

**FACTOR INFLUENCING INTENTION TO USE FOOD DELIVERY
APPLICATIONS IN BANGKOK**



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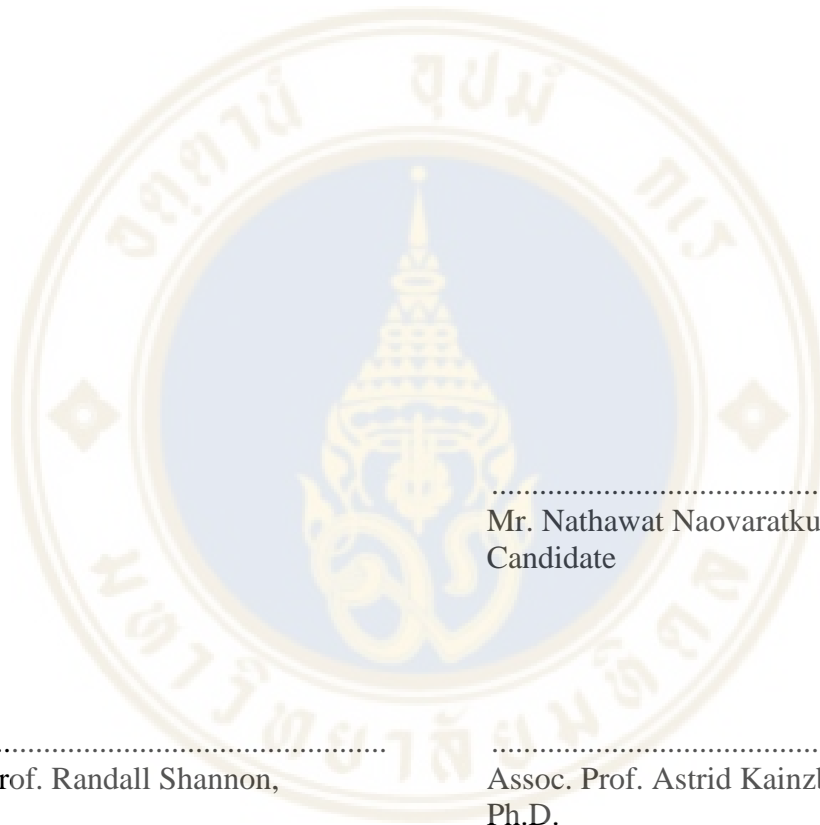
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FACTOR INFLUENCING INTENTION TO USE FOOD DELIVERY APPLICATIONS IN BANGKOK

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ABSTRACT

Currently, the online food business is growing. Especially during this COVID-19 pandemic and people do many things on their phone, consumers tend to choose online-food-delivery. This research aimed to measure the consumers' intention to purchase through online food-delivery applications which are available in Bangkok. This research emphasizes four independent variables, which are Convenience, Ease-of-use, product presentation, Time-saving, and one dependent variable, which is purchase intention. by using the qualitative interview method. Data in this research was collected through in-depth interview 10 interviewees which are active and inactive users. The results of this research show how each variable affect the purchase intention to buy food in the online applications

KEY WORDS: Convenience / Ease of use / Product Presentation /Time saving / Purchase intention

