

Online Food Delivery Services: Making Food Delivery the New Normal

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ABSTRACT

Within the food and beverage industry in Malaysia, there is an emerging new wave, the online food delivery (OFD) service. Not just restricted to the take-away and eating out, online food ordering is the new eating out. The emergence of the online food delivery services could be attributed to the changing nature of urban consumers. Despite the importance and the changing consumer behavior towards OFD services in Malaysia, studies that address the contributing factors towards OFD services among urbanites still remain scant. Hence, the objective of this research is to establish an integrated model that investigate the relationship of several antecedents (perceived ease of use, time saving orientation, convenience motivation and privacy and security) with the behavioral intention towards OFD services among Malaysian urban dwellers. The results revealed positive effect of time saving orientation (TSO), convenience motivation (CM) and privacy and security (PS) towards behavioral intention (BI) of OFD services. The findings provide OFD service providers and scholars with significant insights into what compels urbanites to adopt OFD services.

Keywords: Online food delivery, behavioral intention, perceived ease of use, time saving orientation, convenience motivation, privacy and security

INTRODUCTION

There is a huge food delivery market in Southeast Asia. While the food market is a trillion-dollar business, the delivery market is only a small fraction of this market (Kandasivam, 2017). This presented a big opportunity for future growth. It is projected that by the year 2022, the food delivery business will grow to an annual revenue of USD 956 million, which is one of the fastest growing sectors in the food market (EC Insider, 2018).

Within the food and beverage industry in Malaysia, there is an emerging new wave, the online food delivery (OFD) service. Not just restricted to the take-away and eating out, online food ordering is the new eating out. In Malaysia, there are numerous food delivery companies with many offering online food delivery services. Among the companies are FoodPanda which is the first delivery company that started aggressively in Malaysia. Others in the market are companies such as DeliverEat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam and Shogun2U. Most of these food delivery services are concentrated in the urban cities such as Kuala Lumpur, Klang Valley, Penang and Johor Bahru. This is understandable because unlike other e-commerce services which are easier to

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scale with the reliance on 3PL delivery, food delivery services face the challenge of location and coverage boundary, while at the same time maintaining high customer satisfaction with on-demand delivery. Perhaps this is the reason that there are only few strong players in this industry without anyone being entirely dominant.

The emergence of the online food delivery services could be attributed to the changing nature of urban consumers. These consumers use food delivery services for a variety of reasons but, unsurprisingly, the most common reason seems to be the need for quick and convenient meals during or after a busy work day. The various food delivery services that are readily available take the hassle away from consumers to think about and plan meals, regardless of whether the consumer is preparing the meal himself, going to the restaurant and dining in or going to the restaurant and buying food to bring back to the office or home. Food delivery services have changed consumer behaviour so much, especially urban consumers, that using the OFD services have become normal and routine. More and more people are turning to food delivery in recent years because of the current pace of life as well as the opportunity to discover more restaurants that food delivery offers. For many busy urbanites, OFD services are a convenient option during a busy work day in the city. Many prefer this option of food delivery as this allow them 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 can use OFD services 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 to and fro just to get something to eat. It can be seen that the OFD services provide convenience and time savings for customers as they can purchase food without stepping out from their home or offices. The OFD services are slowly but surely impacting the food and beverage industry because of its potential to grow the business, ensuring higher employee productivity, delivering order accuracy and building important customers database (Moriarty, 2016).

Perhaps another reason for the development of the OFD services is the growth in the usage of smartphones in Malaysia. An increasing number of Malaysian consumers are using their mobile devices to do their online shopping. In 2016, 17.9 million Malaysians accessed the Internet via their mobile phones. By 2020, this figure is expected to reach 21.1 million mobile phone Internet users (Zhang, 2017). The increasing penetration rate of the smartphone has made it more convenient for consumers to shop anywhere and at any time. Retail sales via mobile devices (including smartphones and tablets) accounted for 15% of all online sales in 2016. It is predicted that, by 2020, retail sales via mobile devices will account for 22% of the total value of online sales (Zhang, 2017). The further convenience of accessing OFD services through their smartphones could have motivated consumers to move from the traditional offline food purchase to adopt OFD services as consumers can now get a wide selection of food choices on a single click.

