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**The Shift to Digital: Kapampangans' Behavioral Intention to Use Online Food Delivery Service during the COVID-19 Pandemic**

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**Abstract**

*The continuous development of the internet has fostered a more convenient way for businesses to transact with customers. The utilization of online food delivery services (OFDS) has been prominent due to the outbreak of the covid-19 virus. Hence, the purpose of the study was to describe and explore the effects of online food delivery, namely privacy security (PS), perceived usefulness (PU), perceived ease of use (PEOU), perceived enjoyment (PE), and time-saving orientation (TSO), and as well as the respondents' behavioral intention (BI) to use the technology. The data was gathered among 146 respondents in Pampanga, and a quantitative approach was used to test the hypotheses. Furthermore, in analyzing the data, the following statistical tools were utilized (1) Frequency, (2) Mean, (3) Shapiro-Wilk Test, (4) Multiple Linear Regression, and (5) Correlation Coefficient Spearman Rho. In line with this, the statistical tools were calculated using statistical software, Jamovi. The study's findings revealed that Kapampangan shoppers perceive OFDS as secure, highly advantageous, easy, enjoyable, time-saving, and convenient. However, it was observed that among the six constructs (PU, PEOU,*

*PE, TSO, and CM), perceived ease of use and convenience motivation significantly affected the behavioral intention of Kapampangans. With this in mind, the research can aid marketers and food service providers in assessing and enhancing their services and marketing campaigns based on ease of use and convenience when using OFDS. Similarly, the research has also recommended new features, like adding an option to order from different shops with one transaction, that can further improve the convenience and ease of use of OFDS applications.*

**Keywords:** *privacy security, perceived usefulness, perceived ease of use, perceived enjoyment, time-saving orientation, behavioral intention.*

## **Introduction**

The pandemic quarantine imposed by the Covid-19 pandemic forces the public to interact through electronic media and has prompted various Filipino-owned businesses and industries to consider high-quality online platforms to market their products. Citizens across the country are increasingly turning to online ordering and other low-effort, low-cost purchasing options. Ordering food from restaurants has played a significant role in the changing trends and customer demands, evolving from phone-based to online ordering (Perumal et al., 2021). Due to limited mobility and government protocols, online food delivery services are one of the main ways for the community to interact and acquire food and beverages from various restaurants during the quarantine (Rassat et al., 2022). Operators of food delivery platforms have developed a new technology for food delivery where consumers can connect with various food providers using a mobile application (Chen et al., 2020).

According to statistics (2022), online food delivery generated approximately 305 million US dollars in revenue in the Philippines in 2021. There were 2.9 million platform-to-consumer

food delivery users and 9.3 million restaurant-to-consumer delivery users. Some of the Philippines' most popular online food delivery services are Foodpanda, Pickaroo, Jollibee, and Mc delivery. (2021, Asia eCommerce). Due to the high demand for OFDS, many businesses have partnered with a third party to improve their online presence. Hence, it is evident that there is a great opportunity for OFDS. Thus, businesses must acknowledge and understand the factors influencing people's behavior and purchase intention when purchasing online food delivery services.

However, it was determined that research studies are absent about utilizing online food delivery services (Chai & Yat, 2019). Thus, this research aims to address the gap by conducting a study that will investigate the effects, and significant influence of privacy and security (PS), perceived usefulness (PU), perceived ease to use (PEOU), perceived enjoyment (PE), time-saving orientation (TSO), and convenience motivation (CM) on the behavioral intention of Kapampangan consumers towards online food delivery service. Moreover, most of the research related to OFDS was conducted in different countries with different cultures and traditions. Hence, the findings of this study provide a Filipino perspective of OFDS, which may help provide a more accurate understanding of Filipino purchasing behavior which can guide online food delivery service providers when crafting business approaches and strategies. Thus, having a clearer outlook on which areas should be focused on or are in dire need of improvement. Lastly, the present study can aid restaurants and businesses in assessing whether or not to utilize this technology.

