

Factors Affecting Behavioural Intention of Online Food Delivery Service Consumers in Kathmandu Valley

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Abstract

The paper aims to investigate the factors influencing behavioural intention of online food delivery services in the Kathmandu Valley. The paper applied a cross-sectional survey research design with structured questionnaires. The data were collected from 277 respondents. The Covariance-Based Structural Equation Model (CB-SEM) was used to test hypotheses. The behavioural intention of online food delivery services is positively influenced by performance expectancy, social influence, and facilitating conditions. However, effort expectancy has no significant influence on behaviour intention for online food delivery services. In this paper, the researcher and manager will gain theoretical and managerial insights. This is among the few studies that investigate the factors influencing online food delivery services by applying the unified theory of acceptance and use of technology (UTAUT) in the Nepalese context.

INTRODUCTION AND STUDY OBJECTIVES

The growth and acceptance of shared economy delivery by consumers (Yeo et al., 2017), online food delivery services have become increasingly popular in the food delivery market. Food delivery

markets have seen steady growth in several countries over the past few years. Over the past decade, the e-commerce market has experienced strong growth as customers increasingly shop online (Sthapit & Sthapit, 2022; Devkota et al., 2021). The change in how consumers shop has been influenced by a wide range

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of factors, some of which are influenced by markets and countries, others by global developments (Saad, 2021). Urban consumers' changing habits have contributed to the emergence of online food delivery services. Many consumers use food delivery services because they want quick and convenient meals after a busy day at work. Food and beverage companies are slowly but surely embracing online food delivery (OFD) services because they can help grow their businesses, ensure employee productivity, deliver accurate orders, and build customer databases. As reported by Pigatto et al. (2017), online food delivery services process orders, make payments, and monitor processes, but do not prepare food. The use of mobile apps and internet-based tools for online communication, such as e-mail, chat, and SMS, has replaced face-to-face engagement in online retail transactions, as well as the use of company websites for searching, retrieving, and placing orders.

There are a number of reasons why consumers prefer to use online services, including convenience, usability, and prior experience (Saarijärvi et al., 2014). Since food is a low involvement product, consumers do not recall the price, indicating that they make rational choices for food prices at the time rather than relying on past transactions. Since consumers spend less time and energy to purchase products, the value of services is enhanced. Tsang and Tse (2005) have documented that shoppers are motivated to shop by value and pleasure. Therefore, it remains

unexplored to understand consumers' behavioural intentions regarding online food delivery services.

Behavioral intention refers to a customer's likelihood of acting or subscribing to a system in the future (Brown & Venkatesh, 2005; Dwivedi, 2005; Venkatesh et al., 2003). It refers to a kind of purchase intention that is used to predict a customer's purchasing behavior. This will affect an individual's choice of whether to adopt OFD in the future. According to Yeo et al. (2017), an individual's attitude can be highly indicative of their intent to perform a behavior. Researchers found that an individual's behaviour will depend on their behaviour criteria, and a positive attitude will subsequently lead them to adopt a novel technology or product. Behavioral intention is related to customer experience, according to research conducted by Olorunniwo et al. (2006). Customers are more likely to adopt OFD if they have a positive experience. A customer who prefers to limit personal interaction with others may be willing to use the online takeaway system if they are satisfied with the online takeaway system, especially if they have had a difficult experience with frontline staff or sales staff (e.g., Collier & Kimes, 2013; Katawetawaraks & Wang, 2011).

Several theories explain online food delivery behaviour. The theory of planned behaviour (Ajzen, 1991); the technology acceptance model (TAM) (Davis, 1989); and the unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2012) describe online food delivery services. UTAUT is reported to explain

about 70% of the variation in people's behaviours related to technology use (Venkatesh et al., 2003; Venkatesh et al., 2012). This could be a parsimonious model of a person's behaviour regarding online food delivery services. Venkatesh et al. (2003) reported that behavioural intention is influenced by performance expectancy, effort expectancy, and social influence, whereas the last construct, facilitating conditions, directly influences actual usage behaviour.