Despite the importance and the changing consumer behaviour towards OFD services in Malaysia, studies that address the contributing factors towards OFD services among urbanites still remain scant in the existing literature. Moreover, research studies pertaining to the online food delivery services are also limited in the Malaysia context. Hence, the objective of this research is to establish an integrated model that investigate the relationship of several antecedents (perceived ease of use, time saving orientation, convenience motivation and privacy and security) with the behavioural intention towards OFD services among Malaysian urban dwellers. By addressing these gaps, this study can provide clearer understanding for OFD service providers and future restaurant owners contemplating OFD services to

comprehend the importance of consumer psychology especially in their behavioural intention to use OFD services.

LITERATURE REVIEW

Behavioural Intention (BI)

Given the growing popularity of OFD services, customers tend to want to know more about the electronic order delivery system and try to use it. This behaviour is called behavioural intention. Behavioural intention refers to an individual's likelihood to act or a customer propensity to subscribe to the system in the future (Brown & Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001). Behavioural intention can also be defined as a kind of purchase intention which can be used to predict customer purchase behaviour. This will affect an individual choice to adopt OFD or not to adopt OFD in the future. According to Yeo et al. (2017), a person's attitude can be highly predictable towards the person's intention to perform. The study pointed out that an individual's action will depend on the criterion of the behaviour which he or she will hold and a positive attitude will subsequently lead to the behaviour to adopt the product or technology. Based on the past research from Olorunniwo et al. (2006) behavioural intention is related to customer experience. The more positive the experience was, the more customers will be willing to adopt OFD. For example, with the satisfaction of online takeaway system, customers who prefer to limit personal interaction with others may have high intention to adopt the online system, especially those customers who have had negative experience with frontline staff or sales personnel (Katawetawarak & Wang, 2011; Collier & Kimes, 2013).

Perceived Ease of Use (PEOU)

PEOU is the degree to which an innovation is perceived to be easy to understand, learn or operate (Rogers, 1962). Similarly, Zeithaml et al. (2002) stated that PEOU is the degree to which an innovation is not difficult to understand or use. Davis (1989) and Davis et al. (1989) reaffirmed that the degree to which the respondents believe that they could use the particular technology with minimum efforts could be considered as PEOU. PEOU according to Consult (2002) is the ability of respondents to experiment with innovative technology and where they could evaluate its benefits easily. It has been recognized as an important element to change the attitude and behavioural intention of consumers and establish the acceptance of technology usage among consumers (Cho & Sagynov, 2015).

The effect of PEOU ultimately will affect consumers' behavioural intention in online environment and has significant positive effect on purchase intentions (Cho & Sagynov, 2015). Chen & Barnes (2007) also discovered that PEOU significantly affect the adaptation intentions of customer. To encourage more people to use a new technology, it is suggested that companies develop systems that are easy to use (Jahangir & Begum, 2008). Study by Chiu and Wang (2008) discovered that PEOU positively affect the continuance intention of customers in the context of Web-based learning. The behavioural intention to use any online services is dependent upon the perception of the potential adopters, which could be favourable or unfavourable. Ramayah and Ignatius (2005) found that customers are unwilling to shop online if the PEOU is hampered by certain barriers such as the long download times of the Internet retailer websites and the poorly designed websites. Thus, it is imperative that the design of OFD websites to be clear and understandable so that it will smoothen customers

experience to make an order easy. Besides, Venkatesh and Davis (2000) reaffirmed that the extent of customers PEOU of the technology will lead to behavioural intention. Based on the discussion above, it can be hypothesized that:

H1: *Perceived ease of use (PEOU) positively influence behavioural intention of online food delivery services.*

Time Saving Orientation (TSO)

