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**EFFECT OF DEMOGRAPHIC FACTORS ON BEHAVIORAL INTENTION FOR  
ADOPTION OF ONLINE FOOD DELIVERY SERVICES**

**Ms. Peenal Sankhla and Dr. Jitesh Parmar**

**Abstract:**

In this technological world, people want to access everything on the tap of a finger. Considering this as an opportunity, the food aggregator has come with different platforms like Zomato, Swiggy, Uber Eats and Food Panda to deliver the food at the doorstep of consumer with ease and convenience. This study analyses Unified Theory of Acceptance and Use of Technology<sup>2</sup> to determine the adoption for online food delivery services. The aim of the study is to identify the significance difference of demographic variables on adoption of online food delivery services. 200 respondents surveyed who had ordered the food via online food delivery applications. The Kruskal Wallis test and Mann-Whitney test was applied. The implications of the findings would be helpful to academicians and marketer.

**Key words:** Consumer Adoption, UTAUT<sup>2</sup>, Online Food Delivery Services

**I. INTRODUCTION:**

Due to the technological advancement, the Indian market is changing quickly, making the internet everlasting avenue for business. The Indian customers are taking a u turn towards e-wallet, e-commerce and entertainment considering its utility and importance creating the growth opportunity for online market and future prospects.

Online food delivery services, or OFD services, have grown to be a crucial component of the food technology sector over time. From food processing and manufacturing technology, it has developed into a market for online meal ordering and delivery services.

Restaurants have historically used a variety of delivery methods to distribute their meals, most commonly the traditional takeaway model. There were numerous limitations, such as travel, wasted time, limited options, and no offers. However, the mobile aggregator model serves as a platform for restaurants to offer food for sale and customer delivery. The OFD market offers convenience at

every point of contact for customers. Given the busy lifestyles of millennials, they are giving it careful thought.

## **II. REVIEW OF LITERATURE:**

### ***Reviews on online food delivery:***

According to (Krishna kumari, 2019), online food ordering services enables customers to order food online with simplicity and convenience without wasting time in restaurant and getting food deliver to doorstep via making a payment through debit or credit card.

Development in internet and technology has enabled food retailers to avail online existence to serve the customers via online platform (Nguyen et al., 2019; Wang & Somogyi, 2018). Dependency of technology has motivated consumers to order cooked meals online to their doorstep for its convenience and time benefits (Das, 2018; Rathore & Chaudhary, 2018). As per the views of (Anib et al., 2019), the online food delivery services is successful as it bridges the gap between restaurant and customers. The taste and quality of food is main factors affecting certain group of customers over restaurant's ambience and good services which has triggered the growth of online food delivery services (Gawande et al., 2019).

Restaurants are providing online food services through their online or mobile site as a food aggregator, via text messages or through Facebook to boom the business (Gunden et al., 2020; Kimes, 2011). (Israel & Velu, 2019) found that governmental policies and programs to evolve digital market have encouraged online marketer and thus online food shopping. Mobile applications no more just meant for playing games, chatting but also for getting the desired services on just one click (Elango et al., 2019).

### ***Reviews on constructs of UTAUT2 model:***

#### ***Performance expectance (PE):***

The positive influence between PE and behavioral intention towards short distance delivery apps was found in the study of (Kecerdasan & Ikep, n.d.). Performance Expectancy positively influences behavioral intention to use ICT for learning by students (Technology, 2014). For the m-learning, (Chao, 2019; Thomas et al., 2013) found that PE had significantly positive effect on behavioral intention to use m-learning. PE was found as second most significant factor

affecting BI towards mobile banking (Sarfaraz, 2017; Tarhini et al., 2016). For the m-commerce, (Verkijika, 2018) came to know that there is a significant association between performance expectancy and behavioral intention to adopt m-commerce.

Yee (2015) examined factors affecting mobile e-book adoption among Malaysian students wherein; he found that PE was found to have a positive influence on BI. Segura and Thiesse (2015) examined factors affecting pervasive information system (PIS) (such as Google Glass) adoption among German consumers wherein; they found that PE was found to have a positive influence on BI. Faria et al (2014) explored factors that affect mobile internet adoption among Brazilian smartphone users wherein; they concluded that PE was found to have a positive impact on BI.

#### ***Effort expectancy (EE):***

Effort expectancy is one of the major determinants in mobile technology adoption studies and was found to have positive influence on BI (Hew et al., 2015; Segura and Thiesse, 2015; Faria et al. 2014; Kit, 2014 ; Raman and Don, 2013; Unyolo, 2013; Chong, 2013 ; Venkatesh et al., 2012 ; Park et al., 2007). Hew et al (2015) investigated mobile app adoption among Malaysian users wherein; they found that EE was found to have a significant positive impact on BI. Kim et al (2014) examined the factors that affect mobile app adoption among 257 USA smartphone users wherein they found PEOU as an important factor.