### **Review of Related Literature**

Technology has played a crucial role in changing the food delivery industry, and it has led to changes in consumer expectations by motivating them to do everything online, including

having prepared meals delivered to their home. Online Food Deliveries services are internet-based services that allow customers to order food and deliver it to their door (Ray et al., 2019). With the help of smartphones and the internet, online food delivery has become the new way of having food delivered. (Chai & Yat, 2019). The popularity of online food ordering and delivery services is gradually increasing, as are consumer expectations. (Das, 2018). Restaurants should engage third-party online delivery providers (ODPs) during this difficult time to recover for sales lost during the lockdown and public concerns about dining during the pandemic. ODPs act as a middleman between customers and restaurants, coordinating delivery operations and giving substantial advantages to restaurants (Rivera, 2019).

Moreover, the academe, marketing managers, and even retail industries are constantly working to improve online food delivery services to lower costs while increasing the number of users (Prasetyo et al., 2021). Food delivery apps and platforms have transformed how food sellers and consumers interact. Food delivery apps are online-to-offline mobile services that allow for convenient and effective online ordering and offline delivery of products and services (Muangmee et al., 2021). Furthermore, instead of hiring drivers, restaurants can now sign up for external food-delivery services through online platforms (Furunes & Mkono, 2019) or applications such as Foodpanda, Grab Food, Toktok, and the like. Furthermore, customers prefer to use online services because of the convenience, speed, and accuracy of the ordering process. Since restaurant managers' primary goals are to generate more revenue and reduce errors in the order process, implementing an online food delivery service can improve service efficiency while expanding its reach in the market. The benefits of online food delivery became evident during the global COVID-19 outbreak in 2020, as it facilitated customer access to prepared meals while allowing food providers to continue operating. To survive and progress after the

pandemic, ODPs and restaurants employ various coping tactics, including discounts, to encourage customers to keep purchasing during this challenging period (Cai & Leung, 2020). Many customers stated that using OFD is essential, as it can save time and is convenient (Burns, 2021).

A study by Yeo, Goh, & Razaeei (2017) has also tackled determiners like hedonic motivation, prior purchase experience, time-saving orientation, and price-saving orientation to identify the variables that affect consumer behavioral intention regarding the use of online food delivery services. Similarly, a study by Chai & Yat (2019) entitled "Online Food Delivery Services: Making Food Delivery the New Normal" aims to investigate the relationship and effects of Privacy and Security (PS), Perceived Ease of Use (PEOU), Time Saving Orientation (TSO), and Convenience Motivation (CM) to the Behavioral Intention (BI) of Malaysian urban dwellers.

### **Privacy**

Privacy can be described as protecting an individual's personal information and data. For the current study, the researchers defined privacy as the degree to which OFDS is considered secure and trustworthy. Due to numerous high-profile stories regarding security breaches experienced by well-known companies, consumers are increasingly concerned with how their personal information is utilized during an online transaction (Belanger et al. 2002).

### **Perceived Ease of Use**

Perceived ease of use (PEOU) is the degree to which an individual believes that using and adopting new technology requires minimal physical and mental effort (Davis, 1989). In the context of the present study, PEOU is defined as the likeliness of Kapampangans to use OFDS based on the ease of navigating and operating a particular food delivery application.

Furthermore, this factor is considered utilitarian since it emphasizes a consumer's likeliness to use technology based on its function and practicality. In line with this, numerous studies have confirmed that PEOU significantly influences consumers' behavioral intention to use.

### **Time-saving Orientation**

In the present study, time-saving orientation is interpreted as the Kapampangans' perception of OFDS in terms of saving time. Time-saving is considered one of the most critical factors influencing online shopping customers (Sultan and Uddin, 2011). With how fast-paced the world is, people are now more conscious of how efficiently their time is being used. Subsequently, many people perceive going out and waiting in a restaurant for food as inconvenient and time-consuming (Yeo et al., 2017).

