

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**CONSUMER PURCHASE BEHAVIOR AND REPURCHASE
INTENTION TOWARDS ONLINE FOOD ORDERING
SERVICES IN YANGON**

SUBMITTED BY

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EMBA II – 49

EMBA 17TH BATCH

MARCH, 2022

YANGON UNIVERSITY OF ECONOMICS
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ACADEMIC YEAR (2018-2022)

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This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled "**Consumer Purchase Behavior and Repurchase Intention towards Online Food Ordering Services in Yangon**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiner

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(Chairman)

Dr. Tin Tin Htwe

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Yangon University of Economics

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(Examiner)

MARCH, 2022

ABSTRACT

This study aims to explore consumer purchase behavior and repurchase intention towards online food ordering services in Yangon. The objectives of this study are to examine the influencing factors on consumer purchase behavior towards online food ordering services in Yangon and to analyze of the effect of consumer purchase behavior on repurchase intention towards online food ordering services in Yangon. This study used two sources of data: primary and secondary data. Primary data are collected from 389 sample respondents who are selected using systematic sampling method. Secondary data are gathered from text books, Internet websites and previous research papers. Descriptive statistics and regression analysis are used to analyze the collected data. According to the result of analysis, only subjective norm has effect on consumer purchase behavior towards online food ordering services. Consumer purchase behavior has positive effect on repurchase intention towards online food ordering services. Therefore, the marketer should emphasize the subjective norm of the consumer to boost their purchase behavior and repurchase intention in the future. The findings from this study are beneficial for foodservice providers and restaurant operators for improving their businesses and staying competitive.

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LIST OF ABBREVIATIONS

Apps	Applications
MMK	Myanmar kyat

CHAPTER 1

INTRODUCTION

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2012). The behavior of individuals in their quest to satisfy needs and wants means consumer behavior. It involves the recognition of issues and the search for information and alternatives to solve it. It also involves the actual usage and disposal of the item. The activities of these consumers perform when obtaining, consuming, and disposing of products and a service is known as consumer behavior. Consumer behavior includes studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, find information, evaluation, buying and feedback.

The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman and Kanuk, 2004).

The reasoned action approach, is developed by Fishbein (1975) as a dominant conceptual framework for estimation, explaining, and changing human social behavior. The most popular model in this tradition, the theory of planned behavior, has generated a great deal of empirical research supporting the premises of this approach. It has been shown that behavioral and control beliefs provide the basis, respectively, for attitudes toward the behavior, subjective norms, and perceived behavioral control; that these three factors jointly account for a great deal of variance in behavioral intentions; and that intentions and perceived control can be used to predict actual behavior. Based on these insights, investigators have been able to design effective behavior change interventions.

Consumer attitudes toward online food ordering service and its products greatly influence the success or failure of the marketer's marketing strategy. Subjective norms and perceived control of consumers concerning online food ordering services can determine the purchase behavior that cause the positive or negative impact on online food ordering service.

To become consumer purchase behavior, consumer's interest to purchase a product or service always depends on the willingness to buy and at the same time ability to pay for the product. Though they are willingness and ability to pay then also the consumers change their buying decisions because of the influence of various factors such as psychological factors, personal factors, cultural factors, social factors, the influence of family members, economic factors and social media, etc. An individual who purchases products or services for the purpose of using for himself herself is known as an end user or consumer or the end user of the product or services is termed as a consumer.

Repurchase intention is vital matter for a company to estimate to the potential behavior of consumers and demands According to Ajzen (1985), a person's behavior or action can be measured through a person's intention. Customers share their experiences from the purchase and usage of the products and services to other people like friends and relatives whether the products or services should be bought or not. Some customers' purchase intention relies on the opinion, suggestion, and recommendation from others with their own experiences. Therefore, marketers need to maintain their customers from switching to the rivals by fulfilling the needs and wants of customers. Needs and wants of customers are ever changing. These changes make the business owner and marketers to learn consumer behavior that provides how individual customers, groups or organizations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants.

Electronic commerce is the buying and selling of goods (products, services and ideas) on the internet. It encompasses a wide variety of data, systems, and tools for online buyers and sellers, including mobile shopping and online payment encryption. Selling the goods online has certain economic and related productivity benefits over selling in a physical store. And there are many benefits of online business which include global access 24 hours a day, 7 days a week, cost saving, opportunities to manage the business from anywhere and so on. In Myanmar, though the Internet had been available since 2000, only started in 2013 by developing mobile market. As internet is starting to

overcome and peoples are directly link all over the world with time, many online retail businesses, service business are entering into Myanmar market to find new opportunities.

As the emancipation of the Internet comes of age, it is important to identify the key factors affecting customer's decision to buy food online. For the purpose of this thesis, online grocery shopping is an interesting topic for two main reasons. Firstly, from an operational perspective, forecasting, planning, and delivering purchased items are the big challenges for supermarkets operating in e-commerce. Secondly, competition in grocery market is rude following the fact that food is the most purchased item. Thus, developing and maintaining both the level of customer satisfaction and company's profitability becomes a big issue (Rafio and Fulford, 2005).

The study is the process of consumer's action during the searching for purchasing, using, evaluating and disposing of products and services to satisfy their needs and desires. Consumer behavior is the study of how people make decisions about what they buy, why they buy, how often use, how they evaluate after used and whether or not they buy again. Consumer behavior describes how individuals make decision to spend their money, time and special efforts. It is also support business identify new opportunities that are not met during these days. The study aims to develop relationship between consumer purchase behaviors and repurchase intention towards online food ordering services in Yangon. Therefore, this study can enhance the understanding for marketers and investors about the consumers.

Online food ordering platforms have transformed the way of consumers' eating style. The food and restaurant gain the prospects of additional earnings, wide consumer reach and increasing customer base from outsourcing for ordering and delivering. The primary motive of consumer becomes the convenience of shopping towards online buying. By using online food ordering services consumers could save time and use the available time to other important things.

The trend of online food ordering services is on the rise nowadays in Myanmar, especially in Yangon. People who are workings in cities are living with faster pace at the present. The number of people who often orders food via online is increasing in these years. It is a service in which customers place orders for goods or services online and then receive the goods or services at an offline outlet. Accessibility and the ability to share information quickly have led to the rapid growth of electronic commerce. The real-

time connectivity of online food delivery services provides busy users with speed and convenience. The change in how consumers order food has spread globally. Therefore, online food ordering and getting the online delivery services are widespread in the cities in Myanmar.

The domestic food market is rapidly developing due to the recent changes of lifestyle and the recent COVID-19 crisis. The online food market has the feature of non-face-to-face purchase method that can satisfy the consumers' desire to safety purchase food out of the risk of COVID 19. As a result, most of food restaurants are outsourcing the online food ordering and delivery services. And the growth of internet and mobile technologies give a strong impact on consumers and business. However mobile application includes the online market. It is difficult to the business to take competitive advantage because it is very easy for consumer to compare products, prices, discounts and other information. In order to survive in online food market, the establishment of unique identity by accurately grasping consumers' needs because it is much more competitive than the offline market. Due to the large number of restaurants and riders, the service providers need to have a better understanding of consumers' needs. During the ordering process, most of consumers require detailed facts about products offered by restaurants. This includes the list of menus, price, image, portion amount, etc. Thus, it is also essential for consumers on time and the food is received in good condition. It is very important for both restaurants and online food ordering and delivery services to support good product and services to satisfy consumers for the value paid and stimulate them towards good attitudes and then repurchase intention on their orders and become regular consumers.

The intensity of intention will determine the possibility of the person to carry out desired behavior (Ajzen, 1991). When a person has the abilities or resources (e.g. time, money, and skills) to support the intention, the possibility to carry out the actual action is higher than a person who lacks the resources (Ajzen, 1991). Hence, under the condition that consumers have the abilities or resources, consumers are more likely to conduct actual repurchase behavior when they have stronger repurchase intention.

Food delivery applications are another indication of digital disrupting and are altering consumer's behaviors, as well as the industry food supply chains and restaurants. Food panda, Grab food and Yangon door to door and other online food ordering services among lots of foreign franchise, local business and individual owned restaurants now are

serving fast and boutique food ordering and delivery services, The way of offering service is different from one another service providers in Yangon. The main factor for every business development is the understanding of attitudes of consumers and tries to fulfill their needs and desires. This study focuses on the factors affecting consumer purchase behavior and repurchase intention towards online food ordering services in Yangon.

1.1 Rationale of the Study.

Online foods ordering services is a process of placing food orders from restaurants or food producer through website or mobile application and then get the food to the certain place. Food procedures are in a fast-growing demand of the internet to improve competitiveness with the e-commerce surpassing its traditional definition, which consumers preferred buying on e-commerce device or platforms, and shopping at a comfortable way at their homes, as well as their valuable leisure time (Cheow, Sern, and Goh, 2017). The food industry has evolved into transformative space, combining with food ordering and delivery service which offer greater convenience and high demand on consumers.

By understanding consumers purchase intention, marketers can set new strategies to achieve sales revenues and more profit. Knowing customers well, building relationship and creating customer value is one of the best strategies for sustainability and long-term existence of the business. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions.