Time saving orientation is the most critical factor to influence customers' motivation to use the technology-based self-service (Meuter et al., 2003). When an individual find himself lack of time due to daily activities, such as work and leisure activities, this will lead the person to look for instances where they could save time (Bashir et al 2015; Settle & Alreck, 1991). In recent years due to the hectic lifestyle, many people dislike the effort to look for food and waiting for the food at restaurants. They would prefer that food comes to them without much effort and to be delivered as fast as possible (Yeo et al., 2017). Time saving is one of the major contributory factors that influence behavioural intention of people to purchase online (Khalil, 2014). Shopping online is considered time saving because shoppers do not need to physically leave the current place to purchase something. Based on the research from Sultan and Uddin (2011), time saving has a positive effect on behaviour intention toward online shopping. The researchers found that many people perceived that online shopping takes lesser time as it does not require them to waste time to travel out as compared to traditional offline shopping (where they need to be physically present at the store). Alreck and Settle (2002) reaffirmed that traditional modes of offline shopping is more time consuming than online shopping as customers do not need to travel out to face traffic jam, search for parking and also to queue in line to do payment. In another study, Alreck et al. (2009), found that many consumers wish that they could save more time. Consumers tend to want to save time so that they could complete other urgent matters as soon as possible. Research from Ganapathi (2015), and Zendehdel et al. (2015) have also shown a significantly positive effect of time saving towards behavioural intention to adopt online shopping. Based on the above supporting evidence, it can be postulated that:

H2: *Time saving orientation positively influence behavioural intention of online food delivery services.*

Convenience Motivation (CM)

The rapid urbanization has created a situation where urban dwellers find limited time especially during the weekdays for them to prepare their own meals or even to have their meals in the restaurants. Hence, they tend to consume more fast foods or just skip the meals entirely (Botchway et al., 2015). In order to satisfy the needs of the customers and to increase the business sales, many restaurants started to create new business models by offering OFD services to consumers. In OFD services context, convenience is defined as the perceived time, value and effort required to facilitate the use of OFD system. Research has shown that convenience was seen as an ongoing barrier that affect the future intention (Seiders et al, 2005). This means that the system needs to achieve a certain desired level of convenience before it could encourage future intention. Motivation is also important as it will affect the attitude and willingness of customers. Once the convenience level meets the expectation of customers, they would be motivated to use that system continuously.

Jiang et al. (2011) stated that convenience is one of the principal motivations for users to adopt electronic technology because customers must be convinced of their value before they are willing to use this technology. As companies introduce new electronic ordering and delivery system to the public, the convenience in using it spur customers to use it. Kimes (2011) mentioned that users have the capability to utilize the new, easy and safe electronic technology. Allowing consumers to place order and receive the foods anytime and anywhere, customers would prefer to do online food purchase rather than store purchase. Making online takeaway have many advantages such as the avoidance of poor customer service (Chen & Hung, 2015) and the prevention of in-store traffic (Katawetawaraks & Wang, 2011). Convenience in time and effort are important attributes for consumers to adopt the OFD services (Collier & Kimes, 2013). Convenience-oriented shopper would always take time and effort into consideration (Lim & Cham, 2015; Zhou et al., 2007). They would prefer to shop at home to minimize the time, avoid crowded market and initiate the transaction at anytime and anywhere. Thus, by using the online purchase system, the location is irrelevant to them during purchasing (Chen & Hung, 2015). Thus it can be hypothesized that:

H3: *Convenience motivation positively influence behavioural intention of online food delivery services.*

Privacy and Security (PS)

Belanger et al (2002) defined privacy as the probability to access, copy, use, and destroy personal information of oneself. Example of personal information are name, phone number, mailing address, bank account, email address, password and so on. Due to the many highly publicized news on the breach of personal data by well-known companies, consumers are increasingly feeling insecure on how and where their personal information are used during online transaction (Flavian & Guinaliu, 2006). Security according to Kalakota and Winston (1997) is threat which created potential incidents related to security of payments and storing of information through online transactions. Many customers avoid online purchase due to privacy factors, non-delivery service, credit card fraud, post purchase service and more. Zulkarnain et al. (2015) found that the degree of trust will affect customer's intention to purchase products online. They discovered that privacy and security has become the main concern for online shoppers. To ease people's minds about the issues of privacy and security, many websites have implemented policies to enable customers to verify, audit and certify privacy policies for online transactions (Ranganathan & Ganapathy, 2002).