### **Convenience Motivation**

Convenience is defined as a quality or circumstance that makes something simple for someone by reducing the amount of work required to complete a task. Concerning the present study, convenience motivation is seen as the convenience offered by OFDS to Kapampangans during the Covid-19 pandemic. Convenience is perceived as one of people's key motivators when it comes to food choices, as it can reduce consumers' effort, especially when utilizing food deliveries (Marquis, 2005). The desire for convenience is a consumer choice that explains food and related service buying behaviors and attitudes.

### **Behavioral Intention**

Behavioral intention is an individual's willingness to subscribe to or use a specific system or technology in the future (Brown and Venkatesh; Chai and Yat, 2019). behavioral intention can also be defined as "a person's subjective likelihood of performing some behavior " (Wu & Du, 2012). This factor significantly affects a consumer's decision to adopt and use a particular

technology. It factor significantly affects a consumer's decision to whether to adopt and use a particular technology or not since current behavior is a good determiner for future behavior such as client retention.

### **Perceived Enjoyment**

Different studies recognize that perceived enjoyment affects consumers' behavioral intention to use technology (Janssen 2018). In relation to PE being a hedonic factor, it was found that hedonism is a primary motivator for shopping and consumption (Escobar-Rodríguez & Carvajal-Trujillo, 2013). Moreover, it was also determined that consumers' purchasing process and usage must involve sensory stimulation and fun (Holbrook and Hirschman, 1982, as cited in Yeo, Goh, Rezaei, 2017), which makes Perceived Enjoyment a valuable factor in identifying behavioral intention of consumers towards online food delivery service. In the context of the present study, PE is defined as the Kapampangans' enjoyment level during the use and transactions with OFDS. Relatively, a study entitled "Impact of cognitive aspects of food mobile application on customer's behavior" identified that perceived enjoyment, more specifically, through mobile technology, is an identifier for attitude and behavior (Choi, 2016 as cited in Ahn, 2021).

### **Perceived Usefulness**

Perceived usefulness (PU) is defined as consumers' perceived benefits and advantages of using a particular system (Moslehpour, Pham, Wong, and Bulgicili, 2018). According to Davis (1989), perceived usefulness is the degree to which an individual believes using a particular technology will improve or enhance their overall job performance. In the current study, perceived usefulness is defined as the level of advantageousness of OFDS for Kapampangans. Hence, researchers often assess and evaluate perceived usefulness when venturing into consumer

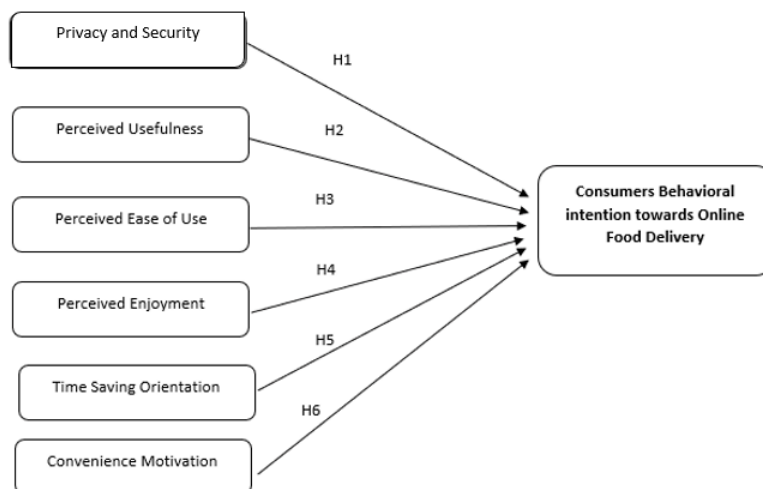
behavioral intention and adoption of technologies. Due to the changing trends, various restaurants are now utilizing OFDS, which enables customers to purchase food online without needing to visit physical stores.