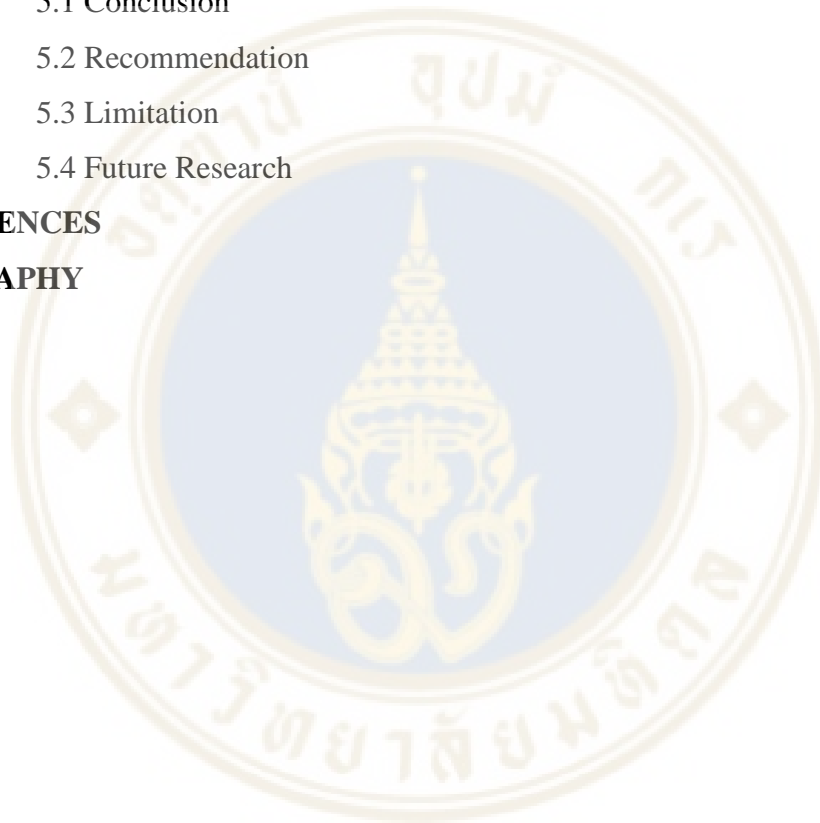
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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, consumer lifestyle and people's behavior in buying food have changed drastically. Buyers want more accurate information. They can make any choices in buying food and also expect more varied food than before. They become very demanding and also tend to be irrational and hedonic in the shopping, and more respectful on time. It has happened because it is influenced by the development of information and communication technology—the internet. The ability of the internet for searching information and comparing products encourages buyers to be more informative as they have a more varied option, and prefer to get something faster, in terms of buying food. Now, buyers tend to prefer e-commerce platforms as a way to shop because they can comfortably shop in their homes unbound by the time (Jiang, 2013). The growth of internet usage from year to year also encourages the penetration of e-commerce that continues to penetrate various sectors. Food delivery services are becoming more evolved since the emergence of various food delivery service providers through the internet and mobile apps. Stuck with busy schedules or crowded traffic make people have no time to go out to buy food. With food delivery services such as Grab, foodpanda, Lineman, etc. Then people by now can order food easily from their smartphones and the food will be delivered immediately to the place of order, and this is considered to be a trend that will survive for some time to come (Asa, 2017). Besides, in the Covid issue, people are at a social distance. There are many crowd kitchens or restaurants that sell on the online platform only.

For the reason above. I want to study the factor that people use these online applications to order food online. Why do many people like to order food via food delivery platforms. But some prefer to dine in at restaurants.

For the potential output from This research, the output of this research would help people who run restaurants to understand customer behavior. Hence they can gain more profit from this research. And delivery platforms can use the result to improve their application to respond to the customer positively.

1.2 Research Questions

To study the factors Why do many people like to order food via food delivery platforms in Bangkok both positive and negative factors.

1.3 Research Objectives

- 1) To develop an understanding in-depth explore how Bangkok people make decisions to purchase food in food applications.
- 2) To identify the factors influencing the Bangkok people to order food in mobile applications.

1.4 Research Scope

This research, Research will use qualitative interviews. To study the factors that influence people to order food through delivery applications such as grab, lineman, foodpanda, etc, this research will do an in-depth interview with the Bangkok active and inactive users total of 10 users. the interview will take time around 30 minutes per user.

1.5 Expected Benefit

This research would help people who run restaurants to understand customer behavior. Hence, they can gain more profit from this research. And delivery platforms can use the result to improve their application to respond to the customer positively.



CHAPTER II

LITERATURE REVIEW

The e-commerce market has experienced strong growth over the past decade, as customers increasingly change to do things online. This shift in how consumers shop has been driven by a wide range of diverse factors, some being market or country dependent, others occurring as a result of worldwide changes. These changes include an increase in disposable income, particularly in developing nations; longer work and commuting times; increased broadband penetration and improved safety of electronic payments; a relaxing of trade barriers; an increase in the number of retailers having an online presence; and a greater awareness of e-commerce by customers (Miroso & Bremer, 2020). The changing market for food delivery. Restaurant meals to the home are undergoing rapid change as new online platforms race to capture markets and customers across the Americas, Asia, Europe, and the Middle East. Although these new Internet platforms are attracting considerable investment and high valuations (Rajko & Wrulich, 2016) Variable.

