4.48	0.712	Very High
Perceived Usefulness	4.45	0.738	Very High
Perceived Ease of Use	4.45	0.738	Very High
Trust	4.39	0.771	Very High
Overall	4.46	0.621	Very High

Significant Difference in the Level of Customers' Decision to Use Food Delivery Services when Analyzed According the Respondents Profile

Shown in Table 2 is the analysis of the significant difference in the level of customers' decision to use food delivery services when analyzed according to age. Using Analysis of Variance (ANOVA), the computed F-value yielded 19.74 while the p-value yielded 0.000, lesser when compared with 0.05 level of significance; an indication of a notable distinction and the null hypothesis being rejected. This means that customers' assessment of their decision to use food delivery services is of similar level. This implies that there is a significant difference in the level of customers' decision to use food delivery services when analyzed according to age. The finding coincides with the statement of Chai and Yat (2019) who pointed out that various food delivery services that are readily available take the hassle away from consumers to think about and plan meals, particularly among the young people while older ones still prepare their own meal at home.

Table 2. *Significant Difference in the Level of Customers' Decision to Use Food Delivery Services when Analyzed According to Age*

Variable	F-value	p-value	Decision on H ₀
Customers' decision to use food delivery services	19.74*	0.000	Reject

*p<0.05

Manifested in Table 3 is the analysis of the significant difference in the level of customers' decision to use food delivery services when analyzed according to sex. The t-Test computation yielded a t-value of -1.07 while the p-value of 0.287 is greater when compared with 0.05 level of significance, an indication of no significant difference

and the acceptance of the null hypothesis. This means that female & male customers shared the same level of perspective concerning their decision to use food delivery services. This implies that it can be observed not statistically significant difference in the degree of customers' decision to use food delivery services when analyzed according to sex. The outcome confirmed the statement of Saad (2020) revealing that food delivery services have changed consumer behavior so much, especially urban consumers regardless of their gender and way of life.

Table 3. *Significant Difference in the Level of Customers' Decision to Use Food Delivery Services when Analyzed According to Sex*

Variable	t-value	p-value	Decision on H_0
Customers' decision to use food delivery services	-1.07	0.287	Accept

*p<0.05

Table 4 discloses the analysis of the significant difference in the level of customers' decision to use food delivery services when analyzed according to marital status. Using ANOVA, the computation yielded an F-value of 25.10 while the p-value is 0.000, which is lesser when compared with 0.05 level of significance showing a significant difference thereby rejecting the null hypothesis. This means that single, married, separated/widow(er) respondents differ on their assessment of their decision to use food delivery services. This implies that there is a significant difference in the level of customers' decision to use food delivery services when analyzed according to marital status. The result is in accordance with the study of Chandrasekhar, Gupta, and Nanda (2019) who found out that customers ordering through online food delivery services showed singles decide less in ordering food online compared to married or divorced, as this allows the latter to have fresh and healthy food at their offices or homes while they have the freedom to continue to work. This is also an advantage as city dwellers after a long day at work, preferring to go home and relax instead of spending a few more hours out waiting for food or travelling just to get something to eat.

Table 4. *Significant Difference in the Level of Customers' Decision to Use Food Delivery Services when Analyzed According to Marital Status*

Variable	F-value	p-value	Decision on H_0
Customers' decision to use food delivery services	25.10*	0.000	Reject

*p<0.05

Table 5 displays the analysis of the significant difference in the level of customers' decision to use food delivery services when analyzed according to educational attainment. The statistical tool ANOVA yielded an F-value computation of 0.14 meanwhile, the p-value of 0.939 is demonstrating a higher value when contrasted with 0.05 level of significance it showing no statistically significant difference, leading to the acceptance of the null hypothesis. Consequently, it suggests that respondents of various level of education display parity of assessment on the customers' decision to use food delivery services. This shows that there is no significant difference in the level of customers' decision to use food delivery services when analyzed according to educational attainment. The findings indicate that online food delivery services are gradually exerting an influence on the food and beverage industry due to their ability

to foster business growth, enhance employee productivity, ensure order accuracy, and establish a crucial customer database. The result is in line with the statement of Das and Ghose (2019) emphasizing that the data suggests that online food delivery services are known for their convince and time saving benefits for professional and non-professional customers as they can purchase food without stepping out from their home or workplace.

Table 5. *Significant Difference in the Level of Customers' Decision to Use Food Delivery Services when Analyzed According to Educational Attainment*

Variable	F-value	p-value	Decision on H ₀
Customers' decision to use food delivery services	0.14	0.939	Accept

*p<0.05

Conclusions

The level of customers' decision to use food delivery services is very high. All the indicators are rated very high, such as the factors considered include perceived usefulness, perceived ease of use, enjoyment, trust, social influence, attitude, and intention to use.

There is a significant difference in the customers' decision to use food delivery services when analyzed according to age and marital status while there is no significant difference in the customers' decision to use food delivery services when analyzed according to sex and educational attainment.

Recommendations

According to the study's conclusion the following recommendation is offered:

With the very high level of assessment from the customers, the restaurant owners/managers must continue to sell their product online and using third party, such as food delivery services, so as not to add to their workload and management load, while increasing the volume of their sales at the same time, not burdened with the need of bigger space to accommodate more customers in the restaurant premises

With the high demand of online orders, The food delivery services business owners and managers must hire people that are reliable and honest, wherein the quality of their service could provide satisfaction to the customers and maintaining the image of the food company that trusted their services as well as adhere to the importance of punctuality and good customer interaction and relation in order to retain and gain more customers.

With many apps available to order food, the customers should learn to differentiate food quality and service quality sticking to the one that meet their satisfaction; thus, choosing the app that provide quality service.

The HRM students must learn the importance of food delivery services in today's food business and learn to adapt and innovate the same when it's their time as employees or entrepreneurs.

Based on the high level of assessment, the future researchers should conduct similar study, Identifying the factors that impact customers' adherence to food delivery services.

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