It is becoming increasingly easy to have the meals. It only takes a few clicks. According to the global researches, the global online food ordering is growing rapidly in most countries. There has been tremendous growth in online food ordering sector in the past few years and is expected to grow a rapid in the coming few years. Over the years, online food ordering and delivery services have taken into Myanmar as well as the lifestyle in Yangon are changing. The growth of Myanmar's online food ordering services which is supported by people's increasingly busy lifestyles and rising incomes, along with deepening smart phone and internet penetration. In recent days, Yangon Door2Door, Food2U, food panda, Grab Food have come into Myanmar into online food market.

The process of growing online food ordering services in Myanmar and other countries is totally different. Unlike other countries, Myanmar is very different, just an opening up countries which is very much ethics influencing in terms developing. It is also in early stages of a lot of changes taking place. Coronavirus has boosted demand for online food ordering service with some entrepreneurs starting to sell home-cooked meals through online food ordering and delivery services.

The consumers are more likely to take online food ordering service with better quality, more convenience time and at a fair price. The existing service providers might face high competition due to increase new entrant of private delivery services of restaurants and some entrepreneurs of this service sectors. The food delivery service business industry in current period is bigger than the prior years in Yangon because of busy daily life, Terrible Traffic jam and Covid-19 period. This industry is interested by many medium and small investors. To get competitive advantage over their competitors, they have to understand the needs and wants of their consumers. If so, they can build competitive edge over their competitors. Thus, this study aims to understand and explore factors affecting consumer behavior and repurchase intention towards food ordering services in Yangon.

1.2 Objectives of the Study

The main objectives of the study are as follow:

- (1) To examine the influencing factors on consumer purchase behavior towards online food ordering services in Yangon
- (2) To analyze of the effect of consumer purchase behavior on repurchase intention towards online food ordering services in Yangon

1.3 Scope and Method of the Study

The study intends to study the factors affecting consumer purchase behavior and repurchase intention towards online food ordering and delivery services. This study emphasizes Food panda, Grab Food and Food2U because they are established with the largest number of employees among the popular food delivery services in Yangon. The sample size of the study is 398 respondents. Respondents are from Yangon who used food delivery services in their daily life (Food panda, Grab Food and Food2U). Primary and secondary data was used in this study. Systematic random sampling method is used

to select every 5th consumer entering to Yangon food interest groups in Social Media platform who have online food ordering experience. Among the groups concerning with foods and delivery in Yangon, four groups are selected based on total number of like and followers. Primary data are collected at these four groups simultaneously. 10 days survey was conducted to collect the primary data by using structured questionnaire. Items of these questionnaire are measured with five-point Likert scale. Secondary data was gathered through text books, previous research and internet websites. Descriptive statistics and regression analysis are applied to analyze the collected data.

1.4 Organization of the Study.

The Study is composed with five chapters. Chapter 1 is introduction which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 is theoretical background which antecedents of consumer purchase behavior (consumer attitudes, subjective norms and perceived control), consumer purchase behavior and repurchase intention, previous studies and conceptual framework of the study. Chapter 3 includes profile and antecedents of consumer purchase behavior towards online food ordering services in Yangon. Chapter 4 consist off analysis of influencing factors on consumer purchase behavior and repurchase intention towards online food ordering services in Yangon. In chapter 5, conclusion is made findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

The chapter includes the literatures and background theories relevant to the factors affecting consumer behavior, consumer purchase behavior and repurchase intention. It also describes the conceptual framework of this study.

2.1 Antecedents of Consumer Purchase Behavior

Consumer behavior is determined by intentions, attitudes that is beliefs about a behavior, and subjective norms that is beliefs about others' attitudes towards behavior. The theory of planned behavior (TPB) is an extension of the theory of reasoned action for consumer behavior (Ajzen, 1991). In TPB, an individual's intention is assumed to be an indicator of the effort or willingness to act, and a strong predictor of actual behavior. TPB has been recognized as one of the most prominent theories to understand and predict individual behaviors in various fields such as the food industry, the tourism and hospitality industry and the acceptance of mobile technology. According to Ajzen (1991), personal intention is affected by three psychological factors—attitude, subjective norm and perceived behavioral control (PBC).

2.1.1 Consumer Attitude

Customer attitude refers to the degree to which a customer has positive or negative emotions of the behavior of interest. It entails a consideration of the result of performing the behavior. The attitudes that consumers currently hold are a result of their past experiences. Attitudes based on direct experience are held with high level confidence. The research has shown that consumers have much stronger convictions about their product or services attitudes when based on actual usage condition.

In TPB, attitude refers to the degree of favorable or unfavorable evaluation toward a specific behavior, which is developed from the belief that the performance of that behavior is likely to lead to a positive or negative outcome. Attitude is developed through past experiences or information, and it represents a general tendency toward a product or service. When the result of a behavior is predicted positively, a favorable attitude is formed, and it strengthens the intention to perform the behavior.

In Fishbein's summation theory of attitude, later renamed the expectancy value model (Fishbein and Ajzen, 1975), people's evaluations of or attitudes toward an object are determined by their readily accessible beliefs about the object, where a belief is defined as the subjective probability that the object has a certain attribute. According to the expectancy-value model, a person's overall attitude toward a psychological object is determined by the subjective values or evaluations of the attributes associated with the object and by the strength of these associations. Such attitudes are acquired automatically and inevitably as these form beliefs concerning the object's attributes and as the subjective values of these attributes become linked to the object.

Viewing beliefs and attitudes as different aspects or component of attitude, as suggested by the multidimensional view of attitude (Rosenberg and Hovland, 1960), Beliefs can provide the causal basis for attitudes.

2.1.2 Subjective Norms

Subjective norm is defined as an individual's psychological tendency to act in response to the expectations of a person or people that influence him/her and can represent social pressure in a broad sense. The impact of the subjective norm on behavioral intention has been well documented in many research topics, including food consumption and the hospitality industry.

The concept of subjective norms is worth additional consideration although it is analogous to the injunctive norm component of other social norms theories. Subjective Norms refer specifically to how others whom we care about us engaging in particular behavior. This refers to the belief about whether significant others think he or she will perform the behavior. It relates to a person's perception of the social environment surrounding the behavior. Subjective norms are defined as consumers' perception of whether other people believe they should engage certain behavior.

The theory of reasoned action identified the subjective norms as the key variable for explaining the consumer intention to perform a specific action and the attitude toward the behavior. The subjective norms represent the expectations of other people regarding to perform a particular behavior. They represent how consumers influenced by the perception of their behavior by reference people such a family and friends. The

subjective norms are very diverse and can be difficult to analyze when developing marketing plans. However, it is critical to consider these norms in consumer behavior.

2.1.3 Perceived Behavioral Control

Perceived behavioral control refers to the individual's perception of the extent to which performance of the behavior is easy or difficult (Ajzen, 1991). It increases when individuals perceive they have more resources and confidence (Ajzen, 1985). Perceived behavioral control refers to the perceived ease or difficulty in performing a specific behavior, and it consists of diverse factors that include time, money and information. PBC is an added component in the theory of reasoned action to address a situation in which a behavior is incompletely controlled.

According to Ajzen (1991), perceived is similar to the self-efficacy suggested by (Bandura ,1986). Based on the meaning of self-efficacy, the ease of a behavior is a very important factor in performing a given behavior, and it can affect an individual's decision-making and emotional response. For some behaviors, even if a person has a positive attitude and feels social pressure, he/she cannot possess a behavioral intention without sufficient money or knowledge, which is represented by perceived control.

Perceived behavioral control determines both intentions together with attitudes to behavior and subjective norms and behavior together with intentions. The joint determination of intentions is straightforward: it is assumed that when individuals form intentions, they take into account how much control they have over the behavior. The joint determination of behavior together with intention can be understood in two ways. The first relates to motivation: an individual who has high perceived behavioral control and who has formed the intention to do something will simply try harder to carry out that action than someone with an equally strong intention but who has lower perceived behavioral control. The second explanation assumes that when someone has the intention to perform a behavior and fails to act on that intention, this failure is attributable to his or her lack of control over the behavior. The role of perceived behavioral control here is no psychological in the sense that it is not the perception of control that causes the failure to act in accordance with intentions. However, to the extent that perceived control is accurate thereby reflecting lack of actual control, a measure of perceived behavioral control should help to predict behavior. Perceived behavioral control helps to predict

behavior if the individual has sufficient experience with the behavior to be able to make a reasonably accurate estimate of the control over the behavior.

Evidence that perceived control or self-efficacy can increase the likelihood of behavior when intentions are favorable comes from studies by Bandura and his associates (Bandura and Locke, 2003) in which they experimentally manipulated level of self-efficacy to observe the effect on perseverance at a task and on task performance. Much of this research has been conducted in situations where intentions to perform the behavior of interest can be taken as a given. Under these conditions, perseverance and task performance are found to increase with perceived self-efficacy.

2.2 Consumer Purchase Behavior

Consumer purchase behavior is the style of people when deciding to render the respective products or services. It may be different in different people in different background in different situation. (Blackwell, Miniard and Engel, 2001) defines Consumer behavior as the activities in which people possess and as well, consume and eventually dispose of products and services. In fact, there are a lot of extensive spreads researches going on customer buying behavior this has to do with increasing growth in trading and acceptance amongst the customers due to new brand and variety of product put in place. It is essential to note that most of the studies in this endeavor focus on cross nations study with little studies on a single country basis.