2.1. Convenience

Customer satisfaction has a positive impact on convenience for an online marketplace (Kim & Lennon, 2006) Moreover, Convenience refers to the ease, convenience, and speed with which consumers can obtain a certain product or service. Not only the convenience of purchase but also the convenience of distance, time, use, cost, convenience, etc. According to previous research on convenience by other scholars, it can be found that convenience is very important to consumers (Munshi, Hussain, Ahmed, & Idress, 2020), then it becoming a new business model in the platform which are an advantage for customers to find the greater choice from more restaurant in the application and can track the delivery process, (Rajko, Wrulich, 2016)

2.2. Ease of use

Ease of use is one of the tangible determinants of online retail (Kalia, 2017). Presentation of products based on functionalist theory is an important factor for the retailer's success (Hernard, 2001) Moreover, Verma in 2020 explained more about the Ease of use of the mobile application as it will influence their decision whether they will use it or not. Ease of use an integral part of the technology acceptance model is a key determinant of the adoption of technology or otherwise. Ease of access to shopping at any time of day drives online food ordering and, the data provided by the application is reliable, the speed application (responsiveness) and with a friendly display (communication), and delivery of goods that are fast and can be traced (delivery). This is why the customers are reusing applications (Romi, 2018) Hence individuals are expected to adjust their method-specific perceived 'ease of use' to reflect their experience of using the method(Jun, 2010)

2.3. Product presentation

Product presentation has been found to facilitate positive consumer responses resulting from both experiential (hedonic) or utilitarian value (Fiore et al., 2009). Current consumers increasingly expect engaging experiences and not just a process to purchase goods and services (Pine and Gilmore, 1999) which suggests the growing importance of web site features that not only facilitate the purchase decision process but also provide an enjoyable shopping experience. Research supports the influence of these features on experiential value and positive consumer responses towards products and websites (Demangeot and Broderick, 2006) besides, Singkaew (2018) asserted that product visibility in the application whether front product picture, product name, the price can influence the user to confident about the product.

2.4. Time saving

Time is an antecedent to and a consequence of purchase (Mihic et al., 2018). There are several perspectives on time. From an economic viewpoint, time is regarded as an intangible commodity that exists in limited and finite quantities and can be acquired by trading another resource such as money or effort (Alreck et al, 2009). Moreover, (Richbell and Kite,2007) time is something of a balancing act between the time available for a given set of activities and the number of tasks and duration of time required to perform them. The term, “tasks” is used herein in a very broad sense, including such things as eating, sleeping, or recreation. Thus, increasing the number or duration of tasks in one area of life requires more time devoted to them and thus, less time for some other area. According to online shopping, Shopping on the Internet offers convenience and time-saving benefits to shoppers, as compared to shopping in traditional brick-and-mortar stores. Changing consumer lifestyles and lack of time may make it more difficult for consumers to shop at physical locations such as stores and shopping malls (Cheeseman, et al., 1995) as all of their research shows that consumers are most interested in inconvenience, not price. According to him, shoppers do still expect bargains online, but fast delivery and a wide selection are more important factors; price comes into the picture along with convenience, but it's no longer the main reason people shop online (Barlow, 2004). Hence time-saving in the online application is one of the key reasons for 38% of repurchase users. (Khalifa & Liu, 2007)

2.5. Purchase intention

Purchase intention referred to certain exchange behavior created after consumers' general evaluation of a product. It is a perceptual reaction taken towards one's attitude to an object. That is, consumers' purchase intention is formed by their evaluation of products or attitude towards a brand combined with external stimulating factors (Hsu,1987), and some evidence about online purchase intention which is Customer online purchase intention was one of the intensive research areas in the extant literature. Customer

online purchase intention in the web-shopping environment will determine the strength of a consumer's intention to carry out a specified purchasing behavior via the Internet (Pearson and Miller, 2001) Purchase intention can be classified as one of the components of consumer cognitive behavior on how an individual intends to buy a specific brand. Laroche, Kim, and Zhou (1996) asserted that variables such as consideration in buying a brand and expectation to buy a brand can be used to measure consumer purchase intention. Based on the argument of Pavlou (2003), online purchase intention is the situation when a customer is willing and intends to become involved in an online transaction. Online transactions can be considered as an activity in which the process of information retrieval, information transfer, and product purchase is taken place. The information retrieval and exchange steps are regarded as intentions to use a website; however, product purchase is more applicable to an intention to handle a website (Pavlou, 2003). Therefore, it is crucial to evaluate the concept of online purchase intention in this study. To trigger customer online purchase intention, web retailers have to explore the impact of shopping orientations on the customer online purchase intention. (Ling. et al.,2010)