**Conceptual Framework**

The conceptual framework of the study (Figure 1) was anchored on the study of Chai & Yat (2019) entitled Online Food Delivery Services: Making Food Delivery the New Normal. The current study's main objective is to identify the factors influencing Kapampangans' behavioral intentions toward online food delivery services. The model of Chai & Yat (2019) was initially composed of trust and security, perceived ease of use, time-saving orientation, and convenience motivation. The present researchers have extended the model by adding perceived enjoyment and usefulness.

**Figure 1**

*Conceptual Framework*





The hypotheses were formulated based on the study's conceptual framework. The main research question and its corresponding hypotheses, which were based on the findings of the literature review, were stated as:

- H1:** PS positively influences BI towards OFDS.
- H2:** PU positively influences BI towards OFDS.
- H3:** PEOU positively influences the BI towards OFDS.
- H4.** PE positively influences BI towards OFDS.
- H5.** TSO positively influences BI towards OFDS.
- H6.** CM positively influences BI towards OFDS.

### **Methodology**

The study used descriptive correlation using a quantitative approach since the entire study revolves around testing the hypotheses and examining the relationship of variables. The paper's main objective is to examine which factors (PS, PU, PEOU, PE, TSO, and CM) influence the consumers' behavioral intention toward online food delivery services.

The researchers gathered data from respondents who were at least 18 years old and were residing in Pampanga. The sample size, 146 respondents, was obtained through purposive sampling and was calculated with a 95% confidence level and a 5% margin of error with the use of sample size application by Gpower. A self-administered survey questionnaire was the primary data source, which was conducted and filled out through Google Forms. For the survey questionnaire, the items for PS, PEOU, TSO, and BI (0.824-0.905) were adapted from Chai & Yat (2019). The additional variables PE and PU (0.861-0.896) were anchored from Dreidiger & Bhatiasevi (2019), with minor word changes to fit the current study's context. A 5-point Likert was utilized, with five being strongly agreed and one strongly disagreeing.

Before the actual dissemination and gathering of data, a test of validity was done through a pre-test wherein 30 respondents were surveyed, resulting in a Cronbach alpha of 0.947, signifying that the survey questionnaire is acceptable. In analyzing the data gathered, the following statistical tools were utilized: (1) Frequency, (2) Mean, (3) Shapiro-Wilk Test, (4) Multiple Linear Regression, and (5) Correlation Coefficient Spearman Rho. These statistical tools were calculated through the statistical software, Jamovi.

### Discussion of Results

#### Descriptive statistics of respondents

**Table 1**

*Demographic profile of respondents*

Characteristics	Item	Frequency	Percent
Gender	Female	92	63
	Male	54	37
	<b>Total</b>	<b>146</b>	<b>100</b>
Age	18-24 (Gen Z)	133	91.1
	25-40 (Gen Y)	7	4.8
	41-50 (Gen X)	6	4.1
	<b>Total</b>	<b>146</b>	<b>100</b>
Online Food Delivery Services	Foodpanda	34	23.3
	Food Panda, GrabFood	65	44.5
	Food Panda, GrabFood, HonestBee	1	0.7
	Food Panda, GrabFood, Mangan.ph	6	4.1
	Food Panda, GrabFood, Toktok	2	1.4
	Food Panda, GrabFood, Toktok, Mangan.ph	3	2.1
	Food Panda, GrabFood, Toktok, Mangan.ph, HonestBee	1	0.7
	Food Panda, Toktok	1	0.7
	Food bites PH	24	16.4
	GrabFood	1	0.7
	GrabFood, Atad Patrol	2	1.4
	Talabat	1	0.7
	Toktok	2	1.4
	pakiboy delivery	1	0.7

Lalamove	1	0.7
Pali.ph	<b>146</b>	<b>100</b>
<b>Total</b>		

It was observed that the Kapampangans included in the study were most of the study's respondents were female, which has a frequency of 92 (63%). Also, the age group of 18 to 24 years old (Gen Z), with a frequency of 133 (91.1%), represented the majority of the sample. According to online ordering statistics (2021), the 18–24 age group orders food the most. Lastly, it was revealed that most of the samples used Food Panda and GrabFood, which has a frequency of 65 (44.5%). Updated statistics (2022) Food Panda and Grab food are Filipino consumers' most popular food delivery apps.