Segura and Thiesse (2015) examined factors affecting pervasive information system (PIS) (such as Google Glass) adoption among German consumers wherein; they found that EE was found to have a significant positive impact on BI. Faria et al (2014) explored factors that affect mobile internet adoption among Brazilian smartphone users wherein; they found that EE was found to have a significant positive impact on BI. Kit (2014) examined the influence of UTAUT2 constructs on m-app adoption among Malaysian mobile users wherein he found EE to have a significant positive impact on BI.

#### ***Social Influence (SI):***

Social influence is one of the major determinants in mobile technology adoption studies and was found to have positive influence on BI (Alwahaishi and Snásel, 2013 ; Yang, 2013; Raman and Don, 2013; Yang and Forney, 2013; Chong, 2013;

Venkatesh et al., 2012; Yang, 2010; Park et al., 2007; Carlsson et al., 2006). Yee (2015) in his thesis examined factors that affect mobile e-book adoption among 260 Malaysian university students using UTAUT2 model wherein he found SI to have no significant impact on BI.

Hew et al (2015) examined determinants of m-app usage among 288 Malaysian consumers using UTAUT2 model wherein SI was found to have no significant impact on BI. Hsiao et al (2016) examined the factors that affect continuance intention to adopt social apps among 378 Taiwanese mobile users wherein they found SI as important factors.

***Facilitating Condition (FC):***

Faqih and Jaradat (2015) explored factors that affect MCA using TAM3 model among Jordanian consumers wherein they found PEC to have a significant positive effect on PEOU, which in turn has a positive influence towards INT. Yee (2015) in his thesis examined factors that affect mobile e-book adoption among 260 university students of Malaysia using UTAUT2 model wherein he found FC to have no significant impact on BI. Hew et al (2015) examined determinants of m-app usage among Malaysian consumers using UTAUT2 model wherein FC was found to have a significant positive impact on BI.

Mishra (2014) examined factors that affect acceptance of MCA using TPB approach wherein he found PBC to have a significant positive impact on INT. Kit (2014) examined the influence of UTAUT2 constructs on m-app adoption among Malaysian students wherein he found FC to have no major impact on BI.

***Hedonic Motivation***

The only included construct which do have impact on significant impact on behavioral intention for adoption of lifestyle and therapy mobile health apps of was hedonic motivation as per the study of (Schomakers et al., 2022). Hedonic motivation found lacking suitability for the customer of internet banking as it is more relevant to the product where looks matter for the customer (Thilina & Bandara, 2021).As per the study of (Gharaibeh et al., 2018), hedonic motivation found as having non-significant impact on intention to use mobile banking services. Hedonic motivation found as one of the important determinant to influence the user behavior of customer (Zahra et al., 2019). In the study of (Ferreira Barbosa et al., 2022), hedonic motivation is confirmed to be one of the

predicting variable creating impact on intention to use fitness apps. As per (Hidayah & Putri, 2021), hedonic motivation for Shopee app for shopping online has found not having a positive effect on intention to use it in future.

### ***Price Value***

Price value is one of the construct which create the positive influence on usage behavior and jointly moderate the relation between age and experience and behavioral intention (Zahra et al., 2019). Price value being one of the construct was eliminated by (Ferreira Barbosa et al., 2022) in their study of fitness app due to providing access of app without charging price. Price remain the important construct for the customer using Shopee app for online shopping in the study of (Hidayah & Putri, 2021). Price value remain the positive influencer for the under graduate students of Shri lanka for the adoption of internet banking (Thilina & Bandara, 2021).

### ***Habit***

Habit of individual influence the intention to use lifestyle apps but not the therapy app (Schomakers et al., 2022). In Arab countries, the habit is found as profound construct which influence the behavior of smart phone users (Zahra et al., 2019). Performance expectancy along with habit found to have strongest relationship with behavior intention (Ferreira Barbosa et al., 2022). Habit is found as having a positive effect on intention to use the Shopee app while shopping online and found positively impacting variable for Shri Lankan undergraduate students for the usage of internet banking.(Hidayah & Putri, 2021; Thilina & Bandara, 2021).

## **III. RESEARCH METHODOLOGY**

For this research, the researcher has used descriptive research design as the aim of the study was to identify the effect of demographic variables on factors affecting consumer adoption for online food delivery services. For the study, 200 samples were collected from users of online food delivery apps. The samples were collected from Surat city. To collect the data, non-probability convenient sampling method was used.

#### **IV. DATA ANALYSIS:**

For data analysis, SPSS 27 was used. Data were not found normal after applying normality test. To find out the effect of gender and marital status on factors affecting consumer adoption for OFD services, the Mann-Whitney U test was used. For other demographic variables (Occupation and Income), the Krushkal-Wallis test was used.