Generally, privacy and security are positively interrelated (Lichtenstein & Williamson, 2006). The more the privacy and security are assured to the customers in online shopping, the more the level of confidence of customers to shop online (Bashir et al 2015). Privacy and security is also positively related to online purchase behaviour (Miyazaki & Fernandez, 2000). Based on the research from Sultan & Uddin (2011), there is a positive effect between privacy and security and behavioural intention to adopt online shopping. The authors also found that most of the respondents think that trustworthiness is important while shopping online. The lack of trust in companies handling personal information and security prompted many consumers in European Union to avoid making online purchases (Flavián & Guinalú, 2016). Belanger et al (2002) found that over seventy percent of consumers refused to provide information online or to make purchase online due to privacy and security problems. The reason given is that they are worried about the lack of protection of their personal information. Companies that provide verification system in their website will made consumers feel more secure (Belanger et al 2002). Thus, it can be hypothesized that:

H4: *Privacy and security positively influence behavioural intention of online food delivery services.*

RESEARCH METHOD

This study adopted a quantitative approach and used cross-sectional survey for data collection. The unit of analysis is current and potential adopters of OFD services located in the Klang Valley, Malaysia. The data were collected using a self-administered questionnaire survey via Google Docs and direct distribution to respondents located in the Klang Valley. The inclusion of the latter approach was to complement the online survey approach, knowing that the response rate via online survey in Malaysia would be low. The questionnaire was designed using simple and unbiased wording so that the respondents could understand the questions easily. Questions items were adapted from earlier studies with minor modifications. Items that measured behavioural intention (BI) and time saving orientation (TSO) were adopted from Yeo et al (2017), perceived ease of use (PEOU) from Roca et al (2009), convenience motivation (CM) from Kimes (2011) and privacy and security (PS) from Sultan and Uddin (2011) and Bashir et al (2015). All the constructs were measured using a 5-point Likert scale of 1- strongly disagree to 5 - strongly agree.

SmartPLS 3.0 software was used to assess the relationship among the research constructs by performing partial least square (PLS) analysis (Hair et al., 2017) which is a structural equation modeling (SEM) technique that permits concurrent analysis within latent constructs and between measurement items. PLS-SEM was believed to be an appropriate data analysis technique as (i) this study intends to investigate the predictive association between independent and dependent variables, and (ii) new measures and structural paths were added into the conceptual model based on previous literature.

RESULTS

Respondents' Profile

A total sample of 302 respondents were collected. As shown on Table 1, most of the respondents were female with 57.62% while male respondents were 42.38%. Most of the respondents were between the age of 18 to 25 which recorded at 59.27%. In terms of ethnicity, the majority were Malaysian Chinese with 81.45.4%, followed by Malays, 9.27.1% and Indian, 7.62%. There were 44.70% who used the Internet between 6 to 12 hours per day, followed by 40.07% (less than 5 hours per day), 12.25% (between 13 to 18 hours per day) and 2.98% (19 hours and above).

Table 1: Respondent's Profile

Profile	Sample (N = 302)	Percentage
Gender		
Male	128	42.38
Female	174	57.62
Age Group		
17 and below	26	8.61
18 – 25	179	59.27

26 – 33	38	12.58
34 – 41	14	4.64
42 – 49	13	4.30
50 and above	32	10.60
Ethnicity		
Malays	28	9.27
Chinese	246	81.45
Indian	23	7.62
Others	5	1.66
Internet usage per day		
Less than 5 hours	121	40.07
6 – 12 hours	135	44.70
13 – 18 hours	37	12.25
19 hours and above	9	2.98

Measurement Model Analysis

The measurement model analysis consists of two types of validity, namely convergent validity, and discriminant validity. The assessment of convergent analysis is ascertained by examining the loadings, average variance extracted (AVE) and also the composite reliability (Gholami et al, 2013). The loadings were all higher than 0.50, the composite reliabilities were all above 0.70 and the AVE of all constructs were also higher than 0.50 as suggested in the literature and exhibited in Table 2. Indicator item PS3 were removed in the scale refinement process.