Online Food Delivery in Nepal:

Kathmandu Valley has a huge food delivery market. Some of Nepal's leading online food delivery services are Foodmandu, Bhojdeals, Foodmario, and BhokLagyo are located in Kathmandu valley. The first company to distribute meals from hundreds of well-known eateries in Nepal is Foodmandu (Rajbhandari, 2022). It has been in operation since November 2010. It is common for online meal delivery services to accept orders through their websites or other digital media channels. The most critical targeted audience for most foodservice players is millennials (people under 30), so online ordering systems are the easiest way to reach them. The number of millennials who use their phones for online ordering exceeds 97%, making them one of the most lucrative and sales-producing target audiences. Therefore, restaurants and the food industry can easily reach out to younger demographics and target markets by providing online delivery services. Despite a few studies on online shopping (Vaidya & Yogi, 2021); mobile banking (Pokhrel, 2022), there are only very few studies on online food delivery intention in Nepal.

Since online food service is dramatically increasing in Nepal especially in major cities like Kathmandu, it is imperative to investigate the phenomena in a Nepali context. Therefore, this paper investigated the factors affecting online food delivery intention among consumers in Kathmandu valley.

LITERATURE REVIEW

This section presents review of literature. Some more details should be added here.

Performance Expectancy (PE)

It refers to the extent to which M-commerce will assist consumers in accomplishing their goals (Venkatesh et al., 2012). It is the utilitarian component that is related to the perceived utility of the TAM model (Venkatesh et al., 2003). In this paper, performance expectancy refers to the extent to which online food delivery service assist consumers in accomplishing their goals.

Effort Expectancy (EE)

It refers to the degree of ease with which a consumer can use technology (Venkatesh et al., 2012). UTAUT defines effort expectancy (EE) as the ease with which users use a particular technology (Venkatesh et al., 2003). A measure of the ease of using food delivery apps or online food delivery services is called effort expectancy in this paper.

Social Influences (SI)

It refers to the amount to which an individual perceives confirmation of specific behaviours from his or her peers

(Venkatesh et al., 2012). In this paper, social influences refer to the amount of which an individual perceive confirmation of online food delivery services from his or her peers.

Facilitating Condition (FC)

It refers to resources such as a computer, tablet, or smartphone, and knowledge of how to install and use relevant software (Venkatesh et al., 2003). In this paper, facilitating condition refers to how much an online meal delivery service helps customers reach their objectives.

Behaviour Intention (BI)

It refers to a customer's propensity to use the service in the future or a person's likelihood to behave in expected ways (Brown & Venkatesh, 2005). This paper discusses a customer's propensity to use food delivery services in the future.

Relationship between Variables Performance Expectancy (PE) and Behaviour Intention (BI)

Studies have demonstrated that performance expectancy has a positive influence on behaviour intention to use online food delivery services (e.g., Farah et al., 2018; Singh & Matsui, 2018; Tarhini et al., 2018). It indicates that the belief of a user that an information system (IS) aids in task completion more effectively than competing systems (Venkatesh et al., 2003). In addition to traditional systems, OFDS have been created to make it easier to complete the chore of ordering food (e.g., direct phone or web ordering). Consumers can compare deals from several restaurants using OFDS rather than the websites

of the eateries. Additionally, customers can optimize their ordering on OFDS by perusing details about upcoming purchases before starting a work. This procedure improves the phase of their purchasing (Saad, 2021). They search for information which may lead to efficient task completion. Based on the evidence of previous studies, this paper hypothesized:

Hypothesis 1: Performance expectancy positively influences behaviour intention of online food delivery services in Kathmandu valley.

