YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

**INFLUENCING FACTORS ON PURCHASE INTENTION
AND CONSUMER USAGE BEHAVIOUR OF
GRABFOOD DELIVERY**

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MBA II – 58

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ACADEMIC YEAR (2019-2022)

Supervised By: **Submitted By:**

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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 prepared by Win La Pyae, entitled "**Influencing Factors on Purchase Intention and Consumer Usage Behavior of GrabFood Delivery**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

The purpose of this study is to analyze the influencing factors on consumer purchase intention and consumer usage behavior. The sample consists of 385 respondents from Yangon who use the GrabFood delivery service in their daily life by using systematic random sampling method. Structured questionnaires with five-point Likert scale are used to collect primary data. Influencing factors such as performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety are used to conduct the study. Descriptive and regression analysis are used to analyze the collected data. This study finds that most of the food delivery users are familiar using mobile apps in their smartphone. Therefore, consumers are using the smartphone and Grab apps increasingly since internet access are the most important resources to use. According to regression analysis, performance expectancy, facilitating conditions and perceived safety have positive effect on consumer purchase intention. In addition, consumer purchase intention has also positive effect on consumer usage behavior. In addition, it is important that consumer feel safe when ordering foods via GrabFood. The GrabFood increase the users if GrabFood provide necessary training and provide required materials.

ACKNOWLEDEGMENTS

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LIST OF ABBREVIATIONS

CB	Consumer Behavior
EE	Effort Expectancy
FDAs	Food Delivery Applications
F&B	Food and Beverage
FC	Facilitating Conditions
IDT	Innovation Diffusion
MPCU	Model of PC Utilization
O2O	Online to Offline
OFDA	Online Food Delivery Applications
PLS	Partial Least Square
PE	Performance Expectancy
SI	Social Influence
SF	Social Factors
SEM	Structural Equation Modeling
UB	Use Behavior
WHO	World Health Organization

CHAPTER 1
INTRODUCTION

The use of internet for buying and selling products and services takes place all over the world. The more increase the use of internet platform for exchanging products and services, the more increase the number of e commerce websites, mobile commerce applications, instant payment systems and mobile payment systems. Online to offline (O2O) is a meaning of online food delivery service, where consumer can choose their interested products for delivery or pick up from a websites or applications. Technology has played a big role in food delivery service to conduct the online transactions.

The increase use of food delivery applications and platforms have changed the way of interaction between food suppliers and consumers all over the world. The food delivery applications (FDAs) refer to an online-to-offline mobile service that provides a mean for convenient and efficient online ordering and offline delivery of goods and services. People around the world are started enjoying online food delivery due to less effort and convenience. In Myanmar, the food delivery application service is started in2013.There are many food delivery applications in Myanmar such as Grab, Food Panda, Yangon Door2Door, Food Mall and so on.

Meanwhile, the World Health Organization (WHO) announced COVID 19 as global pandemic on 11th March 2020. The COVID -19 pandemic significantly affected with consumer relationship with food and eating (Byrd et al., 2021). Government ordered the citizens to stay-up home and social distancing to prevent the virus spreading aggressively. Myanmar was hit by the COVID -19 pandemic. Therefore, features such as delivery service plays vital roles. Due to the pandemic and restrictions on contact between people, food delivery has become one of the primary connections between people and the outside world. The lifestyle and behavior of people have been changed due to the pandemic. Thus, some behavioral changes resulting from the pandemic may continue even after the stabilization phase (Blumtritt, 2020).

Consumer behavior is the consumer experience of searching, using and evaluating of products and services and it involves the decision-making criteria that they use, including their feelings, motivations, and actions. There are many factors which influence the consumer intention to purchase or use the products or services such as performance

expectancy, effort expectancy, social influence, facilitating conditions and perceived safety and so on.

Performance expectancy as the level of personal belief that using collaboration technology will improve work efficiency and lead to operational success (Venkatesh et al.,2020). It shows the measurements of user in a system whether the system is advantageous, performance enhancer, user friendly or not. It is a key predictive factor for the behavioral intention of users. It has been repeatedly validated in studies on the factors determining the acceptance and use of new products and technologies. Effort expectancy is defined as the degree of ease associated with the use of the system. It is the determinant that shows how much a technology or a system is easy to use. Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system. Otherwise, it is a process by which an individual attitude, beliefs or behavior are modified by the process or action of other. Facilitating conditions is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system. It is also known as a degree to which the person believes that the existing organizational and technical infrastructure can support the use of technology (Chan et al., 2010). Perceived Safety is defined as the individual perceptions of safety involves generalize judgments about the chance of injury or loss.

Consumer purchase intention is the degree to which consumer attitude toward a specific purchasing behavior and consumer degree of willingness to pay. Consumers' stated purchase intentions are one of the primary inputs that marketing manager's use to forecast future sales and to determine how the actions they take will impact consumers' purchasing behavior. Purchase intention is the plan to buy a specific product or service within a designated time period (Hair et al., 2011). Moreover, online purchase intention is affected by the consumers' determination to purchase from an e-commerce business (Salisbury et al., 2001; Choon et al., 2010).When consumers are familiar with e-commerce businesses, they are more likely to visit an online site with the intention to purchase (Forsythe & Shi, 2003; Gefen& Straub, 2004; Yu-Hui & Barnes, 2007). The familiarity in ecommerce means that the consumers have an understanding for what is happening in that context and why, and also what is going to happen next (Gefen, 2000; Gefen& Straub, 2004).Consumer usage behavior refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010)

GrabFood is one of the leading delivery applications in Myanmar. Grab application was introduced the GrabFood in Yangon in November 2019 and in Mandalay in July 2020.It is one of the food delivery applications which assist customers in ordering receiving food and beverages without any obstacles. GrabFood is helping not only consumers but also the restaurant owners as it is connected more than 1500 partners. GrabFood platform is increasing the food orders for restaurants and providing the convenience to the consumers. In addition, it provides coupons and discounts to ease the financial burden of consumers paying for online dining services. Moreover, it creates the work opportunities for many delivery workers. Besides, GrabFood launched the GrabKitchen in Yangon in 8th April 2020 which means will give food merchant partners a place to run and prepare food orders exclusively for delivery through the Grab App using the idea of a cloud kitchen.

Myanmar is the sixth Southeast Asian country where GrabFood has established GrabKitchen, with 50 other cloud kitchens in operation across Singapore, Thailand, Indonesia, Vietnam and the Philippines. The GrabKitchen takes security measures for COVID-19 and food safety, including monitoring the partners' delivery and merchant partners' temperatures and employing face masks, gloves, hand sanitizers, and antibacterial wipes. For GrabFood delivery pickups at the GrabKitchen, there will be social distance regulations in effect, with delivery partners seated a good distance away while waiting for meal orders to be prepared. This study aims to analyze the consumer purchase intention and consumer usage behavior of using GrabFood delivery application during COVID 19.

1.1 Rationale of the Study

Due to the global pandemic, people need to stay at home, work from home and they are not allowed to go out to prevent spreading virus. Several restaurants have to shut down and started to use the delivery system. Therefore, the lifestyle of Myanmar people has been changed and started to use the food delivery application more than ever. During the pandemic, online food delivery applications such as Grab, Food Panda, FoodMall, etc. promote the usefulness of application. There are significant numbers of consumer using grab application during COVID 19 pandemic.

Myanmar people have the intention to use application to order the food, buy grocery things because of its performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety. The performance expectancy is the degree to

which a person expects that employing a system will enable consumer to improve their performance at work is known as performance expectancy. The foundation of effort expectation is the notion that there are connections between the effort put out at work, the results attained as a result of that effort, and the rewards obtained as a result of the effort. The process of altering a person's behavior, views, or feelings as a result of what others do, think, or feel is known as social influence. The extent to which a person thinks that the organizational and technological framework is in place to enable the use of a system is referred to as the facilitating conditions. Individuals' judgments of safety include broad assessments of the possibility of harm or loss.

Behavioral intention defines a person's probability to take a given action or a consumer inclination to pay for the system hereafter (Brown &Venkatesh, 2005). Prediction of consumer purchase behavior was used as a type of purchase intention which is part of behavioral intention. Thus, intention is assumed to capture the motivational factors that influence behavior; they are indicators of how hard people are willing to try, of how much of an effort they are planning to exert, in order to engage in a behavior (Mafe´ et al., 2010). There is a relationship between consumer behavioral and consumer usage behavior.

Consumer behavior is the actions and the decision processes of people who purchase goods and services for personal consumption It is the study of consumers' actions when selecting whether to purchase a good that meets their needs. It is an investigation into how customers behave and what motivates them to purchase and use particular goods. Consumer behavior plays a vital role in daily life.

Therefore, Grab need to know what are the influencing factors consumer intention to use the Grab food delivery and consumer usage behavior of Grab application to provide a better service and quality. Based on this knowledge, Grab can make appropriate strategies regarding with the major influence factors of consumer intention to use Grab and consumer usage behavior of Grab. The study can contribute well for helping Grab to think about its customers and strategically planning of marketing activities in order to grow market share and the customer loyalty.