Table 2: Measurement Model

	Items	Loadings ^a	AVE ^b	CR ^c	Rho_A ^d
Perceived Ease of Use (PEOU)	PEU1	0.916	0.838	0.940	0.905
	PEU2	0.927			
	PEU3	0.903			
Time Saving Orientation (TSO)	TSO1	0.924	0.809	0.927	0.883
	TSO2	0.904			
	TSO3	0.870			
Convenience Motivation (CM)	CM1	0.865	0.679	0.892	0.836
	CM2	0.905			
	CM3	0.888			
	CM4	0.601			
Privacy & Security (PS)	PS1	0.871	0.727	0.889	0.824
	PS2	0.880			
	PS4	0.806			
Behavioural Intention (BI)	BI1	0.906	0.816	0.930	0.895
	BI2	0.924			
	BI3	0.880			

Items removed: indicator items are below 0.5: - PS3

- a. All Item Loadings > 0.5 indicates indicator Reliability (Hulland, 1999, p. 198)
- b. All Average Variance Extracted (AVE) > 0.5 as indicates Convergent reliability (Bagozzi & Yi (1988), Fornell and Larcker (1981))
- c. All Composite reliability (CR) > 0.7 indicates internal consistency (Gefen et al, 2000)
- d. All Cronbach's alpha > 0.7 indicates indicator Reliability (Nunnally, 1978)

Discriminant validity identifies the degree to which items differentiate among constructs or measure distinct concepts. This was ascertained by examining the indicators item cross loading (Table 3), the Fornell and Larcker (1981) criterion (Table 4) and the HTMT method (Table 5). Table 3 showed that all loadings were higher than the total cross-loadings, which indicated the discriminant validity. Subsequent analysis was conducted following the Fornell and Larcker (1981) criterion by comparing the correlations between constructs and the square root of the average variance extracted for that construct. The results of discriminant validity based on Fornell and Larcker (1981) criterion was shown in Table 4. The results indicated that all the values on the diagonals were greater than the corresponding row and column values indicating the measures were discriminant. Subsequently, Henseler, Ringle, and Sarstedt (2015) uncovered that the Fornell and Larcker (1981) criterion do not reliably detect the lack of discriminant validity in common research situations. They proposed using the multitrait-multimethod matrix, to assess discriminant validity: the heterotrait-monotrait ratio of correlations (HTMT). As such, HTMT method was adopted to test the discriminant validity and the results were shown in Table 5. If the HTMT value is greater than HTMT0.85 value of 0.85 (Kline, 2011), or HTMT0.90 value of 0.90 (Gold et al, 2001) it will indicate a problem of discriminant validity. Table 4 showed that all the values passed the HTMT0.90 and also the HTMT0.85, hence discriminant validity was ascertained in the measurement model.

Table 3: Indicator Item Cross Loading

	BI	CM	PEU	PS	TSO
BI1	0.906	0.508	0.438	0.353	0.538
BI2	0.924	0.481	0.390	0.294	0.476
BI3	0.88	0.442	0.305	0.308	0.438
CM1	0.398	0.865	0.483	0.347	0.452
CM2	0.458	0.905	0.49	0.318	0.447
CM3	0.450	0.888	0.474	0.297	0.401
CM4	0.421	0.601	0.155	0.236	0.421
PEU1	0.408	0.433	0.916	0.348	0.452
PEU2	0.370	0.428	0.927	0.364	0.404
PEU3	0.379	0.492	0.903	0.368	0.417
PS1	0.246	0.289	0.335	0.871	0.184
PS2	0.289	0.262	0.338	0.88	0.203
PS4	0.348	0.366	0.328	0.806	0.303
TSO1	0.506	0.444	0.413	0.229	0.924
TSO2	0.468	0.475	0.413	0.219	0.904
TSO3	0.480	0.502	0.428	0.306	0.870