Effort Expectancy (EE) and Behaviour Intention (BI)

Ray et al. (2019) found a positive significant influence of effort expectancy on behaviour intention in online food delivery service. It implies the degree of ease of using food delivery apps could lead to behaviour intention of online food delivery service. Additionally, previous studies have found that effort expectancy is positively correlated with behaviour intention in different service contexts (Alalwan et al., 2017; Farah et al., 2018). Based on the evidence of previous studies, this paper hypothesised:

Hypothesis 2: Effort expectancy positively influences behaviour intention of online food delivery services in Kathmandu Valley.

Social Influences (SI) and Behaviour Intention (BI)

The growing popularity of mobile social networks has enhanced the social influence of emerging mobile

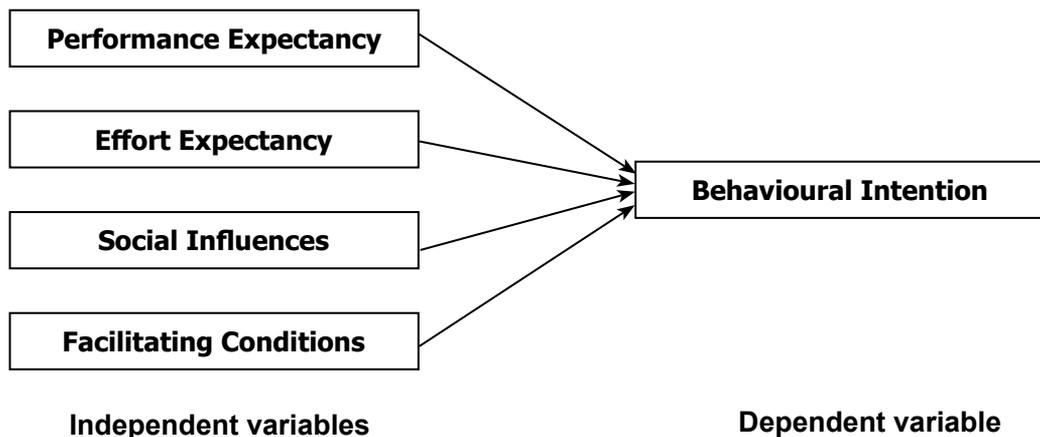


Figure 1. *Proposed Model of the Study*

technologies, such as OFDS. Previous study has found a significant determinant of users' intention to online food delivery service (Roh & Park, 2019). It indicates that confirmation of online food delivery services from his or her peers could lead to intention of using online food delivery. Prior study found a significant positive relationship between social influences and behaviour intention of online food delivery services (Reich et al., 2018). Based on the argument, this paper hypothesised.

Hypothesis 3: Social influences positively influences behaviour intention of online food delivery services in Kathmandu valley.

Facilitating Condition (FC) and Behaviour Intention (BI)

The favourable perception of customers such as support and / or getting help from others could result in increased behavioural intentions to adopt and use online food services (Chopdar et al., 2017). Earlier studies found that

facilitating condition has a significant influence on behavioural intention (e.g., Chopdar et al., 2017; Hew et al., 2015; Lu et al., 2008). It can infer that facilitating condition lead to behaviour intention of online meal delivery services. Based on the empirical and theoretical evidence, this paper hypothesized,

Hypothesis 4: Facilitating condition positively influences behaviour intention of online food delivery services in Kathmandu valley.

Conceptual Framework

Saad (2021) suggested replicating the study in different countries and contexts, so a conceptual framework developed in the Bangladeshi context has been applied to the Nepali context. Considering the differences between Pakistan's and Nepal's online food delivery services, and the lack of research on online food delivery services (e.g., Pokhrel, 2022; Vaidya & Yogi, 2021), this study proposed to develop a conceptual framework.

RESEARCH METHODS

The purpose of the study was not to manipulate independent variables such as performance expectancy, effort expectancy, social effects, and facilitating condition to examine their relationship on the dependent variable (Behaviour Intention). Therefore, correlation study has been applied for the study. Previous studies in the Nepalese context support this finding (e.g., Devkota et al., 2021; Pokhrel, 2022).