1.2   Objectives of the Study

The main objective of the study is to analyze the influencing factors consumer intention to use Grab application and on consumer usage behavior to enhance the better service. Therefore, the specific objectives of this study are;

(1) To examine the influencing factors on purchase intention of the GrabFood delivery application

(2) To analyze the effect of purchase intention on consumer usage behavior of GrabFood delivery application

1.3 Scope and Method of the Study

This study intends to study the influencing factors on consumer intention to purchase and usage behavior towards Grab food delivery application in Yangon. This study emphasizes the GrabFood delivery application users in Yangon. In this study, sample size of the survey is calculated by Raosoft's formula and 385 users are surveyed. Respondents are from Yangon who uses GrabFood delivery service in their daily life. The data of the study are obtained from two sources: primary and secondary. Systematic sampling method is used to select every 5th consumer who ordered by the GrabFood application. Data are collected by the delivery men who accepted the order on Saturday and Sunday. Ten days survey was conducted during June 2022 to collect the primary data by using structured questionnaire. Items of this questionnaire are measured with five-point Likert scale. Secondary data are collected 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

This paper is divided into five chapters. Chapter one consists of rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two is theoretical background of influencing factors on consumer intention to use and usage behavior towards GrabFood applications. In addition, this chapter includes about the previous studies and then conceptual framework of the study. Chapter three explains the overview of food delivery service industry, background history of GrabFood application including its profile, influencing factors on consumer intention to use GrabFood delivery application in Yangon. Chapter four consists of analysis of influencing factors on consumer to use and usage behavior of GrabFood application. In chapter five, conclusion is made findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2
THEORETICAL BACKGROUND

In this chapter, theoretical background about consumer usage behavior, consumer intention and influencing factors on consumer intention to use such as performance expectancy, effort expectancy, social influence, facilitating conditions, perceived safety, consumer intention and usage behavior are described. Previous studies regarding consumer purchase intention and consumer usage behavior are presented. In addition, based on the previous studies, the conceptual framework of this study is proposed.

2.1   Influencing Factors on Consumer Purchase Intention

The consumer behavior's definition is defined by the American marketing Association (Peter & Olson, 2005) as the dynamic interaction of affect and cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives" Schiffman & Kanuk (2000) assumed that consumer behavior study focuses on how people make choice to spend their resources including period of time, funds, and work on items. Also, these actions are directly concerned on selecting, obtaining, using, and removing of goods and services and perceptions to meet their satisfaction, including the purchasing decision that preface and follow these actions (DeVries,1996) But social factors psychological factors, marketing and consumer characteristics are also important in order to study with the criteria effects on customers This study investigates the theoretical background of influencing factors on consumer intention to use the GrabFood delivery application.

2.1.1   Performance Expectancy

Performance expectancy (PE) is the degree to which an individual believes that using a system will help consumer to attain gains in job performance (Venkatesh et al., 2003). Performance expectancy is a construct that has received a great deal of attention from several authors and researchers from different fields of human endeavors (Venkatesh, Morris, Davis & Davis, 2003; Derntl, 2011; Khayati & Zouaoui, 2013 etc.). Some of these studies as pointed out by Rogers (2003) attempted to identify and use the construct to explain information system adoption and use .The term performance expectancy emerges from the combination of five factors that helped in the formation of

perceived ease of use (technology acceptance model), external motivation (motivational model), job fit (personal computer utilization model), relative advantage (innovation diffusion theory) as well as outcome expectancy (social cognition theory) (Venkatesh & Davis, 2000). Recently, Zhao and Bacao (Zhao & Bacao, 2020), in their study carried out in China, showed that performance expectancy positively affects the FDA's continuance intention

Similarly, Khayati and Zouaoui (2013) noted that performance expectancy (PE) is same as the perceived usefulness (PU) and viewed the concept as the gain in performance that an individual believes he can win when using a technology.

2.1.2 Effort Expectancy

Expected effort is the degree of ease associated with the use of technology by consumers (Alalwan,2020; Alalwan et al., 2017; OKumus et al., 2018). Davis, Bagozzi, and Warshaw (1989) explain that the individual's intention to accept a new system is not only predicted by how much it is positively valued. It is also related to how much it is positively valued. It is also related to how much the use of that system is not difficult and consequently, by the amount of effort to be expended. In this sense, as in other studies on food application (Alalwa,2020) it is important to investigate whether the fact that consumers complete the entire ordering process without any help or assistance from the restaurant staff has any influence on their intention to use the system. In addition, effort expectancy (EE) can be explained as the anticipated complexity of the technology and the degree of energy needed to use it. The effect of effort expectancy on behavioral intention was moderated by gender, age and experience. The effect was more significant for women, older people and less experienced workers (Venkatesh et al., 2003). Effort expectancy, can be defined as the degree of ease associated with the use of the system (Venkatesh et al., 2003).

Similar to performance expectancy, Venkatesh et al., (2003) captured three constructs from other models into this concept that is perceived ease of use, complexity and ease of use. The first one, perceived ease of use, is a concept from the Technology Acceptance Model (Davis, 1986) which refers to the idea of someone that using the new technology will be effortless. The second concept integrated in effort expectancy, is complexity of the MPCU (Thompson et al., 1991).Complexity in this model, to be understood as the difficulty to use a system, as perceived by the users. Ease of use as a last concept, is a core construct of the IDT (Rogers, 1995) and its definition is apart from

one difference equal to the one of complexity. The definition of complexity concerns a general system whereas ease of use is about an innovation (Venkatesh et al., 2003). Among others, (Plouffe et al., 2001) and (Thompson et al., 1991) confirmed the similarities between these concepts.

2.1.3 Social Influence

Social influence of the degree to which an individual perceives that important others believe consumer should use the new system (Venkatesh et al., 2003,) is the third and last direct determinant of the behavioral intention to use a technique or technology (Venkatesh et al., 2003). Social influence (SI) has shown the most impact on consumers' aware of FDA service; the SI could be utilized by the marketer to communicate with existing and prospective customers in order to grow the number of customers, followed by the referral group, which were family and friends (Jaiswal, Sharma, & Ashwini, 2019).The social influence construct is characterized by an increased willingness of other people (e.g., family, friends, and colleagues) to use a particular technology (Venkatesh et al., 2003). The use of certain technologies seems to affect social inclusion (Hill et al., 2015). Thus, social influence seems to affect the continuance intention of apps, as presented in other studies (Chopdar & Sivakumar, 2019, Lai & Shi, 2015, Zhao & Bacao, 2020). The COVID-19 pandemic has raised concerns in families and among friends and loved ones (Fame-RN, 2020), increasing pressure for distancing measures. This construct must therefore have a substantial effect on the intention to continue during this period, since the use of FDAs minimizes interpersonal interaction (Gavilan et al., 2021, Wen et al., 2020).

2.1.4 Facilitating Conditions

Facilitating conditions is defined as the degree to which the individual believes that there is an adequate organizational and technical infrastructure to support the use of technology. It refers to the set of conditions that allows the consumer to have a greater intention to use technology. Thus, the continuance intention of using technology can be affected by the availability of money, time, internet access, and cognitive and motor abilities (Lu et al., 2008, Morris et al., 2005). The authors noted that the construct represents the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of a system. In this context, facilitating conditions is described as the extent to which university lecturers believe that technical infrastructure

exists to enhance the use of digital library. Facilitating conditions radically improved digital library organizational and development ideas by introducing a new paradigm which has strong implication on the use of the system. The paradigm thereby makes facilitating conditions (infrastructure) to remain as technological solutions deployed and maintained by trusted organizations which guarantee their sustainability and quality of the services offered to the users. Facilitating conditions facilitate the realization of digital library to some extents. It represents the logistics and technical aids needed to use digital library by a community of users with Authors such as Teo and Milutinovic (2015) has employed facilitating conditions, subjective norm and knowledge of mathematics as external variables to the Technology Acceptance Model.

2.1.5   Perceived Safety

Perceived safety has an emotional dimension and may be difficult to research; the ways to define and measure it has been critically discussed (Hinkle, 2014; Jackson and Gray, 2010; Litzén, 2006; Uittenbogaard et al., 2018). Individuals' views of safety include broad conclusions about the likelihood of harm or loss. People's views of safety tend to vary depending on the situation, time of day, and place. In order to retain credibility, brand loyalty, and trust with consumers and workers, safety perception is crucial. Risk management experts that are thinking ahead should try to put programs in place that both increase the actual safety of their clients and make them feel safer. In a pandemic situation, in which the population has increased levels of fear and anxiety (Asai et al., 2021, Chen & Eyoun, 2021, Torales et al., 2020), perceived safety plays a vital role. The customer's continuing usage of FDA products throughout the COVID-19 epidemic was also influenced by their perception of safety. During the COVID-19 pandemic, safety issues include lowering the risk of COVID-19 illness transmission. The food delivery businesses behaved admirably, encouraging contactless deliveries in an effort to adhere to the social distancing guidelines and improving user safety. The FDA also advocated for cashless transactions and the maintenance of a high standard of hygiene through routine sanitization. The user's behavioral intentions for continuing to use the FDA are positively impacted by the higher perceived safety.

2.2   Purchase Intention

Behavioral intention is a person's possibility of action or a customer's readiness to subscribe to the system in the future (Venkatesh, et al., 2008). It is also outlined as a sort

of purchase intention which can be used to forecast the consumers' behavior. According to Ajzen & Fishbein (1980), consumer behavioral intention can be defined as the degree to which a person makes deliberate preparations to perform or not a specified future action. In other words, it can be described as an individual's likelihood of engaging in the behavior of interest. Salisbury, et al., (2001) pointed out that consumer motivation to engage in a particular purchasing behavior is the consumer behavioral intention.

People have different reasons to buy a same product, for instance, trying with interest or satisfying actual needs (Grunert, 1988). Predicting intention is one way of the measurements that are used in segmenting the market (Sewall, 1978). For new product launching, purchase intention assists the managers to choose the location and the target population (Sewall, 1978; Silk & Urban, 1978), and it is applied to predicting demand for current products (Juster, 1966; Morrison, 1979). However, Bemmaor (1995) argues that intention can be used to predict behavior towards the products which already exist in the market for some time, but it is not appropriate to plan new product launching. Furthermore, applying purchase intention can also help to measure the effectiveness of promotions (Sewall, 1978).Malle and Knobe (1997) explained that intention links desire and conviction to action. They argued that a deliberate effort to achieve the desired state affects the impression that action satisfies the desire. Boulding, Karla, and Staelin (1993) drew a link between consumer behavioral intention to purchase intentions and customer willingness to recommend.