For the repurchase intention, There may be several mediators linking to the relationship in the repurchase situation. For instance, an analysis of adjusted expectations has recurrently been used about the new paradigm of post-consumption. In post-consumption, the adjusted expectations of online shoppers will guide purchase behavior in the next period. Adjusted expectations not only are the consequence of customer satisfaction but also serve as an anchor in evaluating future customer satisfaction in repurchasing. (Lin and Lekhawipat, 2014) Moreover, Customer satisfaction increases a firm's profitability by developing customer retention and has a direct effect on repurchase intention (Bahia, 2000). Besides, There is identified customer satisfaction as the main predictor of repurchase intention. (Srivastava, 2013) for the online repurchase, the consumer's subjective probability of re-patronizing an online store, and is the major determinant of buying action. Of the few studies, they identify two precursors for mutual relationship development over time: consumers' perceived value and transaction costs. Consumers' perceived value is the core construct and foundation in a relational exchange and is the perception of what expected gains and losses are in the repurchase process.

Accordingly, the expected gains could be intrinsic attributes (e.g., product quality), extrinsic cues (e.g., marketing advertising), and higher-level abstraction (Cheng et al,2014)



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

According to the problem statement, this research aims to indicate the factors that influence the people in Bangkok to order food using food delivery applications. The recommended methodology for these findings is Qualitative research. This type of research will enhance our understanding of how people feel about food delivery (applications) and what exactly influences a user to buy food through these applications. The researcher will be collecting data through 30 minutes, in-depth one-on-one interviews. The interview questions will be related to convenience, ease-of-use, product presentation, and time-saving. These will support the reasoning behind each user's purchase intention.

3.2 Sampling Frame

The respondents will be divided into 2 groups

- Active users (5 respondents): the users who are in Bangkok and order foods via food delivery applications every week.
- Inactive users (5 respondents): the users who are in Bangkok and rarely order foods via food delivery applications with the frequency fewer than 2 times per month.

Sampling Size: 10 respondents

Interview tool: Face-to-Face interview, Phone call, or any application that is convenient for interviewees

3.3 Interview question

- How often do you use the food delivery application?
- What application do you normally use?
- What factors make you order food through food application?
- What is the reason that order food via delivery apps?
- What is the convenient benefit that delivery apps provide to you and encourage you to buy food in the apps?
- According to the previous question, what convenient benefits do you need more?
- Which application do you mostly use, and why?
- Can you share the pain points of each application that make you give up using the app?
- What features do you need to improve in each application?
- Do you agree that Product presentation affects your purchase intention?
- What kind of product presentation do you like most, and don't like most?
- If there is no picture of food. What do you think about this product?
- Do you still want to buy the food from the previous question?
- If there is no picture of food. What do you think about this product?
- If you do not buy food from food applications. please explain the whole process from starting point to the finishing point?
- From the previous question, what time do you spend with that method?
- Please explain the process that you ordered the food via food application from the starting point till the end?
- How much time can be saved if you order the food from the application?
- Do you agree with the time-saving effect on your purchase intention? and why?

CHAPTER IV

RESEARCH FINDINGS

According to the methodology, the researcher interviewed 10 respondents who are active and inactive users. The questions are focused on convenience, ease-of-use, product presentation, and time-saving. How these mentioned factor influence the purchase intention .The interview was conducted on Face-to-Face interview, Phone call, or any application that is convenient for interviewees. interviewees

4.1 Research Finding

4.1.1 Convenience

For Convenience part, the Researcher found many interesting points which make users convenient with the application. which affects the user to increase the purchase intention as below.

4.1.1.1 Convenient to find many restaurants.

Most of the interviewers both active and inactive said that it is convenient for customers to find many restaurants. Moreover, sometimes they never know what to eat. Food applications pop up in some restaurants with special prices every day. Then, Customers can order food on different menus every day. If they do not have a mobile application, they have to take find a restaurant shop-by-shop and don't have many choices to choose from. Hence, 'Find many restaurants' affect the user to purchase intention.

4.1.1.2. Convenient to clean up.

Many users provide convenience to clean up. Or easy to clean up. As one of the key reasons to influence the user to buy food in delivery apps. Because If they cook at home, or buy the food from the nearby market. There must take time to clean up a lot of dishes for example if there was some leftover, they have to find the bag to keep the leftover and dish separate then they have to wash them again. But if they order food from delivery apps. They can clean them by putting all stuff in plastic bags and then drop in the trash. Then, When the user is tired of doing many things such as work, housework. They are likely to order the food in the application instead of the other ways. Hence, 'Convenient to clean up' affect the user to purchase intention.