Table 4: Discriminant Validity (Fornell and Larker Criterion)

	BI	CM	PEU	PS	TSO
BI	0.904				
CM	0.530	0.824			
PEU	0.422	0.492	0.915		
PS	0.354	0.366	0.393	0.853	
TSO	0.539	0.526	0.465	0.279	0.899

Note: The diagonal are the square root of the AVE of the latent variables and indicates the highest in any column or row

Table 5: Discriminant Validity (HTMT)

	BI	CM	PEU	PS	TSO
BI					
CM	0.614				
PEU	0.465	0.567			
PS	0.403	0.436	0.455		
TSO	0.606	0.617	0.52	0.318	

Structural Model Analysis

In view of the measurement model assessment provides satisfactory quality, we moved on to the second step of PLS-SEM analysis which was the structural model assessment. Prior to structural model analysis, the constructs were checked for potential collinearity issues. Sarstedt, Ringle and Hair (2017) proposed that Variance Inflated Factor (VIF) values 5 are indicative of collinearity among the predictor constructs. The VIF values of constructs were shown in Table 5, with all values below 2.0. This showed that all the constructs did not suffer from collinearity issues.

Table 5: Checking of Collinearity Issues

Construct	VIF
Perceived Ease of Use (PEOU)	1.520
Time Saving Orientation (TSO)	1.500
Convenience Motivation (CM)	1.605
Privacy & Security (PS)	1.242

Upon checking the potential collinearity issues, we begin to focus on the predictive capabilities of the model through structural model analysis. Figure 1 showed the bootstrapping direct effect result. According to Sang, Lee and Lee (2010), structural model denotes the causal relationships among the constructs in the model that includes the estimates of the path coefficients and the R^2 value, which determine the predictive power of the model tested. Hair et al. (2017) advised looking at the R^2 , beta (β) and the corresponding t-values via a bootstrapping procedure with a resample of 5,000. Additionally, they also recommended researchers to report the predictive relevance (Q^2) as well as the effect sizes (f^2). Table 6 reported all the direct relationship for hypotheses testing. TSO ($\beta = 0.316$, t value >1.96 , p value < 0.05), CM ($\beta = 0.274$, t value >1.96 , p value < 0.05) and PS ($\beta = 0.130$, t value >1.96 ,

p value < 0.05) affected BI positively. Thus, H2, H3 and H4 were supported. However, there was no effect of PEOU on BI with t value less than 1.96 and p value higher than 0.05. Therefore, H1 was not supported.