The population of the study was online food delivery service recipient in Kathmandu valley. Since there is no active list online food consumers or online food service providers were not unwilling to give information due to privacy concerns, the convenience sampling method was used to reach out to the representative sample. It is aligned with previous studies in Nepalese context (e.g., Devkota et al., 2021, Pokhrel, 2022).

To reach the targeted population, this study applied sample size standard proposed by Hair et al. (2016). The authors suggest that the sample size should be five times (minimum) or 10 times (maximum) larger than the items utilized in advanced multivariate analysis such as structural equation modelling (Hair et al., 2016). This study has included 18 items (mention the items) to cover responses to five variables (e.g., behaviour intention, performance expectancy, effort expectancy, social influence and facilitating conditions). As per the requirement, this study should be between 250 and 300. Since this

study has sample size of 277, this paper justifies the sample size standard for the study.

A pilot study was conducted prior to a full-scale research project to evaluate feasibility, duration, and costs. It is considered reliable when Cronbach's alpha is higher than 0.60 (Pallant, 2020). Considering that all Cronbach Alpha values exceeded 0.60, a full-scale survey was administered to online food delivery customers. Before the questionnaires were distributed, the purpose, confidentiality, and rights of the respondents were explained. The data were collected from January 10 to March 10, 2022.

Instrumentation

The study employed 5 measures to capture different variables related to this study. First, demographic variables were measured by 5 items and later were measured by the Likert Scale. It was measured with 5-point Likert scale (1=Strongly Disagree, 5=Strong Agree). The variables of Behaviour Intention, Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Condition were adopted from AbuShanab and Pearson (2007).

DATA ANALYSIS AND DISCUSSION

Demographic Profile of Respondents

This paper found that most respondents in the research were male (n=184, 66.4%). However, the proportions of male and female respondents are almost double. Most of the respondents order online food

Table 1
Descriptive Statistics and Inter-Items Correlation

Constructs	Mean	Std. Deviation	1	2	3	4	5
1. Behaviour Intention	3.930	1.109	1				
2. Performance Expectancy	4.109	0.883	0.763**	1			
3. Effort Expectancy	4.162	0.880	0.733**	0.838**	1		
4. Social Influence	4.051	0.949	0.751**	0.756**	0.792**	1	
5. Facilitating Condition	4.163	0.944	0.728**	0.668**	0.759**	0.763**	1

Note. Calculations based on the Survey, 2022

at least once a week (n=104, 37.5%). This shows the respondents can capture the variable of the interest. A majority of the respondents have a bachelor's degree (n=123, 44.6%). Likewise, most of the respondents are Employed but not self-employed and come from Kathmandu valley. Furthermore, most of the respondents were between 21 and 30 years old (n=220, 79.4%).

Descriptive Statistics and Inter-Item Correlation

It is a valuable technique for describing data by arranging and summarizing data in a simple and clear manner (Cooper & Schindler, 2014). In the present study, the descriptive statistics describe the state of online food delivery. Likewise, inter-item correlation shows relationship among variables.

It is shown in table 1 that BI (Behaviour Intention) is positively related to performance expectancy, effort expectancy, social influence, and facilitating conditions ($\gamma = 0.763$, $p < 0.01$; $\gamma = 0.733$, $p < 0.01$; $\gamma = 0.751$, $p < 0.01$, $\gamma = 0.728$, $p < 0.01$ respectively). According to the results, performance expectancy (PE), effort expectancy (EE), social influence

(SI), and facilitating conditions (FC) are significantly associated with behavioural intention. However, correlation analyses are not robust enough to test the proposed hypotheses. This study applied structural model to estimate the relationships among variables.

Structural Equation Model (SEM)

The SEM, a statistical technique for analysing and estimating relationships between variables, is primarily used to test and estimate multivariate causal linkages (Hair et al., 2016). Gefen et al. (2000) define SEM as a second-generation multivariate analysis for theory testing and extension, the technique assists in testing or validating a theoretical model. Since this paper intended to investigate online food delivery intention applying UTAUT model, the Covariance Based SEM was applied with IBM AMOS 23 version. The SEM model is estimated with measurement model and structural model.