Consumers make many buying decisions every day, and the shopping for decision is the focal point of the marketer's effort. Most big companies' research consumer purchase behavior in magnificent detail to answer questions about what consumers purchase where they buy, how and how a good deal they purchase when they buy, and why they buy. Marketers can learn about actual consumer purchases to discover out what they buy, where and how much. But studying about the why behind customer purchase behavior is no longer so easy – the options are frequently locked deep within the consumer's mind.

The key to a successful marketing campaign lies in consumer purchase behavior. Understanding purchase behavior is the only way to connect with customers and to influence their purchasing decision. Consumer purchase behavior is the sum total of a

consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

According to (Khaniwale , 2015), consumer purchase behavior refers to all the thought, feelings and actions that an individual has or takes before or while buying any product, service or idea. Buyer behavior is the concept which answers what, why, how, when and where an individual makes purchases. Thus, the outcome of buyer behavior is the buyer's decision. According to (Solomon ,2006), it is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. In addition, understanding the way the customers make purchasing decisions is essential for companies in order to create effective marketing strategies. Five stages of customer decision making process include problem recognition, information search, and evaluation of alternatives, purchase and post-purchase behavior.

2.3 Repurchase Intention

Repurchase intention is the intention to repurchase a product twice or more (Filieri and Lin, 2017). In reaching a level where consumers want to repurchase a product, it means that the company or product provider must meet consumer expectations. Satisfied consumers can make repeat purchases compared to dis-satisfied consumers. Thus, repurchase intention is the desire of consumers to repurchase a product in the form of goods or services that have previously felt the benefits and quality. The intent to use online food ordering services denotes a consumer's desire to purchase food and beverages through online delivery platforms. Many studies have established that the factors used to measure Behavior Intention include positive word-of-mouth, willingness to recommend a product or service to others and also repurchase intention. Consumers who are pleased and content with their online purchase experience are expected to continue doing so (Tan, Lim and Yeo, 2021).

Repurchase intention refers to the probability or willingness of consumers who already completed an initial purchase and continues to use and buy from same website or company at a later time under consideration of present and possible situations (Chiu, Chang, Cheng & Fang, 2009). There are several terms similar to repurchase intention

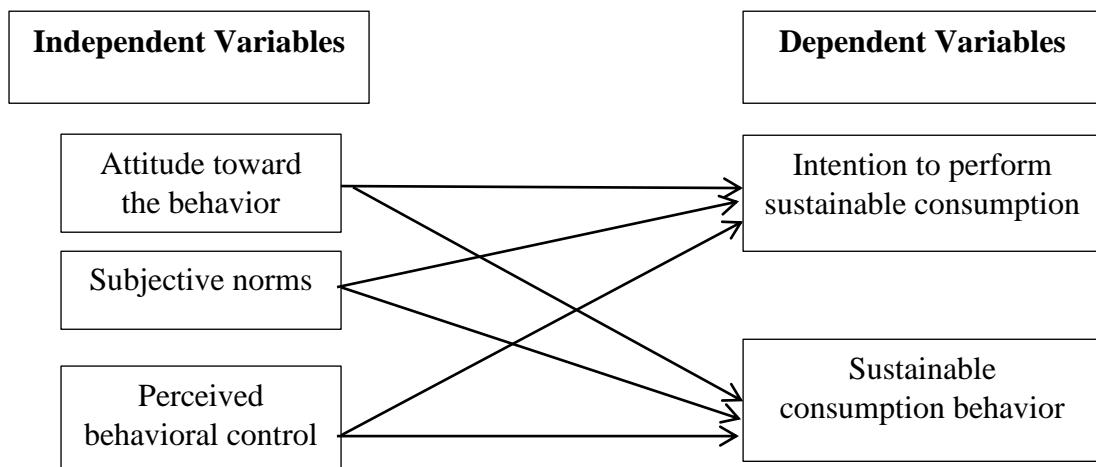
such as repeat purchase intention, rebuying intention, re-patronage intention, and continuance intention, return intention, and revisit intention (Yap and Kew, 2007).

Repurchase intention is found to be a positive attitude of consumers that becomes repeat purchases. Repurchase intention is an individual's judgement regarding purchasing a product or service. This was further elaborated upon by (Kuan, Bock and Vathanophas, 2008) who all stated that repurchase intention is the willingness or probability of customers to buy a product or service using a website at a later date. These researchers found that repurchase intention is dependent on the individual customer's potential circumstances and their existing situation, which means that within a dynamic system of relationships, repurchase intention behaves as a dependent variable which can be utilized for the purposes of improving service delivery, management insight and strategic planning. Taking into account the relevance of these studies, prior studies have considered repurchase intention primarily to predict the future intentions of customers in the food industry where word of mouth (WOM) plays a significant role in the decision-making process.

2.4 Previous Studies

Several research studies consumers buying behavior and repurchase intention. Some of these studies are described as follows.

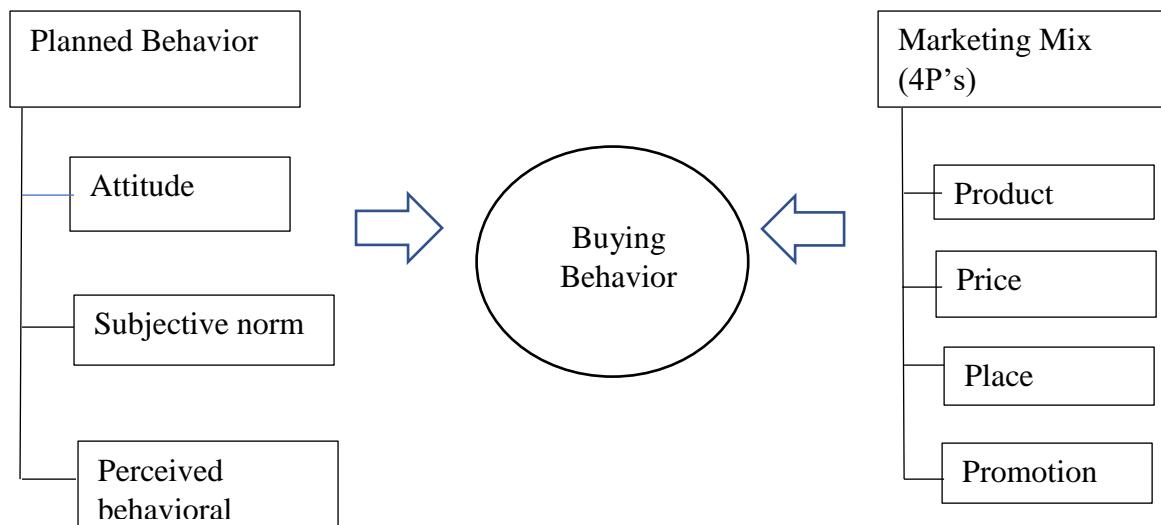
Figure (2.1): Conceptual Framework developed by Vantamay



Source: Vantamay (2018)

According to Figure (2.1), (Vantamay, 2018) investigated sustainable consumption behavior (SCB) and its determinants among undergraduate youths in Thailand using the theory of planned behavior (TPB). The results showed that all three independent variables derived from TPB (Attitude toward the behavior, Subjective norm, and Perceived behavioral control) can co-predict the intention to perform SCB. The findings strongly suggested that these three independent variables should be considered in planning social marketing communication campaigns to increase effectiveness.

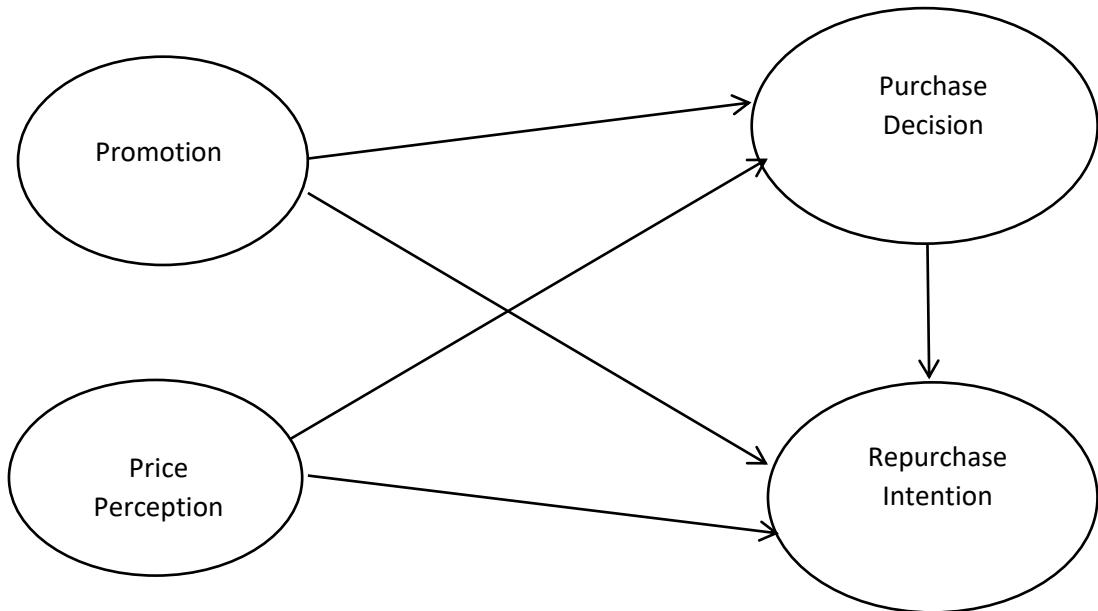
Figure(2.2): Conceptyal Framework developed by Sengjun



Source: (Sengjun , 2017)

The research of (Sengjun, 2017) examined the factors that influence Thai consumer buying behavior of cosmeceutical products. The findings of this research show that price is the factor Thai people concern the most followed by product, promotion and place respectively. And for planned behavior; perceived behavioral control is the most affected important on how consumers intend to purchase cosmeceutical products once they know and they can afford the product, followed by attitude toward the product and subjective norms, respectively.