Figure 1: Hypothesis testing: Bootstrapping Direct Effect Result

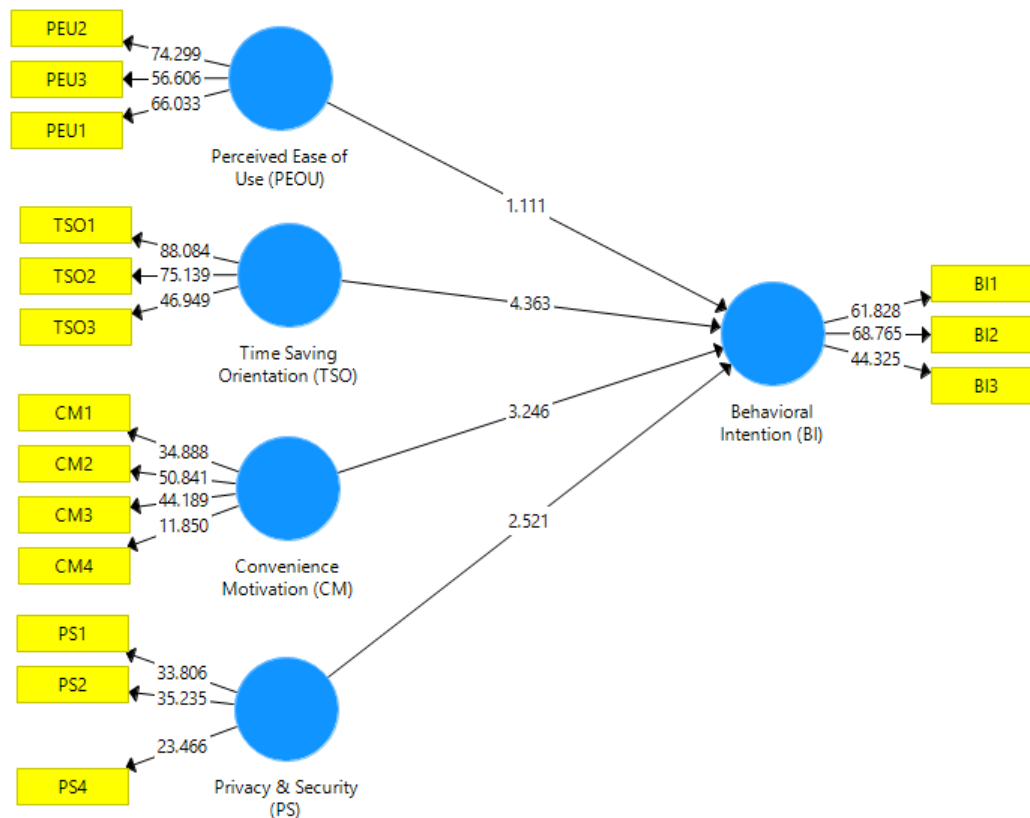


Table 6: Direct Relationship for Hypothesis Testing

Relationship	Std Beta	Std Error	t-value	Decision	R ²	Q ²	f ²
H1 PEU -> BI	0.091	0.081	1.104	Not supported	0.447	0.000000	0.008319
H2 TSO -> BI	0.316	0.071	4.499	Supported		0.073864	0.113145
H3 CM -> BI	0.274	0.084	3.231	Supported		0.044034	0.073211
H4 PS -> BI	0.130	0.053	2.474	Supported		0.012784	0.021631

Importance Performance Matrix Analysis (IPMA)

This study also conducted a post-hoc importance–performance matrix analysis (IPMA) using behavioral intention as the target construct. The IPMA builds on the PLS estimates of the structural model relationships (importance of each latent variable) and includes an additional dimension to the analysis that considers the latent variables' average values (performance) (Hair et al. 2017). The importance scores were derived from the total effects of the estimated relationships in the structural model for explaining the variance of the endogenous target construct. On the other hand, the computation of the performance scores or index values were

carried out by rescaling the latent variables scores to range from 0 (lowest performance) to 100 (highest performance). The findings, as noted in Figure 2 and Table 7 revealed that CM, PEU and TSO were very important BI elements. Besides, the three constructs also showed good performance influencing the BI. In the context of importance, TSO and CM had the greatest influence.