Similarly, Zeitham et al., (1993) defined consumer behavioral intentions as the degree of customer willingness to develop the behaviors of purchasing, remain loyal, and refer the product or services to others. It is suggested that intention represents a person's immediate behavioral or intention towards engaging in a given behavior and it reflects the person's motivation toward that behavior (Hagger et al., 2002). Purchase intention is an important concept of marketing and in the literature; authors consider and analyze purchase intention in a different way. According to Axelrod (1968), purchase intention is analyzed together with other attitude measures used for predicting actual purchase behavior. For Jamieson and Bass (1989) and (Schiffman & Kanuk2009), product values and recommendations that consumers can get from advertising or from other users have the major impact when deciding whether to purchase a particular product. Mirabi et al., (2015) consider the purchase intention as a complex process, which is associated to the behavior, perceptions and attitudes of consumers, being an effective tool to predict buying process. In addition, Armstrong and Kotler (2011) argue that buying intention is formed

before the consumer makes the final purchase decision. Based on the different definitions and interpretations on purchase intention by the authors mentioned, it could be argued that purchase intention is based on consumer willingness to buy a specific product or service in certain conditions. Dehghani and Tumer,(2015), also contribute claim that buying intention is a variable that depends on several external and internal factors, for example, price, perceived quality and value.

2.3   Consumer Usage Behavior

Human behavior is very complicated and unpredictable by nature. In business researches, therefore, the area of consumer behavior has been continuously being studied. Consumers are users of the products and services, at the same time; they are the one who making the decision to choose products and services. Consumer behavior is a study about how they buy, how they pick one brand while numerous of brands are out there, how often and from where they buy, as well as, the reason why the consumers buy a product instead of another. Engel et al., (1986) defined consumer behavior as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. Behavior can be done by an individual, by a group of people who can influence each other's action or by an organization (Solomon, 1995).

Kotler and Armstrong (2001) explained consumer's buying behavior is the behavior of consumers who actually buy the goods and services. In the original theory of planned behavior, intention was described as trying the behavioral action rather than relating to actual purchase (Ajzen,1985), which means intention to purchase may not result real purchase. However, in another study a correlation was found between - trying to perform a given behavior and actual performance of the behavior (Ajzen & Madden, 1986).

There are several and diverse substantive spheres of human development (physical, perceptual, cognitive, linguistic, personality, and social), assuming that behavior can be defined as a response that is observed directly or indirectly (Esposito et al., 2017) The factors that influence CB are cultural (culture, subculture, social class), social (groups, family, roles), personal (age, occupation, economic power, lifestyle, personality), and psychological (motivation, perception, learning, beliefs, and attitudes) (Kotler et al., 2022; Schiffman & Wisenblit, (2019). The CB is presented as the field of study that analyzes how people, groups, and organizations select, purchase, use and

discard goods, services, concepts, or experiences to satisfy the needs and desires and negative reinforcement, in the first the consumer seeks comfort and satisfaction (Kotler et al., 2022; Schiffman & Wisenblit, 2019). Understanding the stimuli that motivate this reward and loss aversion requires analyzing and working on the motivational elements of Emotion, Attention, Cognition, and Memory (Müller-Oehring & Schulte, 2014). People decide based on habits, personal experience, and simplified practical rules (Kahneman, 2011). They seek consistency in their beliefs and perceptions, considering that mass behaviors are born from an external influence that provides social cues (Solomon et al., 2017). Biases such as Social Proof or the Herd Effect allow validating the influence of peers on consumer behavior (Kahneman, 2011). Having the correct information at the right time about the consumer allows the identification of competitive advantages in business relationships between brand and consumers, identifying and understanding the motivations that arise with indispensable in the current moment (Krzyk & Kunst, 2012).

2.4   Previous Studies

In Myanmar, people intention to use the food delivery service application significantly increase during the COVID 19 pandemic. Due to the new normal life style, people have less chance to go out and eat or prepare a meal at home, and this has created a demand for online food ordering. According to Pigatto et al., (2017), online food delivery services can be characterized as business platforms that provide order services, payment and monitoring of the process but are not in charge of the preparation of the food. Christinoet al., (2021) studied on factors influencing the intention and usage behavior of restaurant delivery applications as shows in Figure (2.1)

Figure (2.1) Conceptual Model of Christino et al.,
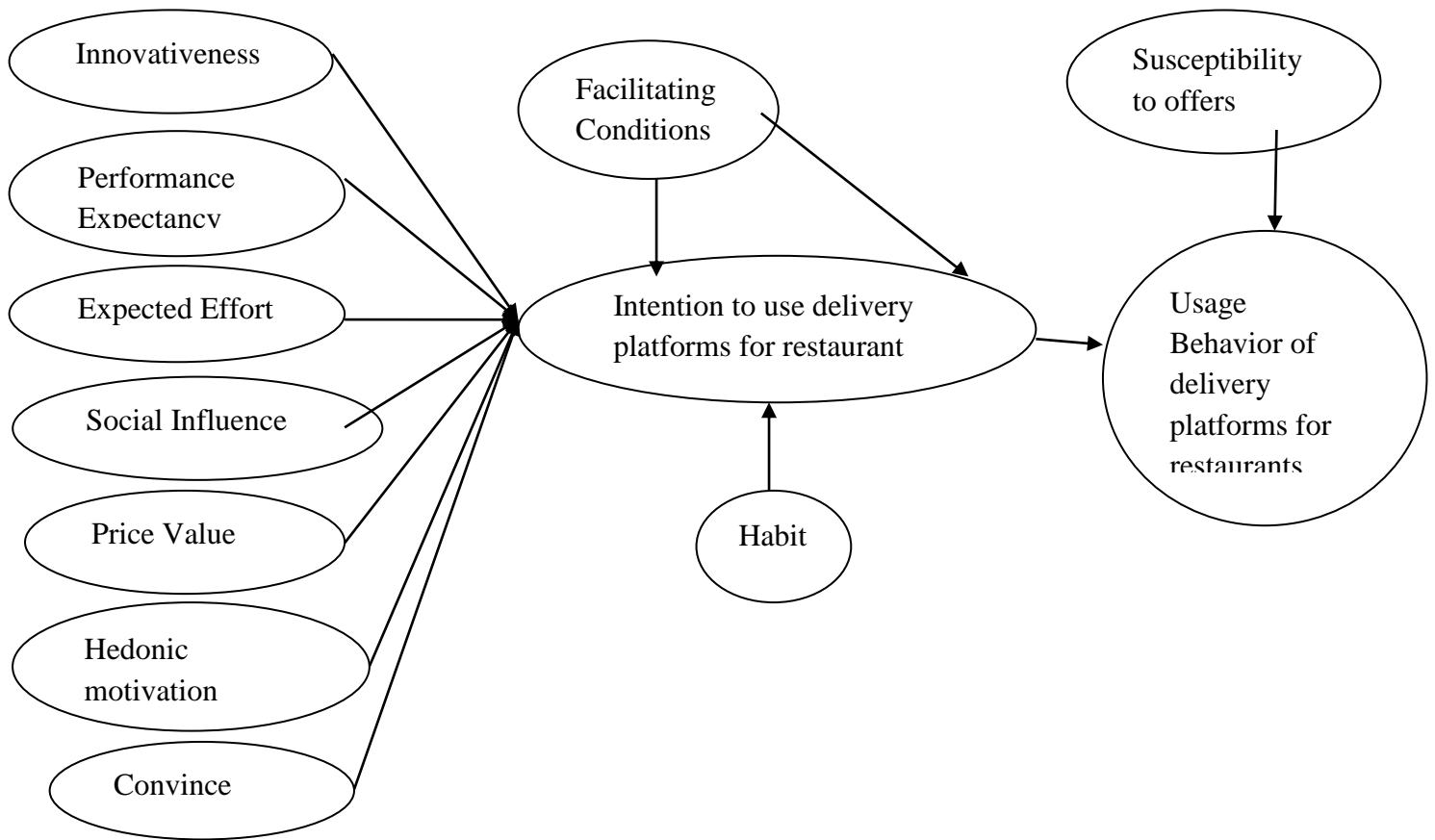
Source: Christino et al., (2021)

In this research, innovativeness, performance expectation, expected effort, social influence, price value, hedonic motivation and convenience are independent variables and intentions to use delivery platforms for restaurants are dependent variable. This study is to analyze the factors that influence the usage behavior of delivery applications. The sample size was 344 respondents. The Structural Equation Modeling (SEM) with estimation by Partial Least Square (PLS) was used to analyze thirteen hypotheses proposed in this survey model. The result showed that the habit is the factor greatest influence on the intention to use the application for food delivery. The research model to be tested consumer usage behavior is shown in Figure (2.2) below.