Figure (2.3): Conceptual Framework developed by Cuong



Source: (Cuong , 2021)

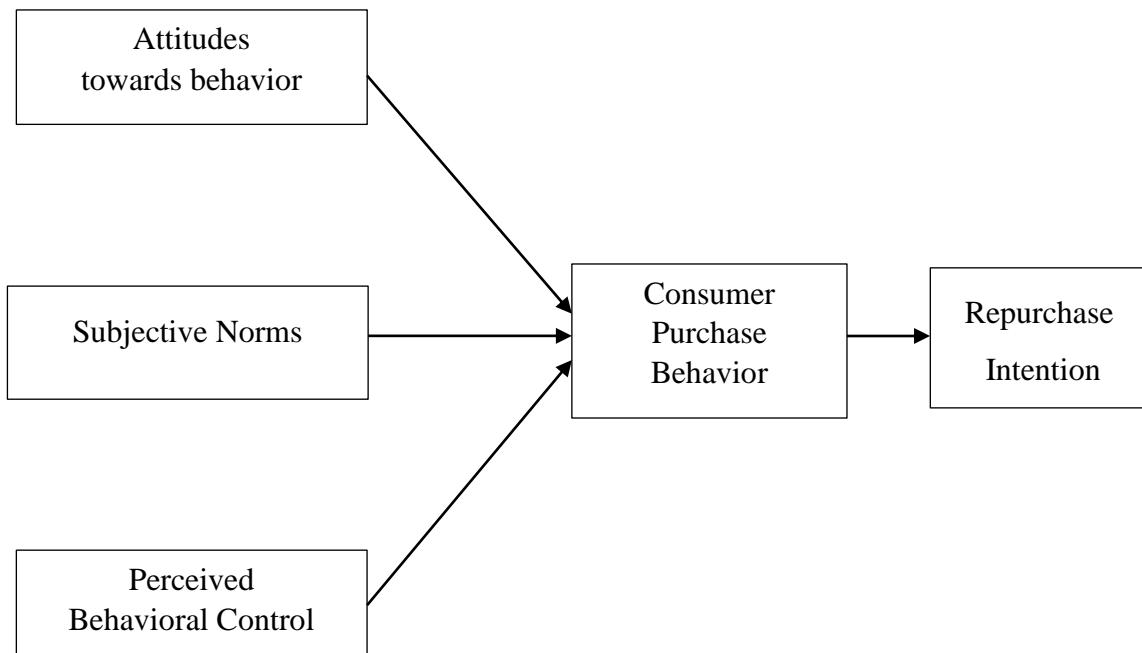
(Cuong , 2021) studied the Impact of Promotion and Price Perception on Buying Decision and Repurchase Intention through Online Shopping. This research examines the influence of promotion and price perception on buying decisions and repurchasing intention through online shopping. The finding of the research revealed that promotion has positively associated with purchasing decisions and repurchase intention. The finding also confirmed that price perception has positively related to buying decisions and repurchase intentions. Moreover, the results of the research approved that purchase decision has entirely connected to repurchase intention.

2.5 Conceptual Framework of the Study

The conceptual framework for this research study is developed by the combination of the theoretical reviews and previous researches. The framework is about the examining factors influencing on consumer purchase behavior and repurchase intention towards online food ordering services in Yangon. Several factors are influencing the consumer purchase behavior and repurchase retention towards online

food ordering services. In this study, consumers' attitudes, subjective norms and behavior control are used as influencing factors.

Figure (2.4): Conceptual Framework of the Study



Source: Own Compilation based on previous studies (2021)

According to the conceptual framework, consumer attitudes, subjective norms, perceived behavioral control are independent variables. Consumer purchase behavior and repurchase intention are dependent variables. This study expects that consumer attitudes, subjective norms, perceived behavioral control will positive effect on consumer purchase behavior and consumer purchase behavior will positive effect on repurchase intention.

CHAPTER 3

PROFILE AND ANTECEDENTS OF CONSUMER PURCHASE BEHAVIOR TOWARDS ONLINE FOOD ORDERING SERVICES IN YANGON

The first part of chapter describes the profile of online food ordering services in Yangon. Influencing factors on consumer purchase behavior towards online food ordering services in Yangon are described at the end of the chapter.

3.1 Profile of Yangon Online Food Ordering Services

Online food ordering services are now very emerging business in Yangon. Online food ordering services have taken into Myanmar as well as the living styles in Yangon are changing. In this penetration, the food industry has evolved into transformative space, combining with food delivery services which offer greater convenience and high demand of consumers. The growth of the Myanmar's food delivery service market is supported by people's increasingly busy lifestyles and rising incomes, along with deepening smartphone and internet penetration. There has been tremendous growth in the online food delivery sector in the past few years and is expected to grow at a rapid pace in the coming few years.

About 15 years ago the world witnessed the dawn of the online food ordering market with the establishment of companies in the world. With the passage of time more and more companies have started to venture into this business and as a result its popularity grew. Now, with the help of these online food ordering companies, the job of ordering food online has been made a lot easier for millions of people across the globe. Coronavirus 2019 also has boosted demand for food deliveries with some entrepreneurs starting to sell home-cooked meals through delivery services. But deliveries still risk infection between customers and delivery staff. In Yangon there are five main food delivery services, Food2u, Yangon Door2Door, FoodPanda, Hi-So Mall and Grab Food. Moreover, there are also other smaller operations setting up. This study mainly focuses on FoodPanda, Grab Food and Food2u. The profile of these popular food delivery services are as follows;

3.1.1 Foodpanda

The branding name Foodpanda is only for countries in Asia and Europe, though it works with the branding name of HelloFood in Africa, Latin America, and the Middle East. Foodpanda was launched by the combined efforts of Ralf Wenzel and Benjamin Bauer in 2012. It is headquartered in Berlin, Germany. FoodPanda is a mobile food delivery service. It is a platform which is easy to use. It enables users to order the foods easily, and gets it delivered to their door. This food delivery service is already available in 12 countries throughout the world; connect users in Myanmar with popular restaurants through the city.

Foodpanda entered to Myanmar, especially in Yangon, in 2020. The services includes access to international fast-food brands like KFC, Pizza Hut, Marry Brown, The Manhantan Fish Market, Cafes like Gong Cha, Amazon, Cheese O Tea and Tom&Toms: as well as local favorite like YKKO, Tin Myint Myanmar, Yangon Tea House, Shan Yoe Yar, Mr. Chef and so on.

The Foodpanda allows the customers to order food for any amount, delivered to the house or office with reasonable charges. People can order food from nearby restaurants, notifying the outlet of their location via foodpanda's website and the iOS or Andriod application. In normal time, customers can order whatever food they fancy from food panda during 8:00 am to 10:00 pm. During these days, they give service between 8:00 am to 6:00 pm in Yangon. Foodpanda now connect users to order over 1000 restaurant in Yangon.

3.1.2 GrabFood

GrabFood is a Singapore-based meal delivery company operating as a subsidiary of Grab. The company was established in 2015. GrabFood was founded by Anthony Tan and Tan Hooi Ling. The GrabFood service is offered through the GrabApp, available in the Google Play Store and Apple's App Store. GrabFood provides services in several countries, including Singapore, Indonesia, Cambodia, Malaysia, Myanmar, Philippines, Thailand and Vietnam.

Grab Myanmar, the transport network company, offers food delivery services to Yangon city in nine townships at first in 2019; Kamaryut, Dagon, Bahan, Yankin, San Chaung, Latha, Pabedan, Tarmwe and Kyauktada. The company announced that the new

service will be called GrabFood at a press conference held on November 26. GrabFood will deliver food to customers with bicycles couriers in the downtown areas of Yangon. GrabFood have linked with many of the famous restaurants in Yangon as their partners. Consumers will have to wait around 45 minutes during the peak periods 30 minutes during normal periods. The customers can use the GrabFood service via the Grab application. It becomes a daily, multi-use application.

Now they expand their services and covered townships in most places of Yangon. And they give the services between food shops and consumers which are existed in same township or just far from about 30 minutes arrived by bicycle. Food will be delivered by bicycle with a door-to-door service. Although Yangon doesn't automatically permit bicycle-riding on its roads, the company's couriers had been granted permission by the Yangon Regional Government to ride for the company. Customers can order food with the GrabFood app, and track the order's progression, from meal preparation to delivery via a map on the app. Daily services will include delivery for local restaurants and international brands such as KOI, Lotteria, Gong Cha, Mr.Wok and Rangoon Teahouse.

3.1.3 Food2U

Food2U is Yangon based food delivery services. Food2U is funded by three investors; Zin Linn Aung and Ko Ko Gyi, Nay Min Thu in May 2017. The founder is Ko Kyaw Myo Thet. The office of the service is No47, Khay Mar St., Thiri Khaymar Ward, Sanchang, Yangon Myanmar. Operator of an online food delivery platform intended to offer food at the consumer's doorstep. The company's platform permits the ordering of food from various restaurants, enabling consumers to conveniently access any cuisine of their choice without traveling Yangon Door2Door is Myanmar's leading food delivery company dedicated to bring Yangon's best restaurants.