To test the hypothesis, the null-hypothesis was developed as below:

- a)  $H_0$ : There is no significant difference in the Behavioral Intention for online food delivery services with the Gender of the respondent.
- b)  $H_0$ : There is no significant difference in the Behavioral Intention for online food delivery services with the Marital Status of the respondent.
- c)  $H_0$ : There is no significant difference in the Behavioral Intention for online food delivery services with the Income of the respondent.
- d)  $H_0$ : There is no significant difference in the Behavioral Intention for online food delivery services with the Occupation of the respondent.

<Table 1>

<Table 2>

From the table 1 and 2, it can be said that for gender and marital status, the p-value is greater than the significant level 0.05, thus researcher fail to reject the null hypothesis. So it can be interpreted that there is a difference in the distribution of behavioral intention between male and female and those with single and married respondents.

<Table 3>

<Table 4>

The table 3 and 4 is a witness of result that for the income, the p-values is greater than 0.05 and thus the null hypothesis is rejected. So it can be said that there is significant difference of behavioural intention with the different category of income of users. It means that if the respondents are having higher level of income, they may tend to order food more frequently than those who have less income. For occupation, the p-value is less than 0.05, it indicate that there is no significant difference found between behavioural intentions with user's occupation.

## V. CONCLUSION

The demographic factors do have influence on behavioural intention on adoption of online food delivery services. Here, the gender, marital status, income and occupation were taken to identify the effect of it on behavioural intention of adoption of online food delivery services. There is no significant difference found in behavioural intention of male and female and married and single respondents. For income, there is a significant difference found between income of respondents and behavioural intention towards adoption of online food delivery services. It is an important insight for the marketer to target the audience about their promotional deals and helps them to find the appropriate strategy for each different category of users. As per the study, there is no such effect found between occupation and behavioural intention but this may not be generalize on whole audience as the essence of each category of users are different that's why further more evidence required to generalize it.

### *Implication of findings*

This study provides the important insight to marketer related to strategy framing for online food delivery services. The study indicates that there is a significant difference of income level of users of online food delivery app, marketer can introduce different types of schemes, discounts, offers to attract customers having price sensitivity due to less income. Another findings of the study indicates that young generation tends to order food more frequently than other age group thereby they can be targeted with suitable attractive promotional strategies that can continuously influence the behaviour towards frequent usage of online food delivery services in future.

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**List of Table**

**Table 1:** Mean Rank score of Behavioural Intention for online food delivery services and Gender and Marital Status

		N	Mean Score	Sum of Ranks
Gender	Male	111	101.84	11237.50
	Female	89	99.58	8862.50
	Total	200		
Marital Status	Single	116	100	11600.50
	Married	84	101.18	8499.50
	Total	200		

**Table 2** Mann Whitney Test Statistics (Grouping Variable: Gender and Marital Status)

		BI (Behavioral Intention)
Gender	Mann Whitney U	4857.500
	Wilcoxon W	8862.500
	Z	-.206
	p-value	.837
Marital Status	Mann Whitney U	4814.500
	Wilcoxon W	11600.500
	Z	-.145
	p-value	.884

**Table 3** Mean Rank score of Behavioral Intention for online food delivery services and Income and Occupation


		N	Mean Rank
Income	Less than ₹100000	30	107.97
	₹100001-₹200000	44	93.68
	₹200001-₹300000	33	101.24
	₹300001-₹400000	54	101.31
	₹400001-₹500000	35	101.86
	₹500001 & above	4	90.63
	Total	200	

		N	Mean Rank
Occupation	Student	47	103.23
	Farmer	9	87.94
	Business Owner	37	95.32
	Home Maker	40	88.39
	Private/Government Employee	34	111.74
	Professional	20	133.23
	Retired	13	71.58
	Total	200	

**Table 4 Kruskal Wallis Test Statistics**

		Behavioural Intention	Null Hypothesis
Income	Kruskal-Wallis H	1.315	Rejected
	Df	5	
	Asymp. Sig.	0.933	
Occupation	Kruskal-Wallis H	14.068	Accepted
	Df	6	
	Asymp. Sig.	0.029	

**Authors Profile**

<p><b>Ms. Peenal Sankhla</b> (MBA, BBA) is working as an Assistant Professor having 7 years of experience in management field. She has attended more than 11 workshop seminar and conferences at national and international level. She has published 6 research paper in national and international journal. Currently she is pursuing Ph d. from Uka Tarsadia University</p>	
<p><b>Dr. Jitesh Parmar</b> (Ph.D., PGDRM, MBA, BE) has total twenty-one years of Post Graduate teaching experience. He has attended many programs for his academic development across different states of India. He has presented many research papers in repute conferences. His research work has been published in many National and International Level Journals. One of his paper won the second prize at “National Conference on Marketing of Financial Services”, Pune. Currently he is managing Uka Tarsadia University Examination function.</p>	