Measurement Model

According to Ringle et al. (2015), reliability analysis, convergent validity, and discriminant validity are three

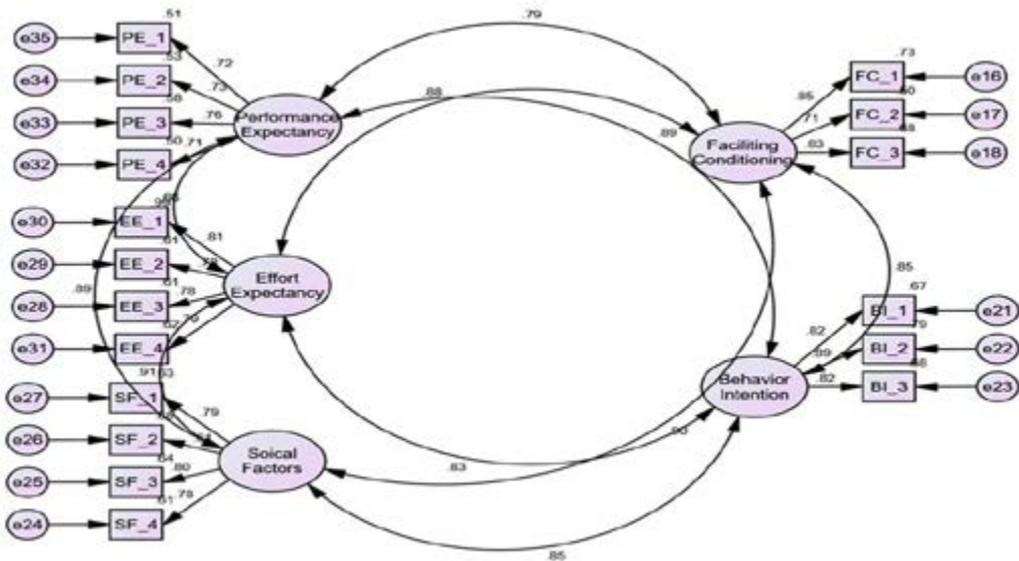


Figure 2. Measurement Model

major criteria for measurement model reliability and validity. To estimate measurement model, this study employed model fitness indicators, reliability and validity of measures. This paper estimated measurement model as a whole to estimate the factor loadings of different items. The factor loadings less than 0.50 is indicated to be excluded from the study (Jöreskog & Sorbom, 1993).

Model Fitness

Model fit is the term used to describe a model that suggests relationships between variables in a dataset. To estimate structural model, the different model fitness indicators should be satisfied such as CMIN/df, RMSEA, GFI, AGFI, PCFI and PNFI (Gaskin, 2021). Since the threshold value of each indicator is shown together with their observation values, it satisfies model fitness.

Reliability

With a cut-off value of 0.7, composite reliability (CR) and Cronbach's alpha were measured. CR and Cronbach's alpha were both greater than 0.70 (Ringle et al., 2015), supporting the model's reliability. The Cronbach's Alpha ranges from 0.816-0.839, and the Composite Reliability ranges from 0.82-0.839 in table 3. As all estimated Cronbach's Alpha values and Composite Reliability values are greater than 0.60, the measurement model appears to be reliable (Hair et al., 2016).