3.2 Antecedents of Consumer Purchase Behavior

Factors affecting consumer purchase behavior of online food ordering services in Yangon are as follows.

3.2.1 Consumer Attitude

The most popular online food ordering service in Yangon is Foodpanda. The reasons of using Foodpanda is promotion, connecting various food shops and its timely

manner. Foodpanda is also on social media and mobile phone advertising. And Foodpanda comes to Yangon before Grabfood. For Grab Myanmar, Grab is more popular than GrabFood in Yangon. Food2U is not familiar for respondents comparing to Foodpanda and GrabFood.

They provide simple, easy, and accessible methods for consumers to search varieties of products compared to the traditional method of shopping. They indicate electronic commerce to buy products or services directly from the seller through the Internet. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now consumer have multiple options to choose their products and services while they are shopping through an online platform. Consumer think that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the internet. Perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues.

Food delivery platform operators (Foodpanda, GrabFood and Food2U) have created a new technological model for food delivery services that allow consumers to connect to various local restaurants and food providers through a mobile app. Quick search functions allow consumers to add the dishes they want to order to their shopping cart. Consumers can be immediately provided with an estimated delivery time depending on their designated location, or they can specify their desired delivery time. Then, a delivery person can accept the order, go to the restaurant to pick up the order, and deliver it to the consumer to complete the service. After placing an order, consumers can use a smart tracking function in the app to track the progress of their order. Meanwhile, the app can record the consumer's preferences. Foodpanda, GrabFood and Food2U make ordering food more attractive by reducing the perception of waiting time. It also helps to reduce the expensive call charges incurred as consumers call the store to ask about the status of their order, which helps reduce transaction costs.

3.2.2 Subjective Norms

The customer perception of electronic food ordering which has made an effort to spot customer perceptions regarding the function of electronic food ordering app. consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. Foodpanda, Grabfood and Food2u use the relevant variables and factors to

formulate their strategies and plans in the country. These organizations prioritize the consumer implicit and explicit requirements in online shopping environment. Subjective Norms of these organization are specifically to how consumers whom they care about them engaging in their buying behavior.

During the COVID-19 pandemic, the subjective norm has been changed in some ways. Originally, Foodpanda, Grabfood and Food2u defined an individual's perception that most people who are substantial to them think they should or should not imitate the behavior in inquiry. They also believe that the support (or not) provided by social groups such as family and friends is important for their business. In other words, they described what was regarded as acceptable or unacceptable behavior in a given setting. In the food service business, mobile food-ordering applications are here to remain, and their popularity is only likely to rise in the coming years. In the current scenario, they focused on analyzing the impact of customers' perception of food safety, social isolation, food delivery hygiene, and subjective norms on the behavioral intention and continued behavior to use mobile food delivery apps during the COVID-19 pandemic.

3.2.3 Perceived Behavioral Control

Foodpanda, Grabfood and Food2u investigated a persons' perception of the ease or difficulty of performing online ordering behavior. These behaviors are subjectively affected by external factors; that is to say, individuals are hindered by past experiences or expectations, which contain the level of understanding of self-competence (ability), the awareness of critical needs (resources), and the awareness of convenience (opportunity). In Myanmar, consumption behavior will be affected their risk judgment and interests when using online food delivery platforms.

The application and web have become a serious source within the digital era where online food ordering has gained significance not only by Foodpanda, Grabfood and Food2u but also among the buyer. Online food ordering is within the fingertip of the buyer. It gives a special experience and consumer can make the food ordering more fashionable over the web as they're getting wont to it and become easier for the consumers. Technology has been creating new dining experience and it's a big role in changing the ways customers prefer to dine. There's a promising growth potential within the food service industry, opportunities are arising alongside challenges resulted from the competitive business environment. In using online food ordering services, the users need a control during the whole process. The consumers need to know the arrival time of the

food to their hands. If there will be any inconvenience, they will have to complain and get the sound solution. Thus, Foodpanda, Grabfood and Food2u scan the overall availability of desire foods, multiple choice of the variety of available food and diversity of food in each type of food.

3.3 Research Design

This study aims to analyze the factors affecting on consumer purchase behavior and repurchase intention towards online food ordering services in Yangon. Descriptive and analytical research methods are used in this study. Both primary and secondary data are used for achieving the objectives. Primary data is collected by using structured questionnaire through distributed with google form. Items of structured questionnaire are measured with five-point Likert scale. Secondary data is collected from journals, textbooks, and relevant websites.

There are many foods delivery services in Yangon with various sizes. This study emphasizes Food panda, Grab Food and Food2U because they are established with the largest number of employees among the popular food delivery services in Yangon. The sample size of the study is 398 respondents. Respondents are from Yangon who used food delivery services in their daily life (Food panda, Grab Food and Food2U). Systematic random sampling method is used to select every 5th consumer entering to Yangon food interest groups in Social Media platform. According to (Schonlau, Fricker and Elliott,2002), systematic sampling is the selection of every kth element from a sampling frame or from a sequential stream of potential respondents. Systematic sampling has the advantage that a sampling frame does not need to be assembled beforehand. In terms of Internet surveying, for example, systematic sampling can be used to sample sequential visitors to a website. The resulting sample is considered to be a probability sample as long as the sampling interval does not coincide with a pattern in the sequence being sampled and a random starting point is chosen. Among the groups concerning with foods and delivery in Yangon, four groups are selected based on the total number of like and followers. Primary data are collected at these four groups simultaneously. 10 days survey is conducted to collect the primary data by using structured questionnaire. Descriptive statistics and regression analysis are applied to analyze the collected data.

3.4 Reliability Test

A reliability test is performed to check the consistency and accuracy of the measurement scales. In order to ensure reliability, Cronbach's alpha reliability test is used. Generally, an alpha value close to 1.0 indicates high internal consistency reliability, an alpha value less than 0.60 is considered to be poor, those in the range of 0.60 to 0.80 are considered acceptable and good. In this study, questionnaire consists of three parts. The first part is influencing factors: consumer attitude, subjective norms and perceived behavioral control. The second part is consumer purchase behavior and the last part is the repurchase intention. First, 5 questions for each factor were used to measure the influencing factors on consumer purchase behavior towards online food ordering services. Second, 5 questions were used to measure the consumer purchase behavior and finally, 5 questions were used to identify repurchase intention of the respondents of the study. The following Table (3.1) describes the reliabilities (alpha values) of the variables.

Table (3.1): Reliability Analysis of the Study

Sr. No.	Variables	Cronbach's Alpha	No. of Items
1	Consumer attitude	0.664	5
2	Subjective Norms	0.653	5
3	Perceived Control	0.688	5
4	Consumer Purchase Behavior	0.724	5
5	Repurchase Intention	0.644	5

Source: Survey Data (2021)

According to the Table (3.1), the results show that the Cronbach's Alpha coefficient of these sub-dimensions ranged from 0.644 to 0.724. This indicates that questionnaire has a good and acceptable level of internal consistency for the scale and it can be concluded to be an acceptable one. The results show that the Cronbach's alpha values for each variable are satisfactory, indicating scale items of questionnaire are considered acceptable and reliable. Therefore, it can be interpreted that the internal consistency of the measure used in this study can explain that results of the respective constructs are expected to be same in different situation and the data is considered to be reliable and valid.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON CONSUMER PURCHASE BEHAVIOR AND REPURCHASE INTENTION TOWARDS ONLINE FOOD ORDERING SERVICES IN YANGON

This chapter explains demographic profile of the respondents, the influencing factors (consumer attitudes, subjective norms and perceived control) on online food ordering services, the effect of these factors on consumer purchase behavior and, finally, the effect of consumer purchase behavior on repurchase intention towards online food ordering services. These components are also presented in mean value and standard deviation. The factors affecting on consumer purchase and repurchase intention towards online food ordering services in Yangon are run by regression analysis.

4.1 Demographic Profile and Buying Behavior of the Respondents

This section presents the demographics profile of the respondents and consumer behavior towards online food ordering service.

4.1.1 Demographic Profile of the Respondents

In this part, the demographic profiles of the different respondents are described by classifying into six categories: gender, age, marital status, educational level, monthly income and occupation. All of questionnaires are distributed to people who are in touch with online food ordering service usage. The detail demographic factors are shown in the Table as follow.

Table (4.1): Demographic Profile of the Respondents

Characteristics		No. of Respondents	Percentage
Total		398	100%
Gender	Male	165	41%
	Female	233	59%
Age (Years)	≤ 20	96	24%
	21 to 30	108	27%
	31 to 40	118	30%
	41 to 50	57	14%
	Above 50	19	5%
Marital Status	Single	221	56%
	Married	177	44%
Educational Level	High School	95	24%
	Undergraduate	15	4%
	Graduate	261	66%
	Master Degree	25	6%
	Master Degree and above	0	0%
	Other	2	1%
Monthly Income (Kyats)	≤ 500,000	96	24%
	Between 5000001 to 1,000,000	164	41%
	Between 1,000,001 to 1,500,000	85	21%
	Between 1,500,001 to 2,000,000	31	8%
	Above 2,000,001	22	6%

Characteristics	No. of Respondents	Percentage	Characteristics
Total		398	100%
Occupation	Student	97	24%
	Company Employee	247	62%
	Government Employee	5	1%
	Professional Job	19	5%
	Self-employed	11	3%
	Housewife	12	3%
	Other	7	2%

Source: Survey Data (2021)

According to the Table (4.1), the gender includes male and female and there are 165 respondents (41%) and 233 respondents (59%), out of the total 398 respondents. The female respondents are more than the male respondents out of 398 respondents. This means that female respondents are more interested in using online food ordering service than the male in this study.