4.1.1.3. Inconvenient to use an application.

Most inactive users said that the way to order is inconvenient to them. They have a better way to get food. Some inactive users ask the parent to cook them a meal. Then ordering the food through the application cost more than the food from the parent. Because parents can cook the food for them. They no need to choose any menu but the parent who knows about their kids are known which one their kids like. Some inactive users are willing to buy food from a nearby market and buy a lot of food to keep in a refrigerator. Hence, 'inconvenient to use application' could affect the user to not purchase intention.

4.1.2 Ease of use

According to Ease-of-use, Most of user use Grab and Line man applications. Moreover, the Researcher found many interesting points as the way to use an application which affects the user to increase the purchase intention as follows.

4.1.2.1 Redeem code.

Many users from both active and inactive users said about delivery applications are not friendly to use the redeem code. Several times, they can't find the available code in the application. sometimes they find a code but the code cannot apply the discount. Then, they give up buying things in the application. Hence, 'Ease-of-use the way to redeem code' affects the user's purchase intention.

4.1.2.2. Cuisine Finder.

Some users, especially inactive users have problems with finding cuisine in the application such as Japanese food, Chinese food, hamburger, they mostly find the restaurant by scrolling down the restaurant in the application or searching the restaurant name. whether in the application also provide the filter cuisine beside the tab search. Several times that they want to have some specific cuisine but are unable to find it. Then they give up buying food online. Hence, the complicated to find the cuisine finder also affects the purchase intention.

4.1.2.3. Payment

Some users have problems with payment methods, some users do not know the way to use a credit card in the application. or some want to purchase via internet banking. But they have to pay through Cash on delivery. then, it is not friendly to the customers who are not used to the application. Leading to giving up purchasing food in the application. Hence, it affects the purchase intention.

4.1.2.4. Pin Location

Some Users have a location issue, as they cannot ask pin the exact location. Sometimes, when they change place to stay and order the food through the application. there was have to pin the location again and cannot pin the exact location. Sometimes, they have to stop purchasing from the food location. And buy from the market around there instead. Hence, it affects the purchase intention.

4.1.3 Product presentation

According to the Product presentation, as per in-depth interview. The researcher found every interviewee agrees that product presentation affects their purchase intention. All users said the product must have product pictures to show how does product or food looks. To assure what the menu they will get. Especially the new menu, or a new restaurant that they never buy the food before. Otherwise, for some restaurants that users have been eaten. The picture does not impact the purchase intention much. Because they have an experience for the restaurant before. The thing that users required the product picture is the

nice front picture of the food picture. Because a good picture will increase their purchase intention to buy the food in the showing picture. If the restaurants do not have a good production team or cannot take the beautiful food picture. They can use the normal picture. But the purchase intention of a nice picture is better than a normal picture. And a Normal picture is better than no picture.

4.1.4 Time-Saving

According to time-saving, all active users agree that food delivery applications help the user in terms of time-saving. If they do not buy foods in the applications, some of them who cook at home can save up to 2 hours. Because they have to spend time for prepare ingredients in the kitchen, then they have to clean up the kitchen and wash dishes. Then, food delivery can help them minimize the time. some users have to walk to the restaurant or the nearby market which takes time around 1 hour. Compared with the time of ordering from the food applications, they also take time around 1 hour. However, during they were waiting for the food from the rider, they could do anything at that moment. Some user did their work, some users playing their mobile phones. Therefore, ordering food in the applications also can save the time during restaurant preparing the menu and rider driving to your location period.

According to inactive users, most of them do not agree that food delivery applications help the user in terms of time-saving. Some of them have a way which can save time than order the food in applications. They have their family to cook the dish for them. While their family prepares the menu, they also do anything such as do their work, do some exercise, etc. moreover, if these users order the food in an application. they spent a lot of time or up to 10 minutes to find the menu that they want and worth for their money. But their family who knows them a lot would provide the menu they like without asking anything. For some inactive users who have no family to prepare the food. They could walk to the nearby market and buy a lot of food in their home or condominium and keep the food in the refrigerator. When they want to eat, they would reheat in the microwave and could eat them whenever. Which saves more time than ordering the food from the application. If

they want to eat, they have to wait for 30-40 minutes then can have the food in front of them. But when they buy a lot of menus in the fridge they take just no more than 5 minutes.



