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Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

August 30, 2021

Youngjun Choi *yj choi*

Editor-in-Chief of THE MYANMAR JOURNAL
Vice-President of KOMYRA
Email: yjchoi@khu.ac.kr
Office: +82-2-961-0485
Web address: komyra.com/doc/scope.php

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The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire field of society, economy, culture, and industry.

It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage (http://www.komyra.com/bbs/board.php?bo_table=articles).

Determinants of Consumer Usage Intention on Food Delivery Application in Yangon

*Atar Thaug Htet**

Yangon University of Economics

ABSTRACT : "Researching the effect of determinants of usage intention of food delivery app "is necessary for food delivery service providers in order to know the behavior of consumers. This research works intend to examine the consumer usage intention of food delivery application and to investigate effect of determining factors on consumer usage intention of food delivery application in Yangon. This study is conducted as a survey with 158 respondents who are selected with systematic sampling method. Both descriptive and analytical methods are applied to reach research objectives. This research found consumers are more preference for use the food delivery applications to purchase food product. Moreover, performance expectancy and price value have positively significant effect on consumers usage intention of food delivery applications. This study suggests how food delivery service providers upgrade their applications and to offer more discounted items for their consumers in order to stimuli their usage intention on food delivery applications.

Key words : *Usage Intention, Performance expectancy, Price value, UTAUT2*

I. Introduction

Technology advancement is a major driving force for evolution of business transactions. Many business transactions have occurred on online platform. The rapid

* Atar Thaug Htet (U), Department of Management Studies, Yangon University of Economics.

growth ecommerce in business transaction such as online to offline (O2O) has changed the traditional tasks and methods of business to be more effective. O2O is a business transaction method based on information and communication technology (ICT) that is designed for creating value to customers. In today market landscape, business compete each other based on digital platform to develop, maintain and retain the customer in market. The advancement of ICT has changed not only business nature but also the buying habit of consumer in the market. This ICT development is more convenience to customers for taking the order on delivery applications in buying food items.

Nowadays, real estate, food services, car rental, hospitality services can be seen in O2O forms. O2O services can provide the product to customer with right speed at the right time. The food delivery applications are become the significant part for the world restaurant market. In Myanmar, the ordering habit of customers have significantly changed in purchasing food items during COVID 19 stay home period especially in Yangon. Consumers get a lot of benefits such as time saving, energy saving and more convenience by making order through food delivery Apps. The usage intention of consumers on food delivery Apps is critical for booming this industry. If the customers are more willingness to use those Apps ,there is a lot of market opportunities for food delivery service providers.

II. Rationale of the Study

The growth of the Myanmar's food delivery service market is supported by people's increasingly busy lifestyles and rising incomes, along with deepening smartphone and internet penetration. In accordance with the research, Yangon Door2Door, Food2U, Deliverink, Hi-So Mall, food panda and other delivery services such as Grab Food have come in to Myanmar food delivery market. Consumers have a lot of options to choice and usage the food delivery applications in Yangon market while increasing the number of food delivery service providers.

There are two main forces to conduct this study. The first one is technology advancement that how to change the buying behavior of consumers especially in food and beverage market. The second is COVID 19 pandemic situation that make more accelerate the adoption of food delivery Apps. The key motive for this research is to identify the influencing antecedent factors on consumers' usage intention of food delivery Apps in Yangon.

There are a lot of forces to adopt the food delivery Apps among consumer. The benefits of using food delivery Apps includes cost saving, time saving, energy saving

and so on. Delivery Apps enhance the capacity of customers in searching products and comparing costs. The small-scale restaurants with limited marketing and advertising capabilities can use delivery Apps for more convenience and effectiveness in intensify market.

In the COVID 19 period, the government of all nations laid down restrict rules to implement the stay at home program that can prevent the spread of COVID virus. Myanmar government also encourage the people to stay at home. This stay at home policy change the buying behavior of consumers. In this period, the consumers more rely on O2O platform to purchase the food items. In addition, the growing usage of food delivery applications has intensified competition within the food delivery services firm in Myanmar.

This research explores the usage intention on food delivery Apps of consumers in Yangon by applying unified theory of acceptance and use of technology (UTAUT2).The conduct of research on individual acceptance and use of information technology (IT) is an information systems (IS) research (Venkatesh, Davis, & Morris, 2007).The UTAUT2 theory includes the seven component factors for examining the adoption of technology. These factors are performance expectancy or performance utilitarian, effort expectancy or effort utilitarian, facilitating conditions, hedonic motivation, habit, social influence and price value.