For the age group, it has divided into five groups. There are 96 respondents in the age group of ≤ 20 years, 108 respondents in the age group of 21-30 years, 118 respondents in the age group of 31-40 years, 57 respondents in the age group of 41-50 years, 19 respondents in the age group of above 50 years. In this study, the major of using online food ordering service is 31-40 years old with 30% of total respondents, followed by age group between 21-30, ≤ 20 , between 41-50 and above 50. This can be assumed that young people are more familiar with the new technology and they are much fond of using electronic devices. In this study, the young adult age groups are fonder of using online food ordering service than take away foods.

According to the Table (4.1), the single respondents are more familiar than the married respondents in using online food ordering services in Yangon. This mean that single respondents give more attention to modern services. The majority of the education level of respondents is graduated by 261 respondents with 66%, followed by high school 95 respondents with 24%, master degree 25 respondents with 6%, undergraduate 15 respondents with 4%. There are only 2 respondents in Others and no respondents in master degree and above. The income level between 500,001 and 1,000,000 Kyats are the major users of online food ordering 41% in using online food ordering service who

have middle income level in this study. The respondents who have income level \leq 500,000 Kyats have nearly similar percentage with respondents who have between 1,000,001 and 1,500,000. The upper income levels are 8% and 6% respectively.

The last part in demographic factors of this study is occupation of the respondents. According to the result, company employees are more interested in using online food ordering services than the other group of people. Its percentage is 62% of total respondents. The students are also fond of using online food ordering services too.

4.1.2 Buying Behavior of Consumers

This section presents the respondents' using behavior of online food ordering services in Yangon. This includes frequency of using online food ordering service by respondents and mostly used online food ordering services perceived by the respondents.

1. Frequency of Using Online Food Ordering Service

The frequency of online food ordering service usage by respondents is divided into five groups. The detail number of respondents and percentage (%) of online food ordering service usage frequency are shown in the following Table (3.2).

Table (4.2): Frequency of Online Food Ordering Services Usage within Three Months

Sr. No.	Online Food Ordering Service Usage	No. of Respondents	Percentage
1	1-2 times	6	2%
2	3-4 times	47	12%
3	5-6times	81	20%
4	7-8 times	109	27%
5	Above 9 times	155	39%
	Total	398	100%

Source: Survey Data (2021)

According to the Table (4.2) , 1-2 times means the person who online food ordering services 1 to 2 times within three months, 3-4 times means the person who online food ordering services 3 to 4 times within three months, 5-6 times means the person who online food ordering services 5 to 6 times within three months, 7-8 times

means the person who online food ordering services 7 to 8 times within three months and above 9 times means the person who online food ordering services 1 to 2 times within three months.

According to the demographic profile of this study, the company employees are the main consumer of the online food ordering service. The employees who can take meal from home and do not have enough time to go and buy food use online food ordering service. According to the result, 39% of the respondents who takes the online food ordering service above 9 times within three months. So, it can be concluded that most of respondents in this study usually use online food ordering service at least once in a week.

2. Popular Online Food Ordering Service

The mostly used online food ordering services by the respondents are divided into four groups. The detail number of respondents and percentage (%) of each group are shown in the following Table (4.3).

Table (4.3): Mostly Used Online Food Ordering Services

Sr. No.	Online Food Ordering Services	No. of Respondents	Percentage
1	Food panda	286	72%
2	Grab food	79	20%
3	Food2U	11	3%
4	Other	22	6%
	Total	398	100%

Source: Survey Data (2021)

According to the Table (4.3), it can be concluded that Foodpanda is the most use one. 286 respondents out of 398 respondents choose this option mostly. Foodpanda is one of the most convenience one and offer promotion frequently together with its food shops.

4.2 Antecedents of Consumer Purchase Behavior, Consumer Purchase Behavior and Repurchase Intention towards Online Food Ordering Services

This section analyzes the factors affecting consumer purchase behavior, consumer purchase behavior and repurchase intention towards online food ordering services.

4.2.1 Antecedents of Consumer Purchase Behavior

In this part, there are three influencing factors that are used to examine consumer purchase behavior on online food ordering services. The mean values and overall mean values of these variables are calculated.

1. Consumer Attitudes

The following Table (4.4) shows the mean value of consumer attitudes towards online food ordering services. There are five statements to analyze consumer attitudes. Mean values and standard deviations of each are shown as follow. These questions are asked by using five-point Likert scale. The overall mean is also calculated as follow.

Table (4.4): Consumer Attitude

Sr. No.	Description	Mean Value	Standard Deviation
1	Ability of understanding in using online ordering	3.61	0.92
2	Fearless of making mistakes that cannot correct	3.79	0.81
3	Important of personal attention	3.62	2.17
4	Without leaving home to order food	3.80	0.87
5	Initiation the ordering the food at a convenience time	3.83	0.89
Overall Mean		3.73	

Source: Survey Data (2021)

According to the Table (4.1), most of the respondents agree with the fact that using online food ordering service can save time and can order in convenience time of the consumer with the mean of 3.83. And attitude on ordering the food without leaving home has mean value 3.80. The need of personal attention is mean value 3.62. The lack

of fear of user for potential mistake during the ordering process is mean value 3.79. The lowest mean value of consumers' attitudes is 3.61 in understanding ability of using online ordering.

Based on these results, it can be assumed that consumers are using online food ordering services because it can be saved time, convenience for the user, familiar with the way of use, reasonable attention of the service providers. The overall mean of consumer attitudes is 3.73. It means that most of the respondents are positively in attitudes towards online food ordering services in Yangon.

2. Subjective Norms

The following Table (4.5) shows the mean value of subjective norms towards online food ordering services. There are five statements to analyze subjective norm. Mean values and standard deviations of each are shown as follow. These questions are asked by using five-point Likert scale. The overall mean is also calculated as follow.

Table (4.5): Subjective Norms

Sr. No.	Description	Mean Value	Standard Deviation
1	Influencing on behavior to order online food positively	3.76	0.83
2	Appearing the prestige of people	3.31	0.85
3	Appearing the high living standard of people	2.44	0.78
4	Appearing as knowledgeable person	2.98	0.84
5	Becoming a current trend in Yangon	3.69	0.98
Overall Mean		3.24	

Source: Survey Data (2021)

According to the Table (4.5), respondents mostly are much concerned in using online food ordering services when people who influence their behavior encourage them with mean value 3.76. And most of the respondents accept that using online food ordering services is trending in Yangon now with mean value 3.69. In addition, most of them think that engaging with online food ordering services is prestige action with mean value 3.31. Although they response only mean value 2.44 that the consumers who are

using online food ordering services are high profile or not. They accept that consumer using online food ordering services are knowledgeable with mean value 2.98. It is the lowest mean in these questionnaires concerning with subjective norms.

Based on these results, even though they take recommendation from people around them, the action performed depends on them. But they are using online food ordering service with happy mind and they accept this practice is trending in city life of Yangon. With the overall mean value of 3.24, subjective norms have neutral influence upon user attitudes of using online food ordering services.

3. Perceived Behavioral Control

The following Table (4.6) shows the mean value of perceived control towards online food ordering services. There are five statements to analyze perceived behavioral control. Mean values and standard deviations of each are shown as follow. These questions are asked by using five-point Likert scale. The overall mean is also calculated as follow.

Table (4.6): Perceived Behavioral Control

Sr. No.	Description	Mean Value	Standard Deviation
1	Giving more control than taking out food	3.42	0.78
2	Complaining the service provided	3.43	0.76
3	Decisive ability in online ordering	3.44	0.76
4	Feeling in control of using online food ordering	3.57	2.17
5	Being in charge of the customer	3.47	0.82
Overall Mean		3.47	

Source: Survey Data (2021)

According to the Table (4.6), the highest mean value for perceived control is 3.57 which indicate that using online food ordering service can have control. They also think it can be feeling for users who are in charge of this ordering with mean value 3.47. But the mean value is only 3.44 in decisive in using online food ordering service. They favor comparing to the takeout food with mean value 3.42. The mean value of perceived control is 3.43 in complain matters.

Based on these results, most of respondents feel that they have control on online food ordering services. They still love to deal takeout food shops. The solution of service provider on complaints is not very good for consumers. With the overall mean value of 3.47, perceived control has neutral influence upon user attitudes of using online food ordering services.

4.2.2 Consumers Purchase Behavior towards Online Food Ordering Services

Table (4.7) shows the mean value of consumer purchase behavior towards online food ordering services. There are five statements to analyze consumer purchase behavior. Mean values and standard deviation of each are shown as follow. These questions are asked by using five-point Likert Scale. The overall mean is also calculated as follow.