Figure (2.2) Conceptual Model of Manutworakit and Choocharukul
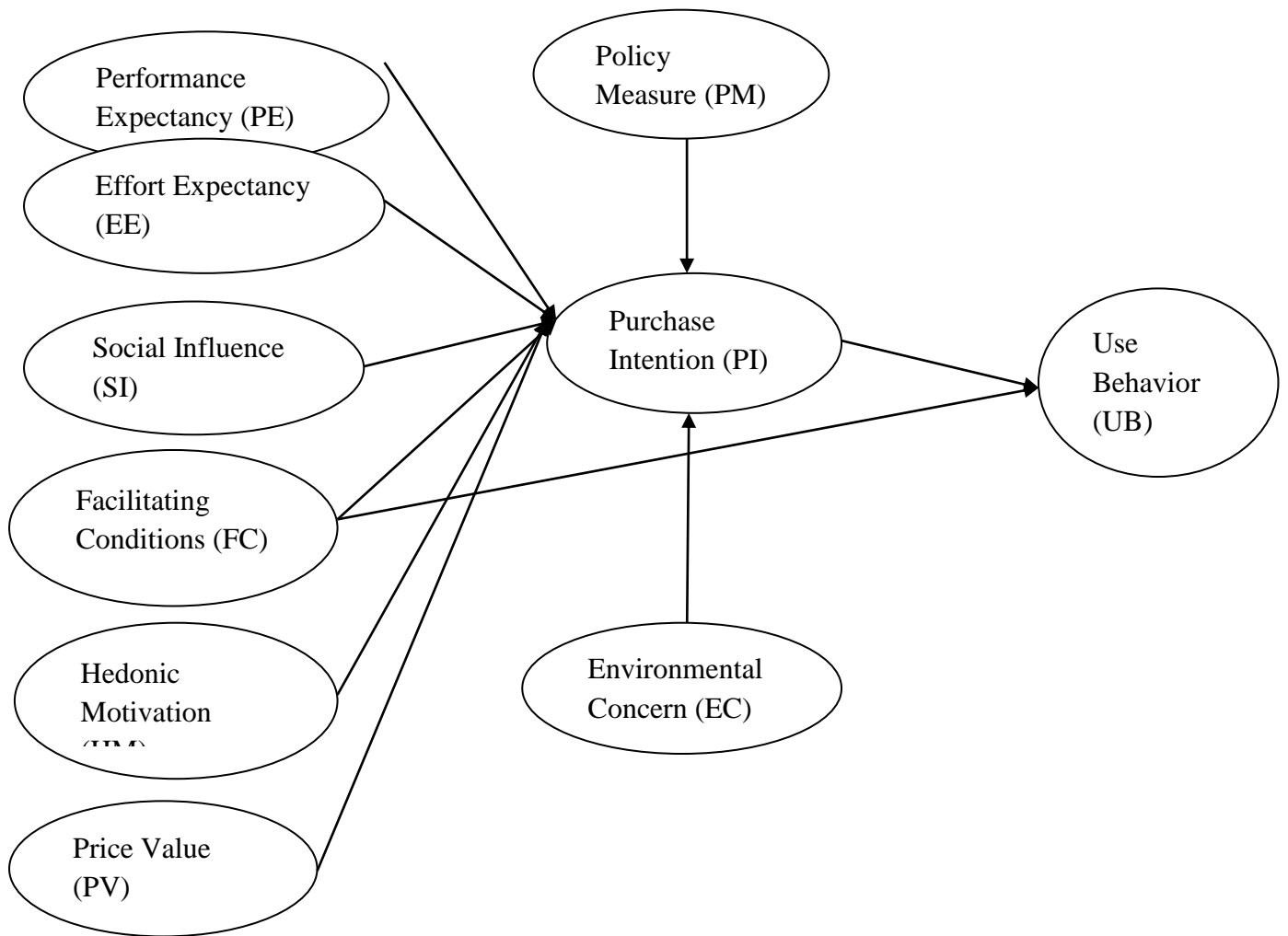
Source: Manutworakit & Choocharukul (2022)

Figure 2.2 shows the hypothesized relationships among all the constructs variables study, such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation and price value, policy measures, environmental concern, purchase intention and use behavior. The researcher examined factors that influence Thai car owners' adoption of battery electric vehicle. Data were collected through an online questionnaire survey completed by 403 participants in Bangkok. The result showed that purchase intention is not significantly and positively influenced by performance expectancy, effort expectancy, social influence, hedonic motivation and environmental concern. Use behavior is positively influenced by purchase intention. This study suggests that governments with incentive policies and electric car manufacture should focus on improving cars to increase battery car adoption. The research model of Quaosaset al., (2017) is shown in Figure (2.3) below.

Figure (2.3) Conceptual Model of Quaosas et al.,
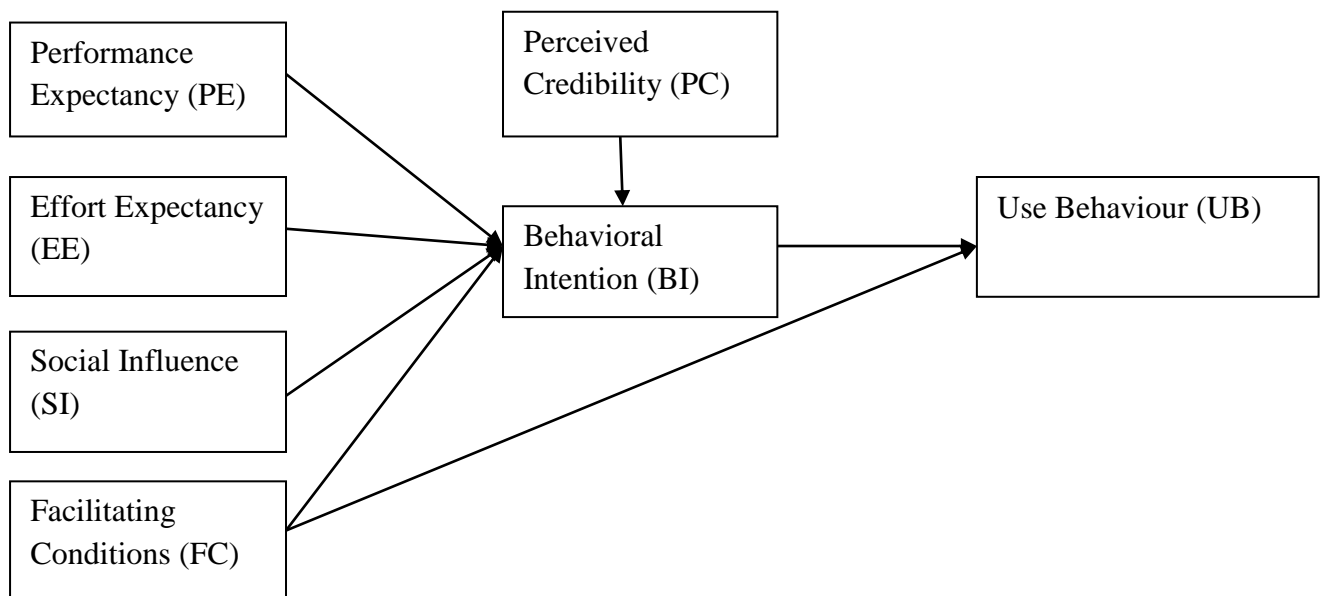
Source: Quaosas et al. (2017)

Quaosas et al., (2017) conducted to explore factors influencing elderly intention to use –health service especially in developing countries. This study is to identify the factors that influence the elderly intention to use m - health services. Survey collected from participants of age 60 years and above. The finding of research revealed that performance expectancy, effort expectancy, social influence and perceived credibility had positively

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influence on consumer behavioral intention. In addition, the results of the research approved that consumer behavioral intention entirely connected to the use behavior.

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 intention and usage behavior of food delivery service during COVID 19 pandemic. Several factors are influencing the consumer intention to use and consumer usage behavior of towards food delivery service application. In this study, performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety are used as influencing factors.

Figure (2.4) Conceptual Framework of the Study
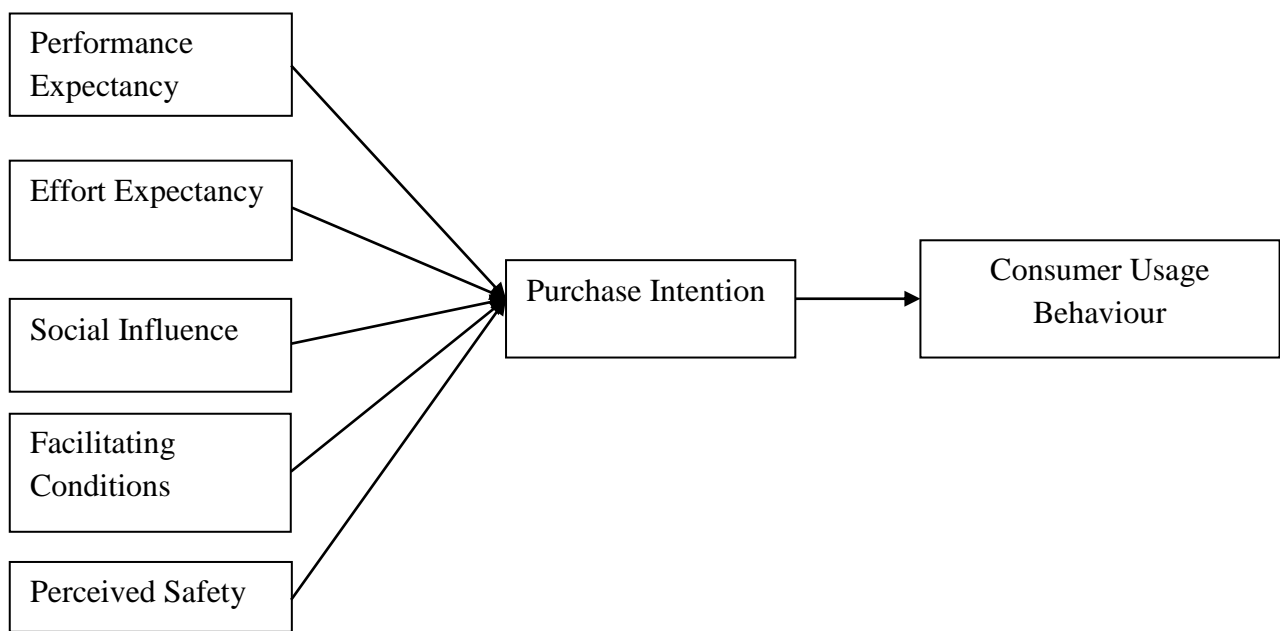
Source: Own Compilation based on Previous Studies (2022)

This Figure is constructed based on own compilation of various theories and paper. The framework is developed to conceptualize the relation between dependent variable and independent variable. According to the conceptual framework, performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety are independent variables. They are used to analyze consumer purchase intention. This study expects that performance expectancy, effort expectancy, social influence,

facilitating conditions and perceived safety have positive effect on consumer purchase intention and consumer purchase intention   have positive effect on consumer usage behavior.

CHAPTER 3
PROFILE AND PRACTICES OF GRABFOOD DELIVERY

This chapter describes the overview of food delivery industry, the background history and profile of Grab food delivery. Moreover, the major focus of this chapter is influencing factors on consumer purchase intention and usage behavior towards Grab food delivery application. And then, followed by the research design, demographic characteristics of the respondents, and analyzing on customer perceived value of Grab food delivery.