Objectives of the Study

To reach the research aim, the specific objectives are specified as follow:

- (1) to identify the consumers usage intention of food delivery applications in Yangon.
- (2) to investigate the effect of determinants factors on customer usage intention of food delivery application in Yangon.

III. Review of Literature

This section presents the review on literature and previous research works to develop conceptual framework for this study. Several studies are found out in the food delivery services that apply UTAUT to examine the usage intention of consumer towards food delivery Apps. Moreover, Venkatesh, Thong, and Xu,2012 introduced the extended UTAUT model (UTAUT2) which applies UTAUT model with other factors such as hedonic motivation, price value, and habit. The connotation of each variables describe in this sectionVenkatesh et al. (2003) has defined the variable "performance

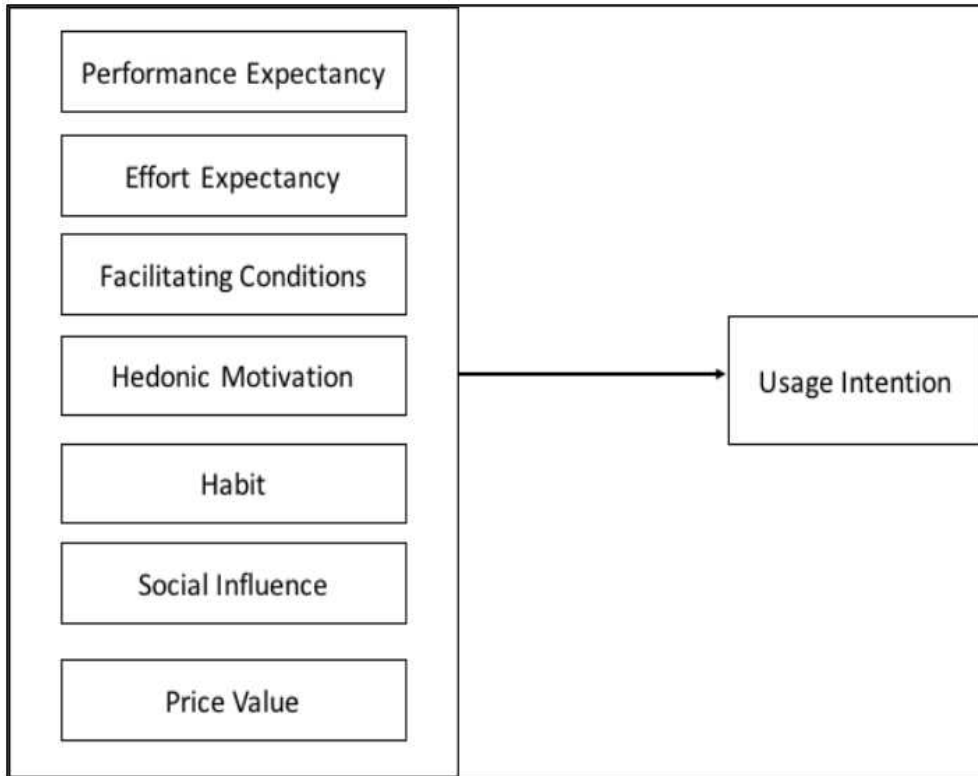
expectancy" as it is a degree to which one believes that the job performance will improve by using innovative technologies. Effort expectancy" (EE) can be defined with respect to ease that is how an individual feels either he/she uses technology in an easy way and how much strength of ease is there in usage of technology. Facilitating conditions refer to the degree to which an individual believes that technical infrastructure exists to support the use of a system (Venkatesh et al., 2003). Hedonic motivation is defined as the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use (Brown and Venkatesh 2005). Habit was defined by Limayem et al. (2007) as the extent to which people tend to perform behaviors automatically because of learning, while Kim et al. (2005) equated habit with automaticity. Social influence is the degree to which a user perceives that significant persons believe technology use to be important (Diaz & Loraas, 2010). Moore and Benbasat (1991) defined image as the degree to which using a technology innovation is perceived to enhance an individual's image or status in his or her social group. UTAUT was developed because price value is that consumers usually bear the monetary cost of such use whereas employees do not. The cost and pricing structure may have a significant impact on consumers' technology use.