Table (4.7): Consumer Purchase Behavior

Sr. No.	Description	Mean Value	Standard Deviation
1	Ordering services at office /class together with my colleagues/friends	3.84	0.86
2	Ordering services at home together with my family	3.42	0.78
3	Using online food ordering services for dinner	2.50	0.84
4	Using online food ordering services for lunch	2.94	0.89
5	Buying the snack or fast food	3.80	0.89
Overall Mean		3.30	

Source: Survey Data (2021)

According to the Table (4.7), most of the respondents are buying the food via online food ordering service together with their friends or colleagues at their school or office with the mean value 3.84. The mean value about the buying style at home is 3.42. The ordering of fast food is mean value 3.8. The mean value of ordering lunch is 2.94 and the mean value of ordering dinner is 2.5. The overall mean is 3.30.

Based on the results, most of the respondents use online food ordering services at office or school than at home. They order fast food in the most of buying food. They order lunch than dinner.

4.2.3 Repurchase Intention

Table (4.8) shows the mean value of consumer repurchase intention towards online food ordering services. There are five statements to analyze repurchase intention. Mean values and standard deviations based of each are shown as follow. These questions are asked by using five-point Likert scale. The overall mean is also calculated as follow.

Table (4.8): Repurchase Intention

Sr. No.	Description	Mean Value	Standard Deviation
1	Possibility of online food ordering in the future	3.92	0.91
2	Probability use online food ordering again in the future	3.53	0.83
3	Willing to pay premium price	2.56	0.92
4	Using online food ordering service in holding of small party	2.90	0.79
5	Recommendation to the friends	3.91	0.91
Overall Mean		3.36	

Source: Survey Data (2021)

According to the Table (4.8), the highest mean value for the likely to use online food ordering service in future is 3.92 which indicates that online food ordering service is used in the future by most of the respondents. The probably to use online food ordering service is also mean value 3.53. The mean value of ordering the food for small party is 2.90. But the willingness to pay premium price for online food ordering service is mean value 2.56. The recommendation of the respondents on online food ordering services to others is mean value 3.91.

Based on the results, most of the respondents are willingness to use online food ordering service in their future and they recommend their friends to deal online food ordering services. Besides they think that using online food ordering services is also suitable for celebration of small party. With the overall mean value is 3.36, the repurchase intention of the consumers might be good in the future.

4.3 Influencing Factors on Consumer Purchase Behavior

In this part, multiple regression analysis is applied to examine the effect of factors affecting on consumer purchase behavior towards online food ordering services. The independent variables are consumer attitudes, subjective norms and perceived control while the dependent variable is consumer purchase behavior. The results are shown in Table (4.9)

Table (4.9): Influencing Factors on Consumer Purchase Behavior

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	2.824	0.699		4.037	0.155	
Attitudes towards Behavior	0.31	0.145	0.057	2.13	0.279	1.761
Subjective Norms	1.008 **	0.025	0.953	41.009	0.016	1.326
Perceived Control	-1.137	0.252	-0.121	-4.518	0.139	1.75
R square	0.999					
Adjusted R Square	0.998					
F value	817.26 **					

Source: Survey Data (2021)

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the Table (4.9), the adjusted R square is 0.998 which means that the independent variable (consumer attitude, subjective norms and perceived control) can explain 99.8% of variations in dependent variable (consumer purchase behavior). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out moderately significant at 5% level because Sig of F is 0.026. If Variance inflation factors (VIF) of all independent variables are under 10, it can be assumed that these variables are not correlated each other. Based on the result of the study, VIF of attitudes towards behavior is 1.761, VIF of Subjective norm is 1.325

and VIF of perceived control is 1.75. This means that there is no correlation among independent variables.

As shown in Table (4.9), there is only one significant variable out of three variables as stated by multiple regression analysis. The subjective norms factor has positive and significant effect on the consumer purchase behavior towards online food ordering services. The reason is that most of respondents were influenced by people who positively think the use of online food ordering service is current trend in Yangon. They think that the users are knowledgeable and high profile. The subjective norms factor gets the expected positive sign in coefficient at 5% confident level. It means that increasing one use of subjective norms can lead to raise consumer purchase behavior by 1.008 units. Subjective norm is the highest Beta value and most influence factor among three variables based on the study.

Consumer attitude is no significant with consumer purchase behavior. The service is very convenient that offer varieties of food choices to consumers. Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits. Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping.

Perceived behavioral control is no significant with consumer purchase behavior. Investigators typically use hierarchical regression analyses in which they enter intentions and perceptions of behavioral control on the first step followed by the interaction term by the product of intention and perceived control, on the second step. The interaction term is often not significant, and even when it does have a significant regression coefficient, it tends to account for little or no additional variance in the prediction of behavior. Perhaps it is for this reason that most investigators examine the direct effect of perceived behavioral control on behavior rather than its role as a moderator of the intention-behavior relation.

4.4 The Effect of Consumer Purchase Behavior on Repurchase Intention towards Online Food Ordering Service

In order to find out the effect of consumer purchase behavior on repurchase intention towards online food ordering service, linear regression model is applied to

analyze. The result of the effect of consumer purchase behavior on repurchase intention towards online food ordering service is shown in the following Table (4.10).

Table (4.10): The Effect of Consumer Purchase Behavior on Repurchase Intention to Usage of online food ordering service

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.130	0.174		-0.747	0.509
Purchase Behavior	1.059 ***	0.052	0.996	20.359	0.000
R square	0.993				
Adjusted R Square	0.990				
F value	414.483 ***				

Source: Survey Data, 2021

Note. *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

In Table (4.10), the adjusted R square is 0.990 which means that the independent variable (purchase behavior) can explain 99.0% of the variables in dependent variable (repurchase intention). Therefore, the power of model to explain is considered as strong. The F value, the overall significant of the models, came out highly significant at 1% level because Sig of F is 0.000.

As shown in Table (4.10), these two variables are significant as stated by regression analysis. The consumer purchase behavior has positive and significant effect on the repurchase intention towards online food ordering service. The consumer purchase behavior has the expected positive sign in coefficient with significant at 1% level. It means that one unit of practicing consumer purchase behavior factors can lead to 1.059 units increases to repurchase intention towards online food ordering service.

Overall Evaluating shows that the result produced anticipated signs and significant coefficients of two variables. Thus, it can be concluded that increasing in consumer purchase behavior has positive effect on repurchase intention to online food ordering service. According to the study, consumer purchase behavior affect the level of repurchase intention to online food ordering service. Especially subjective norms have strong effect on consumer purchase behavior on online food ordering service. Therefore, repurchase intention also depends on consumer purchase behavior on online food ordering service.

CHAPTER 5

CONCLUSION

The chapter outlines the findings and discussion of the study and the suggestions and recommendations to understand which factors are influencing the consumer purchase behavior towards online food ordering service and the relationship between purchase behaviors and repurchase intention of online food ordering service.

5.1 Findings and Discussions

This research is the study of consumer purchase behavior and repurchase intention towards online food ordering services. Factors affecting consumer purchase behavior (consumer attitude, subjective norms and perceived behavioral control) are used to analyze the consumer purchase behavior. Repurchase intention towards online food ordering services is also used to find out. In this study, both descriptive and analytical research methods have been used to explore factors affecting consumer purchase behavior and repurchase intention towards online food ordering service.

According to the demographic factors of the study, the females are more interested in using of online food ordering services. In age, the respondents who are 31 to 40 ages are more favorable to use online food ordering services. Single respondents are more used online food ordering services than married respondents. Graduate respondents are the largest group of using online food ordering services. Company employees are also more dealing with the online food ordering services. The people who have income level between 500,001 Kyats to 1000,000 Kyats are mostly using online food ordering services.

According to the consumer behavior of using online food ordering services, most of the respondents are used above 9 times during three months. In Yangon, Foodpanda is most popular online food ordering service among the food delivery companies, because most of the respondents (about one-third of the respondents) are using Foodpanda to order the food.

As the results from descriptive statistics, respondents have positive attitude towards online food ordering service. The people think using online food ordering

service is a reasonable and good thing to try as they think using online food ordering service can save time and they feel convenience by ordering food via online than take away by themselves. The consumer behavior is measured by the various variables in this study and from the outcomes, several discussions are evolved. The results of this study reveal a clear understanding of consumer behavior of online food ordering service. This means that the notion consumer used online food ordering application because convenience, time saving, speed and reasonable exact arrival time to them. Nowadays, the living standard in Yangon is rapidly growth people would like to try new technology. Technology products and services drive the consumer behavior of online food ordering services. Most of the respondents are good attitudes to the online food ordering services. The marketers alert the customers' norms to explore the need of their service. The respondents give positive views concerning the control on online food ordering services.

According to the regression analysis, subjective norm is only one significant factor among the three factors of the consumer behavior towards online food ordering services. The features and brand name of online food ordering service can attract the users and they want to use this service with good features. In the online food ordering delivery market, outside influences of other individuals (mainly others who may be important to us) persuade the consumer's opinion of a product or service. The influence on the subject's decisions may vary according to the relative importance given to the opinion of others, as well as to the degree of reliance on the informant. Information on the influence of these relevant others is an important aspect for the online food ordering services.

In addition, consumer's attitudes is the another important factor to boost using online food ordering service. Most of consumers prefer the convenience and time saving in using their services. They want to get the service during short time with the reasonable price. They prefer to get the quality of food that same with din-in-restaurant. Packing is also one factor to get customer positive attitudes towards online food ordering services. And then they want to catch up wide range of restaurants more than limited area. Therefore, the service providers need to understand the attitudes and expected services of consumer towards online ordering services to develop their market.