**The mean and the standard deviation of the construct**

**Table 2**

*Construct mean and standard deviation*

Construct	Mean	SD	Verbal Interpretation
<b>Privacy and Security</b>	<b>4.12</b>	<b>0.555</b>	<i>Quite Secure and Trustworthy</i>
PS1	3.91	0.742	
PS2	3.75	0.827	
PS3	4.72	0.612	
<b>Perceived Usefulness</b>	<b>4.47</b>	<b>0.386</b>	<i>Highly Advantageous</i>
PU1	4.29	0.704	
PU2	4.54	0.762	
PU3	4.22	0.921	
PU4	4.68	0.630	
PU5	4.45	0.789	
PU6	4.60	0.616	
<b>Perceived Ease of Use</b>	<b>4.47</b>	<b>0.678</b>	<i>Highly Easy</i>
PEOU1	4.50	0.736	
PEOU2	4.40	0.775	
PEOU3	4.51	0.687	
<b>Perceived Enjoyment</b>	<b>3.65</b>	<b>0.573</b>	<i>Quite Enjoyable</i>
PE1	4.29	0.781	
PE2	4.32	0.768	

PE3	2.23	1.27	
PE4	4.04	0.821	
PE5	4.18	0.788	
PE6	2.20	1.29	
PE7	4.26	0.814	
<b>Time Saving Orientation</b>	<b>4.47</b>	<b>0.670</b>	<b><i>Highly Time-saving</i></b>
TSO1	4.49	0.687	
TSO2	4.51	0.726	
TSO3	4.49	0.717	
TSO4	4.39	0.808	
<b>Convenience Motivation</b>	<b>4.52</b>	<b>0.625</b>	<b><i>Highly Convenient</i></b>
CM1	4.44	0.716	
CM2	4.50	0.678	
CM3	4.58	0.610	
CM4	4.64	0.663	
<b>Behavioral Intention</b>	<b>4.18</b>	<b>0.765</b>	<b><i>Quite Willing</i></b>
BI1	4.17	0.788	
BI2	4.16	0.839	
BI3	4.23	0.788	

The seven constructs recorded with the average mean and standard deviation scores of Kapampangans respondents are all shown in table 2.

In terms of Privacy and Security (PS), the average mean rating is 4.12 (SD = 0.555), which indicates that online food delivery services are *pretty secure and trustworthy* for the Kapampangans respondents. Consumers that use online platforms when purchasing products are concerned with the possible risks involved like the breach of security, possible fraud, selling of personal data. (Leelayouthayotin, 2004) The perceived usefulness (PU) of online food delivery services is *highly advantageous* for Kapampangans as the average mean rating of the construct is 4.47 (SD = 0.386). Online food delivery services grant users the ability to identify the different restaurants around a specific location, obtain a copy of the menu, and scan through the prices (Kapoor & Vij, 2018). In terms of Perceived Ease of Use (PEOU), the average mean of this construct is 4.47 (SD = 0.678), which indicates that Kapampangans consider online food delivery services *highly easy to navigate and operate*. It is essential that websites and applications are

well-structured and organized to provide a smoother experience and promote willingness from the intended users. (Ramaya & Ignatius, 2005) Kapampangans rated online food delivery services as enjoyable, with an average mean value of 3.65 (SD=0.573) in terms of Perceived Enjoyment.