Conceptual Framework of the Study

Based on the concept of UTAUT and empirical studies, this study constructs a conceptual framework for this study. This study applies seven variables of UTAUT – performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, social influence and price value as the antecedents of usage intention of customers on food delivery Apps in Yangon. The conceptual model of this study is depicted in Figure (1).

In this model, the independent variables include performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, social influence and price value while usage intention of consumers on food delivery Apps is considered as the dependent variable. Through this conceptual model, this study is expected to explore the consumers' perceptions on food delivery Apps.

Figure 1. Conceptual Framework of the study



Source: Own Compilation (2020)

IV. Research Design

This study analyzes the determinants of usage intention on food delivery applications in Yangon. This section presents the methods and procedures of developing research design to achieve research objectives. There are two parts for this research, the first one is questionnaire design and the second is scope and method of this study.

1. Questionnaires Design

The questionnaire is designed with 5-Point Likert scale in order to explore the perceptions of consumers on food delivery Apps. There are two parts in the questionnaire. The first part explores the demographic information and the second one is related to the usage intention on food delivery Apps and its antecedent

factors which are developed based on empirical studies of previous works.

In second part, the questionnaire items are adapted from the works of Venkatesh et al. (2012), Martín and Herrero (2012), Rodriguez and Trujillo (2015), and Singh and Matsui (2017). It composes of four questionnaire items in each variable of performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, social influence, and price value and six questionnaire items in behavior intention. Firstly, all questionnaire items were developed in English, and then translated into Myanmar and modified some parts in accordance with the study objectives and the nature of respondents.

2. Scope & Method of the Study

This study is conducted based on both primary and secondary data. Primary data were collected with survey questionnaires from 158 respondents in Yangon who are currently using the food delivery Apps for ordering the food items. The respondents are selected by using systematic random sampling method since the targeted population is unknown. Cochran' formula was used to determine the sample size of unknown population by using margin of error was 0.08. This study applies quantitative research method to analyze the data. Descriptive analysis is used for exploring the variables of the study. Multiple linear regression analysis is applied to investigate the effect of independent variables on dependent variables of the study.

V. Data Analysis

The demographic characteristics of respondents is shown in Table (1). Age, Gender, education and income level are shown in this section.

Table 1. Demographic Characteristics of Respondents

Statement	No. of Respondents	Percentage
Gender		
Male	50	32
Female	108	68
Total	100	100%
Occupation		
Employed	54	34
Self-employed	36	23
Student	68	43

Total	100	100%
Education		
Undergraduate	59	37
Bachelor Degree	60	38
Master Degree	34	22
Ph.D	5	3
Total	100	100%
Income Level		
100000-300000kyat	29	19
300001-500000kyat	83	52
500001-700000kyat	32	20
More than 700001	14	9
Total	100	100%

Source: Survey Data (2020)

According to this Table, most of the female are more use the food delivery application in order to purchase food items because of female are more preference and order the food items rather than male. Student are more use the food delivery application rather than other people because of students are more familiar the trending technologies. According to this descriptive findings, bachelor degree holder more use food delivery applications. Most of the respondents incomer level are 300001-500000kyat level. The reliability coefficients of eight variables, mean value and standard deviation are shown in Table (2).

Table 2. Mean Value, Standard Deviation & Cronbach Alpha

Variables	Mean Value	Std. Deviation	Cronbach Alpha	Number of Items
Performance Expectancy	3.5	.834	.821	4
Effort Expectancy	3.9	.821	.962	4
Facility Conditions	3.7	.782	.895	4
Social Influence	3.0	.863	.876	4
Hedonic Motivation	3.3	.884	.935	4
Habit	3.3	.859	.818	4
Price Value	2.9	.905	.912	4
Usage Intention	3.2	.821	.938	5

Source: Survey Data (2020)

As presented in Table (2), The values of Cronbach Alpha coefficient are over 0.8 that can be considered as good result for the reliability of questionnaire (Sekaran and Bougie, 2016). The mean value of each variables points out the perception of respondents. The average mean value of each variable is above 3 that can be said that the respondents agree on every statement of the variables in this study. In the

antecedent factors, social influence variable has the least mean value that highlight the respondent's perception is less likely agree on the influence of peers, families and other social groups towards usage intention. In the other hand, facilitating conditions has the highest mean value of determinant variables that highlight the respondents are more comfortable for purchasing food items by using delivery Apps. Table (3) describes the mean value of each measurement item for usage intention of food delivery application.