Validity

The average variance extracted (AVE) value of the measurement model is used in this study to evaluate the convergent validity of the model. When constructs have an average variance extracted (AVE) value close to or higher than 0.5, convergent validity is said to be

Table 2
Model Fitness Indicators

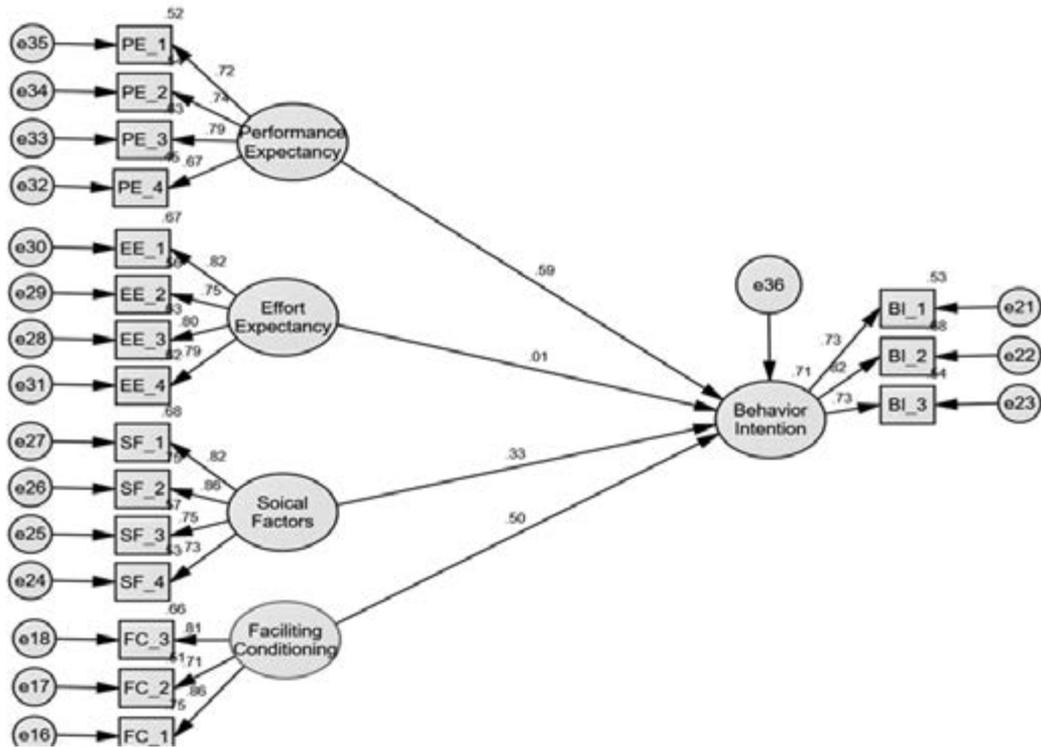
Fit Indicators	Authors	Threshold values	Observation values
CMIN/df	Hair et al. (2009)	< 3	2.960
RMSEA	Meyers et al. (2005)	< 0.5	0.084
GFI	Segars and Grover (1993)	> 0.90	0.868
AGFI	Hair et al. (2016)	> 0.80	0.820
PCFI	Meyers et al. (2005)	> 0.50	0.762
PNFI	Meyers et al. (2005)	> 0.50	0.738

Note. Calculations based on the Survey, 2022

Table 3
Reliability and Validity of Measurement Model

Measurements and Items	Factor Loadings	Average Variance Explained	Composite Reliability	Cronbach's Alpha
Facilitating Conditioning				
FC1	0.852			
FC2	0.706	0.630	0.839	0.839
FC3	0.826			
Behaviour Intention				
BI1	0.818			
BI2	0.889	0.712	0.881	0.877
BI3	0.823			
Social Factors				
SF1	0.792			
SF2	0.805	0.533		
SF3	0.799		0.873	0.872
SF4	0.782			
Effort Expectancy				
EE1	0.778			
EE2	0.781	0.623	0.868	0.867
EE3	0.811			
EE4	0.786			
Performance Expectancy				
PE1	0.710			
PE2	0.760	0.533	0.82	0.816
PE3	0.731			
PE4	0.717			

Note. Calculations based on the Survey, 2022

Figure 3. *Structural Model*

established. In table 3, all AVE values range from 0.533 to 0.722, proving the convergent validity of the model (Hair et al., 2010).