3.1   Overview of Food Delivery Service Industry in Myanmar

Online food delivery applications (OFDA) are a new type of platform for the distribution of online-to-offline (O2O) services. Food delivery services are somewhat like to courier services in that the ordered meal is brought from the restaurant to the customer by either restaurant staff or delivery personnel of a food ordering service. The process is picking up the finished order from the restaurant and delivering the things to the consumers via bicycles or cars. Online ordering and other cheap purchasing options are becoming more and more popular among consumers nationwide. The largest draw for customers is convenience, as placing an order only involves a few clicks on a mobile device such a smartphone, tablet, or laptop. The market for online meal delivery services includes food made by restaurants, food cooked by independent cooks, and groceries ordered online and picked up or delivered. Online food delivery businesses have two options for handling delivery personnel: they can hire and train these individuals themselves, or they can use crowd sourced logistics to use couriers who are not necessarily employees of the online meal delivery platform.

It was started in Myanmar around 2013. The industry of food delivery services in Myanmar is expanding driven to people's hectic lifestyles, rising incomes, and increasing use of the internet and smart phones. Global research indicates that the market for ordering and delivering food is expanding quickly in the majority of nations, with a five-year average annual growth rate of just 3.5 percent. The market for online food delivery has shown considerable growth in recent years and is anticipated to continue expanding quickly.

The main drivers for the expansion of online meal delivery in Myanmar include the growing working population, hectic schedules, use of smartphones, and high-speed internet. Customers use numerous applications and websites to purchase food online, which is becoming more and more popular. Online meal ordering has several advantages, including quick and simple payment processes, handy ways to order food, and strong dealer accessibility. As a result, the rising popularity of online meal delivery services may guarantee quick and convenient delivery of online food orders for customers.

Due to the COVID 19 pandemic, the living style of people have been changed such as working from home, staying at home during the peak seasons of COVID 19, less frequency to go out home. The industry is being supported by changes in consumer lifestyles, technical improvements, rises in consumer income and education, and the rapid global financial development. Online food delivery is the fastest-growing marketing approach for many firms, mostly as a means of making money. Through the use of a meal delivery app, which clients can order from the convenience of their homes, offices, classrooms, hostels, and other locations without standing in line, online food delivery helps businesses attract more customers. As a result, the food industry has transformed into a dynamic sector, combining with meal delivery services that provide greater consumer convenience, cost and variety of cuisine. The use of food delivery has been increased during the peak seasons of COVID 19 to prevent the spreading the virus, to avoid direct contact between people. Therefore, the market for online food delivery has shown considerable growth during COVID 19 pandemic and is anticipated to continue expanding quickly.

Since the development of numerous food delivery service providers via the internet and mobile apps, food delivery services have advanced To avoid spreading the virus, working from home, people use the food delivery application frequently. People can now easily buy food from their cellphones and have it delivered right away to the location where they ordered it because of food delivery services like GrabFood. This is a trend that is expected to continue for some time. There are many popular food delivery applications in Myanmar such as Food panda, Grab Food, Food Mall, Food2u, Hi-so Mall and so on. This study only focuses on studying GrabFood.

3.2   Profile of GrabFood

The food delivery service Grab Food is established in Singapore and is a Grab subsidiary. It was founded by Anthony Tan and Tan Hooi Ling in 2015. Graduates of the

Harvard Business School, Anthony Tan and Tan Hooi Ling, presented the idea for Grab to the judges of the 2011 Harvard Business Plan Competition. Anthony Tan acknowledged that the taxi system in Malaysia was a disaster and that something needed to be done to fix it.

The GrabApp, which is available on the Google Play Store and the Apple App Store, provides the GrabFood service. It provides ride-hailing, logistics, food delivery, and courier services using smartphone cloud-based technologies. Several nations, including Singapore, Indonesia, Cambodia, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam, offer GrabFood services. According to Grab, within a year of launching Grab Food, their monthly order has been continuously increasing by 30% in 2019.Therefore; the move to integrate the GrabFood app with the Grab app will bring more value and opportunities to all who are part of the Grab Food's ecosystem.

In 2019, the transportation network business Grab, Myanmar starts providing food delivery services to Yangon city in nine townships: Kamaryut, Dagon, Bahan, Yankin, SanChaung, Latha, Pabedan, Tarmwe and Kyauktada. Grab application was introduced the Grab food in Yangon in November 2019 and in Mandalay in July 2020. Customers in Yangon's downtown area can order food through GrabFood, which will be delivered by bicycle riders. Numerous well-known eateries in Yangon are partners with GrabFood. Customers will have to wait approximately 45 minutes during peak hours and 30 minutes during off-peak hours. GrabFood provides several coupons and vouchers for the food purchases as a first-time customer of the best time to keep an eye out for the app's promotions are during the holidays and busy season

GrabFood now offer their services and cover townships throughout most of Yangon. Additionally, they provide transportation services between food establishments and customers who are nearby or within a 30-minute bicycle ride of each other in the same municipality. Bicycles will be used for door-to-door food delivery. Although cycling is not always permitted on Yangon's roads, the Yangon Regional Transport Authority had granted permission for the company's couriers Government to support the business. With the GrabFood app, customers can place food orders and follow the order's progress from meal production through delivery via a map. Daily offerings will include delivery for both national and international brands of eateries.

3.3 Practices of GrabFood

GrabFood is practicing the food delivery ordering services in Yangon is as follows.

3.3.1 Practices for Fulfilling Performance Expectancy

GrabFood is one of the most popular delivery applications in Yangon. The reasons of using GrabFood are convince, efficiency and usefulness. GrabFood provides these essential components to consumers for ordering and delivery food especially during the COVID 19 pandemic. It's crucial to promote their business and the services that they offer, especially when the customer's request for it, making it simple for them to place orders.

The customer has access to various food options from a variety of eateries through the Grab Food app, wherever they are and whenever they want. Additionally, customers save time (because they don't have to cook or go out to eat), can base their decision on the opinions of others (by using a restaurant review system) and can compare pricing. Several official guidelines for restaurants reopening during the epidemic urge the adoption of the delivery and carry-out system as the preferable method in several nations. Thus, during the pandemic, the Grab meal delivery service appeared as an intriguing option, driving eateries to adjust, transform, and boost their revenue. These changes allowed restaurants to continue operating while facing the pandemic's challenges, and allowed consumers to have access to food away from home in a safer way.

GrabFood provides free deliveries' category on the platform to provide consumers who are looking for budget friendly options. Additionally, this gives restaurant partners a way to increase their visibility and brand recognition across the Grab platform. To provide customers with a greater selection of favorites, Grab will work to invite more businesses that would like to participate in the future.

3.3.2 Practices for Fulfilling Effort Expectancy

Grab food provide simple, easy, and accessible methods for consumers to search varieties of products compared to the traditional method of shopping. They represent online shopping where consumers can purchase goods or services directly from sellers. GrabFood have developed a new technical framework for food delivery services that enables users to connect with a variety of nearby eateries and food suppliers via a mobile app. Customers can add the meals they want to order to their shopping cart using quick

search functions. Customers can either enter their preferred delivery time or receive an immediate estimate of the delivery time based on their designated location. After accepting the order, a delivery person can travel to the restaurant to pick it up and deliver it to the customer to finish the service. Customers can check the status of their orders using the app's smart tracking feature after placing an order. The app can keep track of the user's preferences in the interim.

3.3.3 Practices for Positive Influence

For the social influence, GrabFood promote the launch on all social media platforms, including Google Ads, Facebook Ads, Instagram Ads, Snapchat Ads, and short (10 second) non-skippableYouTube Ads. In addition, GrabFoodmakes a limited run of meals or pop-ups that are only served during launch week. Grab food promote family dining by holding a "family week" during which all families receive 50% off of all orders. For the offline influence, Digital billboards that direct people to an offline site by displaying tailored messages dependent on the time of day. Moreover, Grab Food sponsors university events as well. And also, GrabFood launched the support local food campaign to support local food and beverage (F&B) businesses that were among the first to be affected by the pandemic. The Support Local campaign, which was launched between May and July 2020, gave the GrabFood merchant partners engaged a vital boost and is the reason they were able to weather the storm and are still operating their companies today. The Support Local campaign's merchant partners are chosen based on the requirements of being a local eatery or hawker that isn't affiliated with a franchise or group and has monthly average sales of around MMK 500,000 from orders made through the GrabFood delivery service. The Support Local campaign comprised a number of initiatives, one of which was Grab's Small Business Promotion Subsidy programmed, which saw Grab provide funds for an exclusive 20 percent discount on all menu items offered by the participating merchant-partners from 1 May to 31 July 2020. Additionally, Grab offered marketing assistance via the Grab App and through other digital platforms in order to promote and raise awareness of the small, independent food enterprises. The campaign gave the participating merchant partners more prospects for income and encouraged them to grow their enterprises and provide for the needs of their employees.

3.3.4 Practices for Fulfilling Facilitating Conditions

The two main cities in Myanmar have seen a significant increase in e-commerce during the COVID-19 period, with 75% of GrabFood's monthly users trying the service for the first time between March and November 2020.GrabFood provides the user-friendly application which allows the consumer having no difficulty searching food that meet their needs. Consumer can easily choose the wide variety of restaurants in GrabFood application. In addition, consumer can make the payment easily by using GrabFood application. On the other hand, GrabFood provide the necessary training program to the delivery men on how to efficiently use the application while communicating with the GrabFood users.