CHAPTER V

CONCLUSION & RECOMMENDATION

5.1 Conclusion

In conclusion, the research conducted suggests that the benefits of ordering using food delivery applications are greater than the disadvantages. The researcher found that convenience, ease-of-use, product presentation, and time-saving can influence the purchasing intention as per below.

In terms of convenience, it could help increase purchase intention in terms of finding many restaurants and also having different menus to choose from. Ordering food online also reduces the need to clean up for people who do not want to wash dishes. Even though people who buy their food from nearby places or have their family make their food might not find these applications useful, this is still fine because they are not the target market.

When it comes to ease of use, the key problem that affects the purchasing intention of the sampling users is when they have issues redeeming a discount code. Finding the discount code in the application is not easy for the sampling user, and when they do find the discount code, they do not know how to apply it. In addition to this, sometimes the cuisine-finder button in the app is not easy to find (depending on the application) and the location services within the app do not always give the exact location of where a user lives. These issues, as well as various choices of payment affect the purchase intention negatively.

For the product presentation, restaurants that do not display pictures of their products can generally have a negative effect on a user's purchase intention. Therefore, it is recommended that these restaurants provide the applications with images of the food and other things they offer. The pictures do not have to look amazing but a decent picture is better than no picture.

Lastly, when it comes to time-saving, users said they could save up to 2 hours of their time by ordering online. “Time-saving” in this case does not only mean reducing the time spent from the start to the end of the eating process. It also refers to users being able to do other things while they wait for their food. However, some inactive users can save time in the same way by having their family cook food for them, or by buying a lot of food from a nearby market and keeping it in the fridge. These are better ways for some users in terms of time-saving.

5.2 Recommendation

To increase the purchase intention of the food delivery platform. The purchase intention is the opportunity for both active and inactive users. Then It can increase user spending on the application. Furthermore, the restaurant can get revenue from the user also. The researcher found 3 recommendations below.

The first recommendation is for the convenience and time-saving parts. According to the interview, the researcher found the asymmetric information of users about convenience or the benefit of the application. they should be promoted on how an application can make the user’s life easier or save more time by using the food applications in terms of helping choose a menu when you have no idea what to eat, can find restaurants without going out or no need to clean up when you use the food applications. This could help increase the purchase intention of the users.

Secondly, for the ease of use, there are differences in customer background, different way-to-use in each application, and different experiences to use the mobile application. Then the users do not know how to use the application completely. Then it should have a guideline for users for the system that can help customers filter the food cuisine. Or how to get a discount code. However, the code that provides to the customer should be available. The food application might create my coupon function. As it can show all coupons that the user can use. Furthermore, the variant choice of payment in the

application to service the different types of users. These recommendations can help to increase purchase intention.

Thirdly, product presentation is a must for the food delivery platform. Every food should have a product image. The majority of users are concerned about this issue. Then it can increase the purchase intention in the part.

5.3 Limitation

There are important limitations to note in this thematic paper. The first limitation is the amount of qualitative data collected which is quite small; only 10 Bangkok users from 2 groups are active and inactive users. Another constraint is the time constraint, this research has a limited time of a couple of weeks and the researcher has to do the current work then the researcher cannot find a variant of the user such as ages, county in Bangkok. Kind of living (home, condominium). Therefore, the result might not be relatable to every case.

5.4 Future Research

For future research, researchers should conduct both quantitative and qualitative research to be more accurate in the final result and to be applicable in the related fields and frame the time constraint for doing this research as it affects a number of respondents and the interview was held only in Bangkok.

Hence, for future research, researchers might collect more interviewees so that this will represent the overall population. Furthermore, the focus group interview is another option recommended to understand more users' perspectives for future research such as people who live in houses or in condominiums. Other factors are people who live alone or live with their family. It could help find more details about each group of people clearly. Moreover, according to a user's expectations and satisfaction, after they got the service from the food application - the next issue researchers dive into is how users can get satisfaction

from the service in terms of food quality, delivery time, price of the product and service. Moreover, future research can study more about adding the frequency of users. For example, Now users order once a week. How can we increase the frequency to 2-3 times to enhance the user spending or increase revenue for both restaurants and delivery platforms.



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