Based on the repurchase intention analysis, consumer purchase behavior has also positive and significant influences on repurchase intention of the consumers towards online food ordering services. Based on the result, most of the respondents are used the

service at office to order lunch. They also have desire to use the online food ordering services in future as well as to recommend to their friends. Both shopping enjoyment and perceived usefulness (website) strongly influence the intention to re-purchase over online. In fact, the online food ordering services which utilize value-added mechanisms in the search engine and providing customers a challenging experience may increase customers' shopping enjoyment. Furthermore, if there are more often customers back to the web store, their shopping enjoyment then be determined by their involvement with the product. Also, demographic variables such as age, gender, and level of income play a facilitating role because they influence consumer perception and consumer behavior that drives them towards online shopping. Online shopping intention depends on consumers' age, income, and education as well as marital status most importantly their perceived usefulness.

5.2 Suggestions and Recommendations

This study aims about the factors that influence the consumer purchase behavior towards online food ordering service in Yangon. In recent years, technology and smart phone play more important in city life. Online food ordering service is growing which provide more convenience for the consumer who lives in Yangon. This service can create value in matching between demand and supply, directly offering to people in need. But some of the people still fond of using traditional thing. Anyway, the mobile application is very popular and become trend in Myanmar life style. In business aspect, business owners, investors, entrepreneur can use the results from this study to see and understand that the main factors on online food ordering service in Yangon. Based on the results, the following suggestions and recommendations are provided for online food ordering services.

Among the influencing factors, only subjective norm has positive and significant effect on consumer behavior. Speedy process, convenience, time saving, variety of choice of the food and online ordering, politeness of the service provider and lifestyle are the main components that help contributing both users to fulfill their needs. Food shop owners can make to reach their food to the variety of consumers who cannot come to their shops in reasonable time. The marketer should try the facts of subjective norms of

the society regarding online food ordering services. They should their marketing strategy to build their brand image in current upgrading trend of the services.

Consumer purchase behavior has positive and significant influence on repurchase intention towards online food ordering services. Nowadays, the social media is widely used and a lot of products or services advertise on social media with well known celebrities to make awareness of their brand. Moreover, consumer can know easily what kind of things are popular among the people and what are the mostly use among the society. Following the trend is the popular things between today's consumers. Consumer wants to use the products or services that are popular among the people and they want to make impression of other people. According to the survey results, most customers enjoy the way of using promotion by this way they can get discount (price off promotion). This is one of the positive attitudes of consumers toward online food ordering service.

In Yangon, online food ordering service is booming during these years. Besides, the impact of the Covid -19 leads to consumers to choose and shop non-face-to-face online. However, the spread of the virus is entering a global pandemic, and consumer fears are at an extreme level. The government also permits to open the food shop with number of restrictions. Therefore the restaurants are now relied on online food ordering and food delivery service. Owner should plan to offer more benefits and enhance their product familiarity at the online food ordering application that developers can focus on increasing web service quality by describing food name lasts as well as the pictures or photo of food. Therefore, the consumers can see and choice their need on the application clearly.

The service should be very convenient that offer varieties of food choices to consumers. Thus, food service and restaurant operators need to improve and update their online service in order to attract more customers to use their online ordering and delivery services while increasing sales and restaurant profits. On behalf of consumers, they need to realize that online food ordering and delivery services offer many benefits to them especially.

5.3 Needs for Further Research

This research identified some limitations that might restrict the result of collected data set, findings and analysis, and the time constraint and other factors. Some of these

limitations were intentionally set so as to confine the research scope, some of them might be only drop-in respondents which who were not the potential one and this would result in an inaccurate study. The selected sample size is 398 respondents and this sample size is not sure can cover the whole country or not even the whole city's people attitude towards online food ordering service. In addition, the food taste and the environment pollution of the plastic or paper wrapping box for online food delivery should also be conducted in the further studies because the pollution of wrapping materials compared might have a key influencing on consumers' attitudes to choose and purchase via online food ordering delivery services. Furthermore, this paper limited in Yangon only, the further research can have a comparative study with other city then more demographic factors could be added for the further research.

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APPENDIX A

QUESTIONNAIRES

Consumer Purchase Behavior and Repurchase Intention towards Online Food Ordering Services in Yangon

Dear Sir/Madam,

This survey is conducted as a part of work of Master of Business Administration of YUEco. and academic purpose only.

Thank you so much for your kind support.

Thanks, and Best Regards,

Ms EI EI MYINT

Roll No-49

EMBA-II

Section (A)

Demographic Profile

Please tick (✓) the one that matches your situation.

1. Gender

Male Female

2. Age

- ≤ 20
 21 to 30
 31 to 40
 41 to 50
 Above 50

3. Marital Status

Single Married

4. Educational Level

High School
Undergraduate
Graduate
Master Degree
Master Degree and above
Other

5. Monthly Income (Kyats)

≤ 500,000
Between 5000001 to 1,000,000
Between 1,000,001 to 1,500,000
Between 1,500,001 to 2,000,000
Above 2,000,001

6. Occupation

Student
Office Worker
Government Employee
Professional Job
Self-employed
Housewife
Other

7. Which online ordering service have you been used?

- Food panda
- Grab food
- Food2U
- Other
- Never

(The answer is “never”, you don’t need to answer the following questions. Thank a lot for you valuable attention)

8. Frequency use for 3 months

- 1-2 times
- 3-4 times
- 5-6times
- 7-8 times
- Above 9 times

Section (B)

Influencing Factors

Please state the level of your agreement on each statement by providing the most relevant number. Please tick (✓) the one that matches your situation.

Scales (Strongly disagree : 1, Disagree : 2, Neutral : 3, Agree : 4, Strongly Agree : 5)

1. Consumer Attitude

Sr. No.	Description	1	2	3	4	5
1	I feel full understanding about using online ordering.					
2	I have no hesitate to use online ordering for fear of making a mistake I cannot correct.					
3	Personal attention by a restaurant employee is important to me.					
4	I like the ability to order food without leaving home.					
5	Online ordering allows me to initiate a transaction at a convenient time.					

2. Subjective Norms

Sr. No.	Description	1	2	3	4	5
1	People who influence my behavior think I should order online food ordering.					
2	People who engage with online food ordering have more prestige than the others.					
3	People in my community who engage with online food ordering have a high profile.					
4	People in my community who engage with online food ordering are knowledgeable.					
5	Using of online food ordering service is trending in Yangon.					

3. Perceived Behavioral Control

Sr. No.	Description	1	2	3	4	5
1	I feel in control using online ordering.					
2	Online ordering lets the customer be in charge.					
3	While using online ordering, I feel decisive.					
4	I feel in control using online ordering.					
5	Online ordering lets the customer be in charge.					

Section (C)

Consumer Purchase Behavior and Repurchase Intention

Please state the level of your agreement on each statement by providing the most relevant number. Please tick (✓) the one that matches your situation.

Scales (Strongly disagree : 1, Disagree : 2, Neutral : 3, Agree : 4, Strongly Agree : 5)

Consumer Purchase Behavior

Sr. No.	Description	1	2	3	4	5
1	I buy the food via online food ordering services at office /class together with my colleagues/friends.					
2	I buy the food via online food ordering services at home together with my family.					
3	I buy dinner via online food ordering service.					
4	I buy lunch via online food ordering service.					
5	I buy the snack or fast food via online food ordering service.					

Repurchase Intention

Sr. No.	Description	1	2	3	4	5
1	I am likely to use online food ordering in the future.					
2	I will probably use online food ordering again in the future.					
3	I am willing to pay premium price for online food ordering.					
4	I will use online food ordering service in holding of small party ordering.					
5	I will recommend my friends that they should use online ordering.					

APPENDIX B

STATISTICAL OUTPUT

Regression Analysis Result for Influencing Factors on Consumer Behavior using Online Food Ordering Service

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	1.000 ^a	0.999	0.998	0.02325	1	817.26	3	1	0.026
a. Predictors: (Constant), Perceived Control, Subjective Norms, Attitudes towards Behavior									
b. Dependent Variable: Purchase Behavior									

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.325	3	0.442	817.26	.026 ^a
	Residual	0.001	1	0.001		
	Total	1.326	4			

a. Predictors: (Constant), Perceived Control, Subjective Norms, Attitudes towards Behavior

b. Dependent Variable: Purchase Behavior

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.824	0.699	4.037	0.155	-6.064	11.712		
	Attitudes towards Behavior	0.31	0.145	0.057	2.13	0.279	-1.538	2.158	0.568
	Subjective Norms	1.008	0.025	0.953	41.009	0.016	0.696	1.321	0.754
	Perceived Control	-1.137	0.252	-0.121	-4.518	0.139	-4.336	2.061	0.572

a. Dependent Variable: Purchase Behavior

Regression Analysis Result for Antecedents of Consumer Purchase Behavior on repurchases intention to Usage of online food ordering service

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.996 ^a	0.993	0.99	0.05987	0.993	414.48	1	3	0
a. Predictors: (Constant), Purchase Behavior									
b. Dependent Variable: Repurchase Behavior									

ANOVA ^b					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1.486	1	1.486	414.483
	Residual	0.011	3	0.004	
	Total	1.497	4		

- a. Predictors: (Constant), Purchase Behavior
- b. Dependent Variable: Repurchase Behavior

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-0.13	0.174		-0.747	0.509	-0.68	0.423		
	Purchase Behavior	1.059	0.052	0.996	20.359	0	0.893	1.224	1	1

- a. Dependent Variable: Repurchase Behavior