Consumers' attitude towards technology is strongly predicted by their perceived enjoyment, even more, potent than perceived usefulness (Holdack, 2022). The average mean for Time Saving Orientation (TSO) is 4.47 (SD = 0.670), indicating that Kapampangans consider online food delivery services to be *highly time-saving*. Due to today's fast-paced society, most people can no longer afford the hassle of cooking food from scrap or waiting in line for Food (Yeo, Goh, and Rezeal, 2017). Regarding Convenience Motivation (CM), online food delivery services are *highly convenient* for the Kapampangan respondents, with an average mean score of 4.52 (SD = 0.625). According to Botchway et al. (2015). The convenience provided by food delivery apps is practical, especially during the pandemic and hectic schedules. Lastly, regarding Behavioral Intention (BI), data shows that Kapampangans are *quite willing to use* online food delivery services, as the average mean of this construct is 4.18 (SD = 0.765).

**Reliability test**

**Table 3**

*Cronbach's α of the adapted survey questionnaire*

	<b>No. of Items</b>	<b>α</b>	<b>Lower Bound</b>	<b>Upper Bound</b>
<b>Reliability Test</b>	6	0.948	0.945	0.956
<b>Constructs</b>		<b>Cronbach's α</b>		
Privacy and Security		0.946		
Perceived Usefulness		0.947		
Perceived Ease of Use		0.945		

Perceived Enjoyment	0.946
Time Saving Orientation	0.945
Convenience Motivation	0.945
Behavioral Intention	0.946
<b>All Items</b>	<b>0.948</b>

As presented in Table 3, the guidelines proposed by George and Mallery (2018) will be utilized. >0.9 being excellent, >0.7 being acceptable, >0.6 being questionable, and >0.5 being unacceptable. The overall Cronbach's alpha resulted in 0.948 with a range of 0.945 - 0.956 for all its measurement items, exceeding the recommended and minimum value of 0.7. Therefore, indicating that the adapted research instrument is reliable and the consistency is excellent.

**Regression Analysis**

**Table 4**

*Multiple Regression Analysis – PS, PU, PEOU, PE, TSO, CM on BI*

Model Fit Measures

Model	R	R <sup>2</sup>	Overall Model Test			
			F	df1	df2	p
1	0.600	0.360	12.9	6	138	< .001

Model Coefficients - AVEBI

Predictor	Estimate	SE	t	p	Decision
Intercept	-0.0548	0.694	-0.0789	0.937	
AVES	-0.1629	0.119	-1.3662	0.174	Reject H1
AVEPU	0.1264	0.165	0.7683	0.444	Reject H2
AVEPEOU	0.2641	0.130	2.0315	0.044	Accept H3
AVEPE	0.1865	0.110	1.6947	0.092	Reject H4
AVETSO	0.1897	0.157	1.2119	0.228	Reject H5
AVEC	0.3570	0.162	2.2084	0.029	Accept H6

As shown in Table 4, Based on the multiple regression analysis results indicated that the predictors explained 36% of the variance ( $R^2=.360$ ,  $F(6, 138) = 12.9$ ,  $p<.001$ ). The remaining 64% can be explained by other factors not included in the study. It was found that PS ( $\beta=-0.1629$ ,  $p=.174$ ), PU ( $\beta=0.1264$ ,  $p=.444$ ), PE ( $\beta=0.1865$ ,  $p=0.092$ ), and TSO ( $\beta=0.1897$ ,  $p=.228$ ) did not significantly predict behavioral intention, thus, rejecting H1, H2, H4, and H5. The present study's findings contradict the results from previous studies of Chai & Yat (2019) and Dreidiger & Bhatiasevi (2019). It was also identified that PEOU ( $\beta=0.2641$ ,  $p=0.044$ ) predicts BI, thus, accepting H3. For every one unit increase in PEOU, there is a 0.2641 increase in BI. The result negates the results from Chai & Yat (2019). Furthermore, it was found that CM ( $\beta=0.3570$ ,  $p=0.029$ ) predicts BI leading to the acceptance of H6. It was also identified that for every one unit increase in CM, there is a 0.3570 increase in BI.