3.3.5 Practices for Safety

On April 10, 2020, Grab debuted its first restaurant in Myanmar, which is located in Tamwe Township, in the heart of Yangon. The GrabKitchen facility, which employs a cloud kitchen idea, gives food merchant partners a place to run and prepare food orders exclusively for delivery through the Grab App.Given that all restaurants must only sell takeout in order to prevent the spread of COVID-19, the trial launch of the city's first GrabKitchen seems timely. People in Yangon won't ever have to miss their favorite meals at this time because they can order food through GrabFood within the Grab App, and meals produced in the GrabKitchen from a variety of well-known restaurants will then be efficiently delivered in a single order. The GrabKitchen takes precautions for food safety and COVID-19, such as checking the temperature of merchant and delivery partners, using face masks, gloves, hand sanitizers, and antibacterial wipes. There are social distance rules in place for GrabFood delivery pickups at the GrabKitchen, with delivery partners seated many feet away while awaiting the preparation of meal orders. GrabFood provide the proper and safe packaging and delivery man maintain a healthy 7 feet distance while delivery.

3.4 Research Design

This study aims to analyze the factors affecting on consumer purchase intention and usage behavior towards GrabFood delivery app in Yangon during COVID 19 pandemic. 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 GrabFood delivery men. 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 on Grab Food App in Yangon during COVID 19 pandemic. The sample size of the study is 385 respondents. Respondents are from Yangon who used food delivery services during COVID 19 crisis. Systematic random sampling method is used to select every 5th consumer ordered the GrabFood application on weekend. In this study, questionnaire consists of four parts. The first part is demographic profile. The second part is influencing factors: performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety. The third part is purchase intention and the last part is the consumer usage behavior. First, 5 questions for each factor were used to measure the influencing factors on consumer purchase intention towards Grab delivery app. Second, 7 questions were used to measure the consumer purchase intention and finally, 7 questions were used to identify consumer usage behavior of the respondents of the study. These questions are adapted to the researchers Christino et al., (2021), Manutworakit & Choocharukul (2022) and Quaosas et al., (2017).

3.5 Reliability Test

The reliability test is piloted in order to confirm consistent measurement through different statements in the questionnaire form. A qualitative preliminary survey is performed to identify and remove possible problems in the questionnaire. Accordingly, this method shows reliability through observing the internal consistency of the research questionnaires which are created in Likert scale. 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	Performance Expectancy	0.859	5
2	Effort Expectancy	0.891	5
3	Social Influence	0.848	5
4	Facilitating Conditions	0.826	5
5	Perceived Safety	0.868	5
6	Purchase Intention	0.911	5
7	Consumer Usage Behavior	0.898	5

Source: Survey Data (2022)

According to the Table (3.1), the results show that the Cronbach's Alpha coefficient of these sub-dimensions ranged from 0.826 to 0.911. 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.

3.6   Demographic Characteristics of 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 use the Grab food delivery service. The detail demographic factors are shown in the Table (3.2) as follow.

Table (3.2) Demographic Characteristics of Respondents

Characteristics		No. of respondent	Percentage (%)
Total		385	100.0
Gender	Male	61	15.8
	Female	324	84.1
Age (Years)	<20	6	1.5
	21-30	234	60.7
	31-40	105	27.2
	41-50	20	5.1
	51-60	20	5.1
Marital Status	Single	323	83.8
	Married	62	16.1
Educational Level	High School	-	-
	Undergraduate	29	7.5
	Graduate	232	60.2
	Master Degree	92	23.8
	Master Degree and above	32	8.3
Monthly Income(Kyats)	<300000	58	15.1
	Between 3000001 to 500000	170	44.1
	Between 500001 to 700000	38	9.8
	Between 700001 to 900000	12	3.1
	Above 900000	107	27.7
Occupation	Student	43	11.1
	Company Staff	219	56.8
	Government Staff	34	8.8
	Professional Job	31	8.1
	Self-Employed	20	5.1
	Dependent	17	4.4
	Others	21	5.4

Source: Survey Data (2022).

According to the Table (3.2), the gender includes male and female and there are 61 respondents (15.8%) and 324 respondents (84.1%), out of the total 385 respondents. The female respondents are more than the male 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 6 respondents in the age group of ≤ 20 years, 234 respondents in the age group of 21-30 years, 105 respondents in the age group of 31-40 years, 20 respondents in the age group of 41-50 years, 20 respondents in the age group of above 50 years. In this study, the major respondent who uses the GrabFood ordering service is 21-30 years old with 60.7% 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 (3.2), the single respondents are more familiar than the married respondents in using online food ordering services in Yangon. This means that single respondents give more attention to modern services. The majority of the education level of respondents is graduated by 232 respondents with 60.2%, followed by master degree 92 respondents with 23.8%, master degree and above 32 respondents with 8.3%, undergraduate 29 respondents with 7.5%. There are no respondents in high school and other. The income level between 300,001 and 5,000,000 Kyats are the major users of online food ordering 44.1% in using online food ordering service who 27 have middle income level in this study. The respondents who have income level above 900,000 Kyats have 28% respondent. The income level below < 300000 and above 900000 have15.1% and 27.7.1% respectively. The income levels 700001 and 900000 are 3.1% only.

The last part in demographic factors of this study is occupation of the respondents. According to the result, company staffs are more interested in using online food ordering services than the other group of people. Its percentage is 57% of total respondents. The students are also fond of using online food ordering services too. Others factors such as freelancers has 5.4% of total respondents.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON PURCHASE INTENTION AND USAGE BEHAVIOR OF GRABFOOD DELIVERY

This chapter represents the analysis of purchase intention and purchase behavior of grab food delivery application and discusses the study in three sections. The first section is to explain about the overall mean value of influencing factors on consumer purchase intention which includes performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety based on the findings. The second section is to discuss the multiple regression analysis that influences purchase intention of GrabFood delivery service. The final section is to examine the effect of purchase intention and consumer usage behavior of GrabFood delivery service.

4.1 Influencing Factors, Purchase Intention and Consumer Usage Behavior

In this part, descriptive statistics (mean and standard deviation) are used to analyze the respondents' perception on influencing factors, purchase intention and consumer usage behavior. Measure of central tendency (mean value) of dependent and independent variables are described.

This section describes the analysis of factors influencing of GrabFood application during the COVID 19 pandemic in Yangon. According to the Best (1977) the mean values are interpreted as follows:

The score among 1.00-1.80 means strongly disagree.

The score among 1.81-2.60 means disagree.

The score among 2.61-3.40 means neither agree nor disagree.

The score among 3.41-4.20 means agree.

The score among 4.21- 5.00 means strongly agree.

4.1.1 Influencing Factors of Purchase Intention

In this research, the mean and standard deviation of influencing factors will be studied.

1. Performance Expectancy

The following Table (4.1) shows the mean value of performance expectancy towards Grab food delivery service. 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 (4.1) Performance Expectancy

Sr. No.	Description	Mean	Standard Deviation
1	Being useful for ordering and delivery food during the COVID 19 pandemic	4.13	0.78
2	Being convenient to order and receive delivery food	4.07	0.82
3	Being improves the process of ordering and receiving delivery food	3.89	0.93
4	Improving the efficiency of ordering and receiving delivery	3.99	0.84
5	Being saved the time during COVID 19 pandemic	3.59	0.96
Overall Mean		3.93	

Source: Survey Data (2022)

According to the Table (4.1), the overall mean value of performance expectancy is 3.93. It means that consumer accept the performance expectancy of GrabFood is good and on the agree level. Being useful for ordering and delivering food during COVID 19 pandemic gets the highest mean value 4.13.It can be said that GrabFood application is very convinces and beneficial for ordering food during COVID 19 pandemic. Being saved the time during COVID 19 pandemic is mean value 3.59 get the lowest mean for performance expectancy of GrabFood.

2. Effort Expectancy

The following Table (4.2) shows the mean value of effort expectancy towards Grab food delivery service. There are five statements to analyze effort expectancy. 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 (4.2) Effort Expectancy

Sr.No.	Description	Mean	Standard Deviation
1	Being easy to learn how to use Grab	3.83	0.83
2	Being easy to follow all the steps of Grab	3.79	0.87
3	Being easy to become skillful at using Grab	3.65	0.75
4	Being clear and comprehensible	3.63	0.76
5	Having no doubts about what consumer doing when they are using the service	3.71	0.71
Overall Mean		3.73	

Source: Survey Data (2022)

According to the results in Table (4.2), the overall mean value for effort expectancy is 3.73.It can be concluded that the consumer believe that effort expectancy is acceptable and in the agree level. Being easy to learn how to use Grab gets the highest mean value 3.83.It can be observed that consumer agreed that the GrabFood delivery application is very easy to use. The respondent no doubt about what they are doing when using the service got the lowest mean value 3.71.It can be studied that consumer have no worry while using the GrabFood service.

3. Social Influence

The following Table (4.3) shows the mean value of effort social influence towards Grab food delivery service. There are five statements to analyze social influence. 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 (4.3) Social Influence

Sr.No.	Description	Mean	Standard Deviation
1	Recommendation from family member and colleague to use GrabFood	3.62	0.73
2	Being beneficial during the COVID-19 pandemic	3.74	0.83
3	Thinking as good idea to use Grab app	3.69	0.69
4	Being Supported by friend to use GrabFood	3.37	0.91
5	Recommendation from idol and celebrity GrabFood	3.4	0.89
Overall Mean		3.56	

Source: Survey Data (2022)

According to the results in Table (4.3), the overall mean value of social influence is 3.56. It can be viewed that consumer believed that social influence of GrabFood is at in the agree level. Being beneficial during COVID 19 pandemic got the highest mean value 3.74.It can be said that GrabFood application is effective to consumer during pandemic. Recommendation from idol and celebrity GrabFood get the lowest mean value 3.4.It can be seen that consumer have little interest about recommendation from idol and celebrity.