Discriminant Validity

According to Bagozzi et al. (1991), discriminant validity is the degree to which one concept's indicators differ from those of another. To test discriminant validity, Fornell and Larcker's criteria were used. As long as there is a negative correlation between items within constructs, discriminant validity is assured (Fornell & Larcker, 1981). As shown in Table 4, the diagonal values (square roots of AVEs) are significantly more significant than the correlation coefficients, demonstrating adequate discriminant validity.

Structure Model

The structural model estimates each potential dependency based on path analysis (Bagozzi et al., 1991). Structural equations are used to express the relationships in the proposed structural model.

BI= Behaviour Intention; PE= Perceived Ease of Use; EE= Effort Expectancy; SI= Social Influences; FC= Facilitating Conditioning

The table 4 shows the result of the proposed hypotheses. First, H1 examines whether the performance expectancy has a significant positive influence on behaviour intention for online food delivery services. The

Table 4
Discriminant Validity (Fornell's and Larker Criteria)

Constructs	1	2	3	4	5
1. Behaviour Intention	0.794				
2. Performance Expectancy	0.763	0.844			
3. Effort Expectancy	0.733	0.838	0.794		
4. Social Influence	0.751	0.756	0.792	0.789	
5. Facilitating Condition	0.728	0.668	0.759	0.763	0.730

Note. Calculations based on the Survey, 2022

Table 5
Hypotheses Testing

Hypotheses	Estimate	S.E.	C.R.	P	Label
1. BI <---PEU	0.555	0.07	7.84	***	Significant
2. BI<---EE	0.005	0.04	0.10	0.916	Not significant
3. BI<---SI	0.324	0.05	5.80	***	Significant
4. BI<---FC	0.371	0.04	7.98	***	Significant

Note. Calculations based on the Survey, 2022;

result shows that PE has a significant influence on BI ($\beta = 0.555$, $p < 0.001$). Therefore, H1 was supported. Second, H2 examines whether effort expectancy has a significant influence on behaviour intention to online food delivery services. However, the result shows EE has no significant influence on BI ($\beta = 0.005$, $p > 0.05$). Thus, the H2 was not supported. Third, H3 investigates whether social influences have positive influence on behaviour intention for online food delivery services. The finding shows that SI has a significant influence on BI ($\beta = 0.324$, $p < 0.01$). Therefore, the H3 was supported. Finally, H4 examines whether facilitating condition has a significant positive influence on behaviour intention for online food delivery service. The findings show that FC has a significant influence on BI (β

$= 0.371$, $p < 0.05$). Therefore, H4 was supported. The paper can summarize the econometric model as;

Behavioural Intention (Y) = $\beta_0 + 0.555$ (performance expectancy) + 0.005 (effort expectancy) + 0.324 (social influence) + 0.371 (facilitating conditions)

Discussions

First, the aim of this study was to investigate the influence of performance expectancy on behaviour intention of online food delivery services in Kathmandu valley. Performance expectancy significantly influences behaviour intention in this study. It is consistent with the findings of previous studies (e.g., Terhrani et al., 2014; Venkatesh et al., 2003; Venkatesh et al., 2016). It suggests that consumers who ordered online food would intend to

order it again. The findings of this study are consistent with the UTAUT theoretical framework (e.g., Venkatesh et al., 2003; Venkatesh et al., 2016; Williams et al., 2015).

Second, the intent of the study was to investigate the influence of effort expectancy on behaviour intention of online food delivery services in Kathmandu valley. This study found that effort expectancy has a significant influence on behaviour intention. It is consistent with the findings of previous studies (e.g., Venkatesh et al., 2003; Venkatesh et al., 2011; Yuan et al., 2016). Consumers' ease with online food delivery services might lead to their behavioural intention to order food online. This finding is aligned with the theoretical framework of UTAT (Venkatesh et al., 2003; Venkatesh et al., 2012).