Figure 2: Importance-performance matrix analysis (IPMA) for behavioral intention

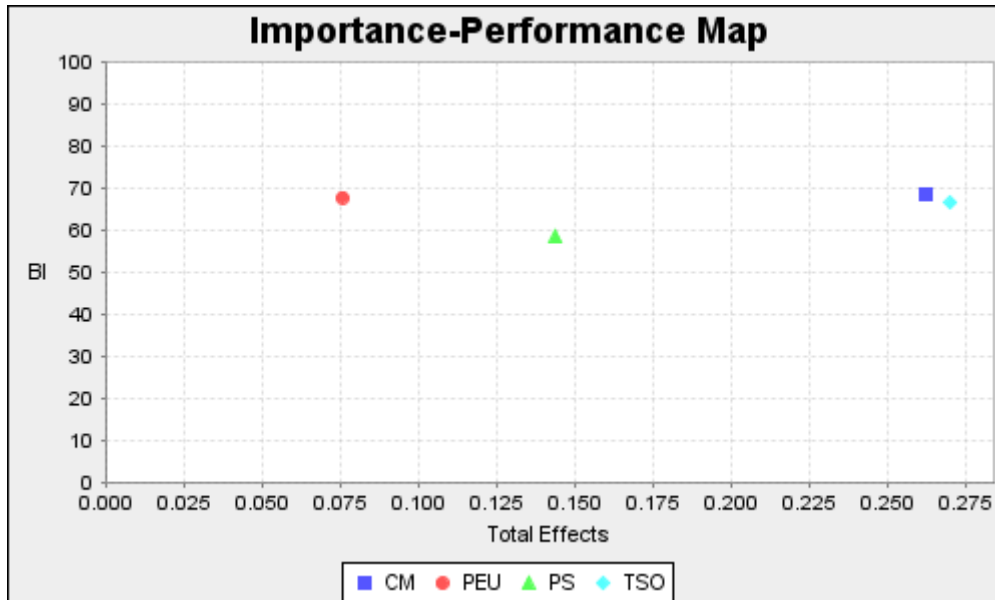


Table 7: Total Effect and Performance for Behavioral Intention

Construct	Importance (Total Effect)	Performance
Convenience Motivation (CM)	0.262	68.448
Perceived Ease of Use (PEU)	0.076	67.825
Privacy and Security (PS)	0.144	58.542
Time Saving Orientation (TSO)	0.270	66.556

DISCUSSIONS

The result on Table 6 showed that PEOU was not a significant contributor towards BI. Most of the online users would most probably be very familiar with surfing and had much browsing experience. They would be more likely to be able to apply the website without encountering much difficulty. TSO was found to be significant. According to Sultan and Uddin (2011), they mentioned that OFD will save consumer time to find a place for food and the time to wait in restaurant, which means consumers will prefer to use OFD service because it will save them time. Yeo et al. (2017) also state that customers can search for information on different types of food and to compare the food prices at anytime and anywhere by the OFD services. Thus, time saving factor would be an important element in motivating customers to use the OFD services (Sultan & Uddin, 2011). OFD service providers need to ensure a reasonable lead time of the food reaching their customer, and the lead time should be lesser than when consumers take the alternative ways.

The finding also found significant positive effect of convenience motivation. This seems to be aligned with past studies (Cho and Sagynov, 2015; Jiang et al., 2011). This showed that users were somehow convinced that convenience was one of the motivating factors to adopt OFD services. OFD website that could provide clear guideline on what and how the users should do and adopt the electronic ordering and delivery system may convince the consumers to conduct the OFD services because it could achieve a desired level of convenience. Once the convenience level of using the OFD services meet the expectation of customers, they would be motivated to use the service continuously. Urban dwellers in the Klang Valley would probably place convenience associated with the OFD services as one of the top priorities as many might find it inconvenience for them to prepare food on their own and limitations in cooking space due to them not allowed to cook in their place of stay. Rather than step out and having a meal in restaurants in which they might face certain inconveniences such as finding parking, walking distance, restaurant full house etc, consumers might prefer to prefer place order through OFD and then wait for the food come to the door step.

Privacy and security was also found to affect BI positively. Bashir et al. (2015) pointed out that privacy and security had become the main concern for customers in online purchase. The higher the level of confidence customers placed in the particular OFD website, the higher will be the behavioural intention to adopt these services. Zulkarnain et al. (2015) also stated that the high degree of trust may increase customers' intention to purchasing online. To ease consumers' minds about the issues of privacy and security, OFD websites may need to implement policies to enable customers to verify, audit and certify their information to enhance the degree of trust. In the era where high profile cases of data security breach were reported in the news daily, it will be crucial for OFD service providers to strengthen their customers data security to ensure the high level of confidence and trust placed on them.

FUTURE RESEARCH DIRECTIONS

In terms of limitations, the study could not include all possible factors that might affect the OFD services behavioural intention. In addition, it also lacks diversity in terms of the sample used. The survey concentrates on the urban area (focusing only in the Klang valley), and this does not represent the whole of Malaysia. Future researcher could perhaps include other urban areas where OFD services are available. Moreover, the study also relied on structured interviews only as the single survey administration procedure. Hence, future researchers could use other data collection strategies such as using focus groups discussion or combining both the quantitative as well as the qualitative (personal interview) to solicit richer response.

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