

## Youths' Intention towards Online Food Delivery (OFD) Services in Kota Kinabalu

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### ABSTRACT

The business of online food delivery (OFD) services has grown rapidly over the years and more so during the COVID-19 pandemic. To date, a significant amount of research works relating to OFD services have been conducted, however, not many have focused on the intention of using OFD services especially from the youths' perspective. Hence, the purpose of this study is to examine youth's intention of using OFD services. The study applied a quantitative approach and the unit of analysis for this study is the youths between 18 to 40 years old, as the potential users of OFD services living in Kota Kinabalu, Sabah. Through the cross-sectional data collection approach and purposive sampling technique, 346 samples were collected via an online survey questionnaire. The survey questionnaire was adopted from previous studies with minor modifications, validated and pilot tested. A total of 346 responses were collected and analysed using descriptive and multiple regression analysis. The results indicated all the predictors (convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation) significantly affect youth's intention towards OFD services. The study contributes to the existing literature on OFD and practical implications to the food industry, food delivery services, and marketers from the youths' perspective.

**Keywords** – *Intention, Online Food Delivery, Youth, Convenience Motivation, Time-Saving Motivation, Price-Orientation Motivation, Hedonistic Motivation*

### 1.0 INTRODUCTION

Technology has impacted the food and beverage industry immensely, especially in online food delivery (OFD) services. OFD is one of the most innovative ways of ordering food (Cho et al., 2019). Consumers can order food by using only their smartphones via online food delivery applications or websites. OFD services are designed for consumers to satisfy their hunger through the convenience of online payments and get their food delivered to their home. This innovation has led people to go out less or physically buy food from restaurants outside the comfort of their homes (Gunden et al., 2020). The increased usage of smartphones has also resulted in an increasing demand for OFD services (Chai & Yat, 2019). According to Statista (2021), in 2020 approximately 87.61% of the population in Malaysia uses smartphones and it is estimated to increase up to 89% in 2025. As the usage of smartphone rate increases, the number of mobile

applications such as food delivery applications will increase as well (Song et al., 2021), which may reflect an increasing number of OFD users and potential users in the near future.

Apart from technology, the growth of OFD is also affected by other factors such as the busy work schedules of the urban working population. People nowadays are focused on catching up with work and their active lifestyles that they do not have a proper time to prepare meals and go out to restaurants (Chai & Yat, 2019). Thus, OFD services may be one of the best alternatives for them to order food since it is convenient, quick, and suited to the current fast-paced urban lifestyle.

In addition, the COVID-19 pandemic has also affected the food and beverage (F&B) services quite significantly. According to Ali et al. (2021), the pandemic has influenced the customers' behaviours in terms of OFD services. The pandemic has substantially reduced dine-ins at eateries since many people are required to stay at their homes to prevent the spread of COVID-19. On top of that, food outlets' operating hours were also reduced significantly to control the spread of the deadly virus. Due to this, the number of people going to restaurants has decreased to 83% (Ivanova, 2020). This has somehow accelerated the use as well as the importance of OFD services to many consumers and food retailers (Sumagaysay, 2020). For instance, in Malaysia, the usage of OFD applications has increased because people are starting to accept OFD services (Lim, 2020), resulting in an increase of 30% of new orders recorded in 2020 for the OFD services in Malaysia (Bernama, 2020).

The market value for OFD is substantial. For example, OFD in India is worth USD 2.9 billion in 2019 (Pallikkara et al., 2021), while in Seoul, Korea the market for OFD services has increased to US\$15.5 billion in 2021, an increase of 78.6% over the previous year (Bernama, 2020). Meanwhile, Thailand, Indonesia, and Singapore are the top three countries in South East Asia that use OFD services, contributing US\$3.7 billion, US\$2.8 billion, and US\$2.4 billion in gross merchandise value (GMV), respectively (Sri, 2021). In Malaysia, the value of the OFD market in 2020 is worth US\$192 million which carries about 6.2 million users (Moneycompass, 2020).