4. Facilitating Conditions

The following Table (4.3) shows the mean value of effort social influence towards Grab food delivery service. There are five statements to analyze social influence. 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) Facilitating Conditions

Sr.No.	Description	Mean	Standard Deviation
1	Having the resources (smartphone, internet access and payment method) to use Grab application	3.62	0.94
2	Having the necessary knowledge to use Grab delivery application	3.91	0.98
3	Being similar to other platforms that consumer use on their phone	3.93	0.92
4	Getting help from others when it has difficulties using the grab delivery applications	3.86	0.92
5	Having no doubts about how to use the grab application for having a support line to help	3.70	0.96
Overall Mean		3.80	0.84

Source: Survey Data (2022)

According to the Table (4.4), the overall mean value for facilitating conditions is 3.8.It can be assumed that the consumers accept the facilitating conditions for GrabFood application is at the agree level. Being similar to other platforms that consumer use on their phone gets the highest mean value 3.93.It can be viewed that consumer are being familiar with the GrabFood application as it is similar with the other application they use on their smart phone. Having the resources such as smart phone, internet access and payment method to use the GrabFood application has the lowest mean value 3.62.It can be examined that consumers have the limited amount of resources for using GrabFood application.

5. Perceived Safety

The following Table (4.5) shows the mean value of perceived safety towards Grab food delivery service. There are five statements to analyze perceived safety. 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) Perceived Safety

Sr.No.	Description	Mean	Standard Deviation
1	Being safe when ordering foods via Grab food delivery application	3.64	0.88
2	Feeling sanitary (i.e., no viral infections) when ordering foods via Grab food delivery application	3.48	0.89
3	Being hygienic using grab application (i.e., no pathogens or mosquitoes).	3.63	0.93
4	Getting proper and safe packing by Grab application	3.55	0.87
5	Being maintained by a delivery man a healthy 7 feet distance while delivery	3.43	0.95
Overall Mean		3.55	

Source: Survey Data (2022)

According to the Table (4.5), the overall mean value for perceived safety is 3.55.It can be seen that consumer accept the mean value of perceived safety is good and at the agree level. Being hygienic using the Grab application has the highest mean value 3.63.It can be said that consumers feel clean and hygienic by ordering GrabFood application. Being maintained by a delivery man a healthy 7 feet distance while delivery has the lowest mean value 3.43. It can be considered that delivery man focused on maintained a healthy 7 feet distance while delivery.

4.1.2 Purchase Intention towards GrabFood Delivery

Table (4.6) shows the mean value of consumer purchase behavior towards online food ordering services. There are seven 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 (4.6) Purchase Intention

Sr.No.	Description	Mean Value	Standard Deviation
1	Being continue to use the Grab delivery application in the future	3.97	0.91
2	Trying to use Grab delivery app when it wants to order food at home	3.95	0.87
3	Being plan on continuing to use Grab food delivery application frequently	3.98	0.77
4	Being intend to recommend for the friend and relatives using the Grab food delivery application in the future	3.93	0.82
5	Making every effort to use the Grab food delivery application in daily life	3.79	0.88
6	Being utilize the Grab food delivery application on a special event	3.84	0.87
7	Being recommend other people to use Grab food delivery application	3.69	0.86
Overall Mean		3.88	

Source: Survey Data (2022)

According to the Table (4.6), the overall mean value for consumer purchase intention towards GrabFood apps gets the 3.88.It means that consumer accept the purchase intention toward GrabFood apps at the agree level. Being plan on continuing to use the GrabFood delivery application frequently has the highest mean value 3.98. It can be concluded that consumer have a plan on continuing using the GrabFood application very often in their daily life. Being recommend other people to use GrabFood gets the

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lowest mean value 3.69.It can be seen that consumer less recommend other people to use GrabFood delivery application.

4.1.3 Consumer Usage Behavior of Grab Food Delivery Application

Table (4.7) shows the mean value of consumer usage behavior towards Grab food delivery services. There are seven 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:

Sr.No.	Description	Mean	Standard Deviation
1	Giving the positive feedback after using the Grab food delivery application	3.55	0.79
2	Ordering the food whenever Grab application give a discount to users	3.31	0.77
3	Using the Grab food application to try the new menu and restaurant	3.34	0.88
4	Being use the Grab food delivery application whenever order for food	3.11	0.87
5	Reducing frequency to go out to dine when using the Grab food delivery application	3.24	0.65
6	Using Grab food application is beneficial for my daily life	3.24	0.80
7	Using Grab food delivery during COVID19 help consumer to prevent from virus	3.55	0.80
Overall Mean		3.34	

Source: Survey Data (2022)

According to the Table (4.7), the overall mean value for consumer usage behavior of GrabFood delivery application is 3.34. It means that consumer usage behavior of GrabFood delivery application is neither agree nor disagree level.Giving the positive feedback after using the GrabFood delivery application and using GrabFood delivery help the consumer to prevent from virus get the highest mean value 3.55. It can be viewed that consumer always give the positive the feedback and use GrabFood delivery to prevent the virus during COVID 19 pandemic. Being use the GrabFood delivery application whenever order for food has the lowest mean value 3.11.It can be said that consumer less use the GrabFood application when they order food.

4.2 Influencing Factors on Consumer Purchase Intention towards GrabFood Delivery

In this part, multiple regression analysis is applied to examine the effect of factors affecting on consumer purchase intention towards Grab food delivery apps. The independent variables are consumer performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety while the dependent variable is consumer purchase intention. The results are shown in Table (4.8).

Table (4.8) Influencing Factors on Consumer Purchase Intention

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	0.255	0.127		2.011	0.45	
Performance Expectancy	0.381***	0.037	0.375	10.166	0.000	2.967
Effort Expectancy	-0.052	0.049	-0.045	-1.051	0.294	3.944
Social Influence	0.058	0.050	0.049	1.159	0.247	3.938
Facilitating Conditions	0.295***	0.3037	0.324	7.956	0.000	3.621
Perceived Safety	0.278***	0.034	0.289	8.177	0.000	2.729
R	0.909					
R Square	0.826					
Adjusted R Square	0.824					
F Value	360.515***					

Source: Survey Data (2022)

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

According to the Table (4.8), the adjusted R square is 0.824 which means that the independent variable (performance expectancy, effort expectancy, social influence, facilitating condition and perceived safety) can explain 82.4% of variations in dependent variable (purchase intention). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out significant at 1% level.

As can be seen in Table (4.8), there are three significant variables out of five variables as stated by multiple regression analysis. Performance expectancy, facilitating conditions and perceived safety have positive effect on the purchase intention.

Performance expectancy has significant and positive effect on purchase intention at 1 % level. Using Grab food delivery application is very useful ordering and delivery food during COVID 19 pandemic. In addition, Grab application can improve the process and save the time during pandemic. Thus, performance expectancy can increase the purchase intention towards GrabFood delivery.

Facilitating condition has significant and positive effect on purchase intention at 1% level. The consumer has the full resources (smart phone and internet) and knowledge to use the GrabFood delivery app. And the consumer can get the help when they find difficulties while using application.

Perceived safety has the significant and positive effect on purchase intention at 1% level. In the COVID-19 pandemic, consumer feels safe when ordering foods via Grab food delivery application. In addition, ordering food from Grab application is proper and safe packaging. Delivery man maintain a healthy 7 feet distance while delivery.

This study can conclude that most of the food delivery users are familiar using mobile apps in their smartphone. Therefore, the more increase the consumer use of smarphone, the more increase to use the GrabFood apps as smarphone and internet access are the most important resources to use GrabFood apps. In addition, it is important that consumer feel safe when ordering foods via GrabFood. The GrabFood increase the users if GrabFood provide necessary training and provide required materials.

4.3   Analysis on the Effect of Purchase Intention on Consumer Usage Behavior

In this section, to find out the effect of consumer purchase intention on usage behavior the regression model is used to analyze the collected data from the respondents.

Table (4.9) Effect of Consumer Purchase Intention on Consumer Usage Behavior

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	3.030	0.166		18.238	0.000	
Purchase Intention	0.080*	0.042	0.097	1.897	0.059	1.000
R	0.097					
R Square	0.009					
Adjusted R Square	0.007					
F Value	3.600***					

Source: Survey Data (2022)

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

In Table (4.7), the R square is 0.009 which means that the independent variable (purchase intention) can explain 9% of the variables in dependent variable (consumer usage behavior). 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.

The consumer purchase intention has positive and significant effect on the consumer usage behavior towards Grab food delivery service at 10% level.

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 intention has positive effect on consumer usage behavior to GrabFood ordering service. According to the study, consumer purchase intention affects the level of usage behavior to Grab online food ordering service. Especially performance expectancy, facilitating conditions perceived safety have strong effect on consumer purchase intention on GrabFood ordering service. Therefore, consumer usage behavior also depends on consumer purchase intention on GrabFood 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 intention towards Grab food ordering service and the relationship between purchase intention and consumer purchase behavior of Grab food delivery service.

5.1 Findings and Discussions

This study is intended to analyze two major objectives. The first objective is that the influencing factors such as performance expectancy, effort expectancy, social influence, facilitating conditions and perceived safety would effect on customer purchase intention of GrabFood delivery service. The second objective is that customer purchase intention would lead to customer usage behavior towards GrabFood delivery service. This study is perfectly done by collecting structured questionnaires to 385 customers who used Grab food delivery service in Yangon area. In addition, Likert scale method is used to examine influencing factor on GrabFood delivery service of Grab among GrabFood service users.

According to the demographic factors of the study, the females are more interested in using of Grab food delivery service. In age, the respondents who are 21 to 30 ages are more favorable to use Grab food delivery apps. Single respondents are more used GrabFood ordering services than married respondents. Graduate respondents are the largest group of using Grab food ordering services. Company staffs are also more dealing with the online food ordering services. The people who have income level between 300,001 Kyats to 500000 Kyats are mostly using Grab food delivery service. According to the consumer behavior of using online food ordering services, most of the respondents are used at least once a week.

As the results from descriptive statistics, respondents agree towards GrabFood ordering service. The people think using GrabFood delivery service during COVID 19 pandemic is a reasonable and good thing to try as they think GrabFood ordering service can save time and they feel convenience by ordering food via online than take away by themselves. The results of this study reveal a clear understanding of consumer purchase behavior of GrabFood ordering service. This means that the notion consumer used GrabFood 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

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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, performance expectancy, effort expectancy and facilitating condition is the three significant factors among the five factors of the consumer behavior towards GrabFood ordering services. People have to stay at home during pandemic make Grab 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.