Table 3. Mean Value of Usage Intention

Sr.No.	Statement	Mean Value
1	intend to continue using food delivery apps in the future.	3.1
2	will always try to use food delivery apps in my daily life.	3.0
3	have decided to use food delivery apps for purchasing foods the next time.	3.3
4	plan to continue to use food delivery apps frequently	3.2
5	decided to use food delivery application in every day.	3.2

Source: Survey Data (2020)

According to this table, every statement of usage intention are round about natural scale. It points out that consumer's intention on food delivery application is lightly. Respondents are likely to use food delivery application in their daily live and they have the plan to continuous use it. Moreover, they intend to use it when they order food product items from online platform.

To identify the determinants of usage intention of food delivery Apps in Yangon, this study conducts multiple linear regression analysis in which customer usage intention is regressed with performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, social influence and price value. The result of the multiple linear regression analysis is shown in Table (4).

Table 4. Analysis on Determinants of Usage Intention of Food Delivery Apps

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	-.034	.359	-.095	.924	
Performance Expectancy	.354***	.107	3.302	.001	2.049
Effort Expectancy	.120	.122	.983	.327	2.570
Facilitating Conditions	-.191	.131	-1.457	.147	2.707
Hedonic Motivation	.127	.121	1.052	.295	2.935
Habit	.052	.113	.462	.645	2.422
Social Influence	.022	.095	.235	.815	1.724

Price Value	.539***	.125	4.307	.000	3.287
R Square	.541				
Adjusted R Square	.519				
F Value	24.088***				
Durbin Watson	1.944				

Source: Survey Data (2020)

As presented in Table (4), the performance expectancy and price value have a positively significant effect on usage intention of consumers on food delivery Apps. Performance expectancy is the critical factor for adoption of food delivery Apps. The intention for usage will be increased if they perceived that the functions of applications is useful for them. In addition, price value is another important factor for the usage of food delivery application. The respondent's intention to use food delivery Apps will be enhanced if they can save time, energy and cost.

VI. Conclusions

This study is concluded with the findings of the study and recommendations for increasing usage intention of customers on food delivery Apps. The findings are discussed based on the results of statistical analysis. The recommendations are also made based on the findings for practical and academic areas of usage intention.

1. Findings

The logical findings are presented in this section based on the objectives of this study. The first findings identifies the customer's usage intention on food delivery Apps and its determinants. The usage intention of food delivery Apps is above the neutral scale. Recently, consumers prefer to purchase food items by using food delivery Apps and it is likely to increase due to technological advancement and other social factors. It can be concluded that consumers have used food delivery Apps and their intention will increase in the near future for more convenience.

Based on the unified theory of acceptance and use of technology (UTAUT2), the study examines the seven factors that can influence the usage intention of food delivery Apps. They are performance expectancy, effort expectancy, hedonic motivation, facilitating conditions, habit, social influence and price value. The results of the study highlight factors determining the usage intention of food delivery Apps. Among the factors, performance expectancy and price value have a significant effect on usage intention of food delivery Apps. According to the study, the usefulness of

applications, cost saving, and getting discounts are the major driving forces for using food delivery Apps.

2. Recommendations

This study reveals the analysis of determinants and usage intention of food delivery Apps in Yangon. The results of the study are expected to contribute some implications in academic studies and for food delivery companies in order to upgrade and modify their applications based on the customer preferences. Thus, the recommendations are provided for both academic perceptive and practical purposes.

From the academic perspective, this study provides the applicability of UTAUT2 model for examining the buying behavior of consumers by including the antecedent factors of this study as well as other factors such as personal innovativeness, information quality and so no. Moreover, this research is expected to be an academic contribution as it integrates the research trends in the field of food service delivery and ICT.

From the practical perspective, it is important to understand the nature of changing consumer's buying behavior. Nowadays, most of the consumers more rely on online to offline (O2O) services in order to purchase the food product items. The food delivery service providers should adapt and upgrade their applications in order to be more convenience for consumers and also need to offer discounted items for consumers periodically.

Therefore, delivery Apps providers and restaurants need to establish a reasonable and mutually beneficial commission system that can reduce the costs to food service consumers. In order to enhance the performance expectancy in perception of customers, information on a wide range of restaurants across food categories that allow users to choose from a diverse range of foods.

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