Third, the study examined the influence of social influences on the behaviour intention of online food delivery services in the Kathmandu valley. A significant influence of social influence on behaviour intention was found in this study. It is consistent with the findings of previous studies (e.g., Venkatesh et al., 2003; Venkatesh et al., 2012). The results suggest that people make behavioural choices regarding online food delivery in response to peers' confirmation of those services. It aligns with the assumptions of UTAT theory (Venkatesh et al., 2003; Williams et al., 2015).

Finally, the objective of the research was to examine the influence of facilitating conditions on the behaviour intention

of online food delivery services in Kathmandu Valley. This study found that facilitating conditions have no significant influence on behaviour intention. This implies that facilitating conditions are not required to help customers because the market for online food delivery services in Nepal is new. In addition, consumers are also unfamiliar with the standard of services provided to them online.

CONCLUSION AND IMPLICATIONS

In Nepal, online food ordering is a relatively recent phenomenon, and it has been growing worldwide. As the internet has developed and become more accessible, businesses have been forced to address another consumer need, delivering food to consumers' doorsteps. The consumer landscape must be better understood since e-commerce can affect the economy, businesses, and quality of life. The purpose of this study is to examine factors influencing behaviour intentions toward online food delivery services in the Kathmandu valley. Online food delivery services influence behavioural intentions in several ways such as performance expectancy, social influences, and facilitating conditions. The growing use of online food in Kathmandu valley among graduate students is a sign of the promising field of online shopping in Nepal. Paying attention to behaviour intention is essential for both retailers and customers in this scenario.

Theoretical implication: This study applied UTAT as a theoretical framework for the study of intention of online food

delivery services. It shows that PE, SI and FC have a significant influence on BI. The UTAT theory has been tested in different context and reconfirmed its external validity. This study could provide critical juncture for researcher because EE has no significant influence on BI in food delivery services in Nepali context.

Managerial implication: The study aimed at identifying factors critical to the intention of online food delivery services. E-commerce platforms can be fully realized if we understand the consumer landscape better. Our study provides some useful implications for these platform managers. Performance expectancy, social influence, and facilitating conditions determine behaviour intention. As a result, managers should devise policies allowing users to order and receive all their food together, even if they buy it from multiple vendors. Managers should find creative ways to reduce negative perceptions. By creating an easy rating system to monitor riders' correct use of PPE, these perceived risks may become less relevant.

Additionally, these findings may have intriguing implications for food businesses (e.g. restaurants) and policymakers. It is crucial that food venues, especially takeaways, make the most of OFDs by creating dedicated channels for customer service to enhance OFD operations. By introducing and implementing specific regulations, policymakers and authorities should maintain a high level of service quality. This method can also be used to manage delivery services

by ensuring that products are delivered effectively, quickly, and on time. In addition, this research may be expected to have implications for providing food delivery training to the team. It is also possible to improve delivery channels, vehicles, and address notation in order to improve the delivery of goods. Furthermore, online retailers and vendors can enhance delivery services by training delivery staff, expanding delivery networks, improving the online order-taking procedure with correct addressing notation technology, properly packaging food or products based on their nature.

Direction for the Further Research.

Our study examined online food delivery service behaviour intentions in Kathmandu valley. There is a possibility that the findings may not apply to the entire population. It was not possible to include all factors affecting the intention to use OFD services in the study. Moreover, it lacks diversity in terms of sample size. The Kathmandu valley is the only part of Nepal surveyed, so it does not represent the entire country. The study could be expanded to include other urban areas where OFD services are available. Furthermore, structured questionnaires were used to collect data in this study. To elicit richer responses, future researchers could combine quantitative and qualitative data (personal interview) or use focus groups. Likewise, researchers could examine how consumer behaviour differs among individuals. Individuals behave differently online due to individual differences. Finally, this

study found facilitating conditions as non-significant variable. To increase the generalizability of result, it is recommended to study the framework in different population with specific food delivery service providers.

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Conflict of interest

The authors declared having no conflict of interest in the research work.

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