Technology advancements have grown and flourished, resulting in the development of a more secure system (Dospinescu et al., 2020) which led to lesser concerns of consumers towards privacy and security, therefore, *rejecting H1*. According to Alexander (2020), online food delivery services can be unpredictable and possesses longer wait times due to unforeseen traffic and the availability of restaurants to accommodate. Prior negative experiences can influence the perception of the service's usefulness (Xavier, 2013), *rejecting H2*. Moreover, H4 was rejected because consumer excitement and enjoyment are primarily marketed toward traditional retailing rather than online (Wakefield and Baker, 1998). Time-saving orientation, or H5, is rejected because most consumers no longer have the time to learn to shop online and even wait for their orders (Alreck et al., 2009).

Relatively, the result for CM is supported by the findings of Chai & Yat (2019). Convenience Motivation was the sole construct that has had similar results from Chai & Yat

(2019). Convenience motivation affects online food delivery services because people highly value convenience and are willing to pay above-average prices to acquire such luxury (Saucier, 2002). According to the Expert Commentator (2020) from Smart Insight, the most convenient aspect of the internet is, making online shopping perfect for those whose busy lifestyles prevent them from visiting the high street regularly. Relatively, the results supported the findings of Jiang et al. (2013), wherein consumers' perception of online food delivery services significantly and positively improves when online food delivery services provide convenience through the ability to shop online without the physical burden of traveling (Saucier, 2002).

**Correlation**

**Table 5**

*Correlation Matrix*

Constructs	Description	Spearman's rho	p-value
PS and BI	Weak Positive Correlation	0.231	0.005
PU and BI	Weak Positive Correlation	0.361	<.001
PEOU and BI	Moderate Positive Correlation	0.479	<.001
PE and BI	Weak Positive Correlation	0.316	<.001
TSO and BI	Moderate Positive Correlation	0.498	<.001
CM and BI	Moderate Positive Correlation	0.537	<.001

Note. \* p < .05, \*\* p < .01, \*\*\* p < .001

Table 5 summarizes the correlation results of PS, PU, PEOU, PE, TSO, CM, and BI. The test of the relationship for privacy and security (r=0.231, p=.005), perceived usefulness (r=0.361, p<.001), and perceived enjoyment (r=0.316, p<.001) resulted in a *weak positive relationship* and were all significant. Moreover, the results for perceived ease of use (r=0.479, p<.001), time-saving orientation (r=0.498, p<.001), and convenience motivation (r=0.537, p<.001) indicated a *moderate positive relationship* and are all significant.



## Conclusion

Through the emergence of the internet and numerous technological advancements, online food delivery services were made more accessible, thus, encouraging customers to include and incorporate OFDS into their daily living (Hooi et al., 2021). OFDS allows consumers to engage with different restaurants and service providers without needing to meet them face-to-face. Consequently, due to the appearance of the COVID-19 virus, these types of non-contact services have recently become the focus of consumer consumption behaviors (Moon et al., 2021). People are utilizing online food delivery services due to the convenience, safety, and practicality it offers during the pandemic. Therefore, the primary purpose of this research is to determine what factors affect the behavioral intention of Kapampangans towards online food delivery services. Thus, the present researchers described Kapampangans' demographic profile (age and gender) and determined the effects and relationships of these factors (PS, PU, PEOU, PE, TSO, CM) on behavioral intention.