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.

Both facilitating condition and perceived safety strongly influence the intention to purchase over apps. In fact, the GrabFood 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 GrabFood apps. Consumer purchase intention depends on consumers' age, income, and education as well as marital status most importantly their perceived safety during COVID 19 pandemic.

According to the linear regression analysis, consumer purchase intention has positive and significant influences on consumer purchase usage towards GrabFood 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 GrabFood ordering services in future as well as to recommend to their friends.

5.2   Suggestions and Recommendations

This study aims about the factors that influence the consumer purchase intention towards Grab food apps in Yangon. Technology and smartphones have become more prevalent in urban living in recent years. Online meal delivery services are expanding during COVID 19 crisis, this service can add value by aligning supply and demand. However, some people are still drawn to employing traditional methods. In any case, the mobile app is quite well-liked and has started to become fashionable in Myanmar. Business owners, investors, and entrepreneurs can utilize the study's findings to identify and comprehend the primary influences on Yangon's online meal delivery services. The data are used to provide the following recommendations and ideas for online food delivery services.

According to the descriptive statistics,social influence gets the minimum mean value. GrabFood should promote with the celebrity and recommendation from celebrity or famous persons will increase the GrabFood users. Furthermore, technology play a vital role in this world, GrabFood should update their apps in accordance with the technology change.

Among the influencing factors, performance expectancy, facilitating conditions and perceived safety has positive and significant effect on consumer purchase intention. Online food ordering is very popular in during pandemic. The effect of the COVID-19 influences customer choice and online shopping. Consumer anxiety is at an all-time high, though, as the virus's progress is now considered to be a global pandemic. GrabFood should concentrate on improving web service quality by explaining food name lasts as well as the photographs or photos of food, so the owner should aim to offer more benefits and increase their product familiarity at the online meal ordering application.. The Grab app is integrating variables such as performance expectancy, effort expectancy, social influence, facilitating condition, and perceived safety, which is an important implication of attaining the purchase intention and behavior of the GrabFood app. These elements increase clients' purchasing intentions, which may influence how they use the GrabFood app to make purchases. Additionally, it Grab should manage the social media marketing team to adopt more enticing promotional campaigns like seasonal specials, which are alluring enough to draw in more customers who are interested in the virtual world.

5.3   Needs for Further Research

This study has emphasized on evaluating five influencing factors of customer purchase intention affecting customer purchase behavior of GrabFood delivery service in Myanmar. There are other factors that can influence customer purchase intention. The further research should study other influencing factor such as trust and risk factors.

. This study only concentrated on Grab food applications users in Yangon, Myanmar, and does not include any other cities in Myanmar. In the future, more cities should be contained such as Mandalay, Mawlamyaing, Monywa and Nay Pyi Taw. Adding more cities, it can improve the survey result in terms of the more variables related with customer purchase intention and customer purchase behavior in using GrabFood delivery service. Though this study only surveys the individual customer, the future research should pay more attention on business-to-business customers in Yangon. Further research could be how customer personality effect on the relationship between data service package and customer purchase intention.

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APPENDIX

QUESTIONNAIRES

Dear Respondents,

The questionnaire is designed to gather information only for Master thesis about **"INFLUENCING FACTORS ON INTENTION TO USE AND CONSUMER USAGE BEHAVIOR OF GRABFOOD DELIVERY"**. The study is being carried out for the management research project as a requirement in partial fulfillment of the degree of Master, at the Yangon University of Economics. The information in this questionnaire will be used strictly for academic purposes only and will be treated with the utmost confidentiality. Thank you for your time and cooperation contributed to answering the questionnaire.

Yours Faithfully,

…………………

Ms.Win La Pyae

Roll No -58

MBA 25th

Section (A)

Demographic Profile

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

1. Gender
   ☐ Male   ☐ Female

2. Age (Years)
<20 ☐
21- ☐
   ☐ 31 to 40
   ☐ 41 to 50
   ☐ Above 50

3. Marital Status
   ☐ Single   ☐ Married

4. Education Level
☐ High School
☐ Under Graduate
☐ Graduate
☐ Master Degree
☐ Master Degree and above
☐ Other

5. Monthly Income (Kyats)
☐ 300000
☐ Between 300000 to 500000
☐ Between 500001 to 700000
☐ Between 700001 to 900000
☐ Above 900000

6 Occupations

☐ Student

☐ Office Staff

☐ Government Staff

☐ Professional Job

☐ Self –employed

☐ Independent

☐ Other

8 .How many times do you order the food using Grab delivery during COVID 19 pandemic?

☐ Several times a day

☐ Everyday

☐ Once every 2 or 3 days

☐ Once a week

☐ Once a month

9. How much do you spend on per week on delivery?

☐ Less than 5000 MMK

☐ 5000 – 10000 MMK

☐ 10001 -15000 MMK

☐ 15001 – 20000 MMK

☐ Above 20000 MMK

Section (B)
Influencing Factors

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Sr. No.	Statement	1	2	3	4	5
	Performance Expectancy					
1	I feel that using Grab food delivery application is useful for ordering and delivery food during the COVID 19 pandemic					
2	I feel Grab is convenient to order and receive delivery food during the COVID-19 pandemic					
3	Using Grab improves the process of ordering and receiving delivery food					
4	Using Grab improves the efficiency of ordering and receiving delivery food during the COVID-19 pandemic.					
5	I feel using grab application to order food can save the time during COVID 19 pandemic					
	Effort Expectancy					
1	Learning how to use Grab is easy					
2	It is easy to follow all the steps of Grab					
3	It is easy to become skilful at using Grab					
4	Interaction with Grab is clear and comprehensible					
5	I do not have any doubts about what I'm doing when I'm using the service.					
	Social Influence					
1	People who are friendly with me (e.g., family members, close friends,					

	and colleagues) recommend to use Grab during the COVID-19 pandemic					
2	People who are friendly with me think Grab app is beneficial during the COVID-19 pandemic					
3	People who are friendly with me think it is a good idea to use Grab app during the COVID-19 pandemic					
4	People who are friendly with me support me to use Grab App					
5	People who are famous such as idol,celebrity recommend to use Grab application during COVID 19 pandemic					
	Facilitating Conditions					
1	I have the resources (smartphone, internet access, payment methods) to use Grab app					
2	I have the necessary knowledge to use Grab delivery application					
3	The way I use grab delivery apps is similar to other platforms that I use on my phone.					
4	I can get help from others when I have difficulties using the grab delivery applications					
5	If I have any doubts about how to use the grab application, I do have a support line to help me					
	Perceived Safety					
1	In the COVID-19 pandemic, I feel safe when ordering foods via Grab food delivery application					
2	In the COVID-19 pandemic, I feel sanitary (i.e., no viral infections) when ordering foods via Grab food delivery application					
3	In the COVID-19 pandemic, I feel hygienic using grab application(i.e., no pathogens or mosquitoes).					
4	Ordering food from Grab application is proper and safe packaging					
5	Delivery man maintain a healthy 7 feet distance while delivery					

Section (C)
Consumer Purchase Intention and Consumer Usage Behaviour

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Sr. No.	Statement	1	2	3	4	5
	Purchase Intention					
1	I intend to continue using grab delivery applications in the future.					
2	I will always try to use grab delivery apps when I want to order food at home.					
3	I plan on continuing to use Grab food delivery application frequently					
4	I intend to recommend for my friends and relatives using the Grab food delivery apps in the future					
5	I intend to make every effort to use the Grab food delivery apps in my daily life.					
6	I intend to utilize the Grab food delivery apps on a special event (birthday party as an example).					
7	I intend to recommend other people to use Grab food delivery application					

Sr. No.	Statement	1	2	3	4	5
	Consumer Usage Behavior					
1	I always give the positive feedback after using the Grab food delivery app during COVID 19 pandemic					
2	I always order the food whenever Grab app give a discount to users					
3	I always use the Grab food app to try the new menu and restaurant					
4	If I feel like ordering food, I always use the Grab food delivery app					
5	I can reduce frequency to go out to dine when I use the Grab food delivery app					
6	Using Grab food application is beneficial for my daily life during COVID 19 pandemic					
7	Using Grab food delivery during COVID 19 help us to prevent from virus					

APPENDIX II

REGRESSION ANALYSIS

1. Multiple Regression Analysis of Influencing Factors on Purchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.909[a]	.826	.824	.3218	2.063

a. Predictors: (Constant), PSM, SI M, PEM, FCM, EEM

b. Dependent Variable: PIM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.715	5	37.343	360.515	.000[b]
	Residual	39.258	379	.104		
	Total	225.972	384			

a. Dependent Variable: PIM

b. Predictors: (Constant), PSM, SI M, PEM, FCM, EEM

Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Colinearity Statistics | |
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.255	.127		2.011	.045		
Performance Expectancy	.381	.037	.375	10.166	.000	.337	2.967
Effort Expectancy	-.052	.049	-.045	-1.051	.294	.254	3.944
Social Influence	.058	.050	.049	1.159	.247	.254	3.938
Facilitating Condition	.295	.037	.324	7.956	.000	.276	3.621
Perceived Safety	.278	.034	.289	8.177	.000	.366	2.729

a. Dependent Variable: PIM

Multiple Regression Analysis of Purchase Intention on Consumer Purchase Behaviour

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.097[a]	.009	.007	.6311	2.138

a. Predictors: (Constant), PIM

b. Dependent Variable: UB M

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.434	1	1.434	3.600	.059[b]
	Residual	152.533	383	.398		
	Total	153.967	384			

a. Dependent Variable: UB M

b. Predictors: (Constant), PIM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.030	.166		18.238	.000		
	Purchase Intention	.080	.042	.097	1.897	.059	1.000	1.000

a. Dependent Variable: UB M