The results from the measurement items for each construct showed that Convenience Motivation (CM) scored the highest mean rating. They were followed by Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Time Saving Orientation (TSO), Privacy Security (PS), and lastly, Perceived Enjoyment (PE). As a result, Kapampangans perceive online food delivery services as highly convenient, practical, advantageous, time-saving, reasonably secure and trustworthy, and quite enjoyable. Moreover, it was revealed that the main influential factors of the Kapampangans' behavioral intention to use online food delivery services were Perceived Ease of Use (PEOU) and Convenience Motivation (CM). Therefore, it can be concluded that convenience and ease of use affect behavioral intention to use online food delivery. It has been revealed that online food delivery services are essential, relevant, and effective since these

services allow people to order from their smartphones and receive their order immediately and at the exact location; hence, this is thought to be a trend that will continue for quite some time (Prabowo & Nugroho, 2019).

The evolution of technology has significantly affected and altered consumer buying behavior, strategies, and perceptions of the food and beverage industry (Trosie, O'Driscoll, Tani, & Prisco, 2020). Hence, it is critical for any establishment to have a clear understanding of the different determiners that affect consumers' behavioral intention to use a specific technology like online food delivery services. The research results have presented the significant factors affecting the behavioral intention of Kapampangans and the varying perception of this service. This study may aid online meal delivery service providers in better understanding the importance of consumer psychology, particularly in terms of their behavioral intention to utilize online food delivery services. The researchers recommend that restaurants and food delivery providers include precise descriptions of the ingredients and the ability to freely customize the food, thus, addressing the issue of food allergies. Lastly, online food delivery service providers can create a feature that allows customers to purchase from different stores in one transaction. Moreover, online food delivery providers can create cleaner interfaces and layouts accompanied by tutorials to aid first-time users and elderlies in navigating the applications.

Restaurants that apply for online food delivery services can evaluate where and what type of online food service provider they can post their products on. The findings can also aid start-ups, and new restaurants assess whether involvement with these services is beneficial. Marketers can also use the data gathered from the study to focus on increasing the awareness of prospective consumers by advertising and highlighting the convenience and easiness of online food delivery services. Advertisements can emphasize and accentuate the benefits like the ability to order food

wherever without traveling physically and the avoidance of waiting in long lines. Marketers can also consider including free delivery promos and price discounts into the campaign to attract customers further and provide value for the service. In line with this, marketers can focus on identifying why there is low involvement towards the other generations in online food delivery services. Marketers can concentrate and communicate with this segment and craft a specific strategic solution to encourage participation.

### **Limitations and Recommendations for Future Research**

The current study has presented the factors (Privacy and Security, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Time Saving Orientation, Convenience Motivation) and Behavioral intentions of Kapampangans toward online food delivery services. It has also identified the effects and the relationship of these factors on BI. However, it is acknowledged that the present study has limitations and gaps that should be considered when planning the future study's direction. In the future, researchers can further venture into testing the difference in the perceptions of Kampangans when grouped according to their demographic profiles (age and gender). In the future, researchers can further venture into testing the difference in the perceptions of Kampangans when grouped according to their demographic profiles (age and gender). Doing so provides a more in-depth perception of the differences in the answers of the various groups when segmented.

Furthermore, Future researchers can consider narrowing down the demographic and focusing on a specific group, such as the Millenials or the Baby Boomers, thus, creating a more comprehensive result. Future researchers can investigate and include other factors like loyalty, price-saving orientation, the perceived concept of newness, prior online purchase experience,

visibility, and social influence. Moreover, future researchers can also pursue the incorporation of delivery robots and drones into online food delivery services.

The present research focused solely on Kapampangans; hence, it is uncertain whether the findings are sufficient to generalize other locales since it is evident that there is a wide array of cultures and varying consumer behavior. It is endorsed that future researchers conduct or replicate this study through different locales to acquire a more reliable assessment of the results. Furthermore, the present study tackled only 146 respondents; thus, a larger sample size is suggested to represent the population better. The research has focused on survey questionnaires, wherein responses are limited. Future researchers can consider conducting mixed method research wherein quantitative and qualitative responses are gathered, capturing a richer response.

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