Mobile applications are known to be software that is programmed to fit into small computing devices such as tablets, iPads, or cell phones (Wigmore, 2021). Mobile applications can be programmed to help people to communicate, get information, watch entertainment, and even order food delivery or known as OFD. There are 3.2 billion smartphone users worldwide and the mobile application industry is estimated to improve every year (Buildfire, 2021) and since the usage of mobile applications has improved, this has helped food delivery companies to gain popularity among smartphone users (Alalwan, 2020). Originally, OFD services only operate on big F&B companies such as McDonald's and Pizza Hut (Yeo et al., 2017). However, as a result of technological advancements in improving the OFD services, there are currently many different platforms that can be used to order food online. According to Curry (2021), UberEats is the top brand for OFD services in the entire world, while FoodPanda, Grab Food, Dahmakan, Honestbee, Morefun, DeliverEat, and Mammam are some of the famous OFD brands used in Malaysia (Chai & Yat, 2019). These online food delivery platforms are typically used in urban areas due to the density of population, rapid growth of e-commerce, and higher number of F&B retail outlets that use the OFD system. Moreover, OFD services are known for their convenience, fast delivery time, wide choices of food, and famous for its ability to track the delivery which is favoured by the youths (Chalmela, 2019). According to Zion (2019), the low-income group and the young (18 – 44 years old) are the ones more likely to use OFD services.

There is abundant research related to OFD. Previous research works on OFD focusing on the consumers' perception of OFD applications (Jacob et al., 2019; Song et al., 2021; Salleh et al., 2020) and the effects of OFD on restaurant businesses and factors affecting OFD services (Saad, 2019). Limited studies, however, have delved into customers' behaviours that affect their intention in OFD services (Hand et al., 2009). Furthermore, few studies have specifically investigated youth's intention towards OFD services. This study, therefore, focused on four important determinants namely convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation (Yeo et al., 2017), in relation to youth's intention of using OFD services.

Thus, the study was aimed to examine youth's intention towards OFD services in Kota Kinabalu, Sabah, Malaysia. The following are the objectives of the study.

- RO1: To determine the relationship between convenience motivation with the intention of using OFD services.
- RO2: To determine the relationship between time-saving motivation with the intention of using OFD services.
- RO3: To determine the relationship between price-orientation motivation with the intention of using OFD services.
- RO4: To determine the relationship between hedonistic motivation with the intention of using OFD services.

In this study, youths aged between 18 to 40 years old were chosen as respondents because of the changing nature of the urban consumers' segment (Chai & Yat, 2019). Youths are known to be technology-savvy and it was estimated that half of the population of Kota Kinabalu falls under this category (Daily Express, 2011). By exploring this gap, the results of this study can offer a greater understanding of youths' intention of using OFD services. In addition, F&B providers can have a clearer understanding of their present and potential customers.

## **2.0 LITERATURE REVIEW**

### **2.1 Technology Acceptance Model (TAM)**

Technology Acceptance Model (TAM) is a model developed by Davis (1986) to explain users' acceptance of technology (Hu et al., 1999). It is also defined as an adaptation of innovative products and services by customers (Davis et al., 1989). TAM can be described as one's psychological state that is voluntarily or intendedly in using technology (Davis, 1986; Mokhsin et al., 2011). According to Song et al., (2021), the improvement of technology has changed the environment through the provision of "on-demand" services, that is, producing customized products and services that can be delivered to the customers such as the use of food delivery mobile applications. Davis et al. (1989) stated that the two primary factors that influence consumers' attitude in adapting innovative technology services are perceived ease of use or convenience and perceived usefulness. Therefore, customers will be more likely to adopt an innovative product or services such as OFD services when they perceive that they provide convenience and are useful to them.

Previous studies on the adoption of OFD services have all used TAM as a basis for their research framework (Yeo et al., 2017; Ali et al., 2021; Song et al., 2021). These studies indicated that perceived usefulness and perceived ease of use have a significant relationship with the customers' intention to use OFD applications. This clearly indicates that convenience and usefulness are important predictors of OFD adoption. Hence, people would perceive OFD application systems on their mobile phone as useful and convenient when they want to order food online. In addition, it is also clear that the adoption of OFD services is influenced by the development and advancement of communication technology such as smartphones and mobile applications. Therefore, in this study, it incorporated TAM to explore youths' intention of using OFD services.

Understanding the causes of consumers' intention of buying online food is important especially to F&B providers and marketers alike. Table 1 outlines the theories and variables used in previous studies relating to OFD services. As there is no specific research on youths as a market segment in relation to their intention of using the OFD services, this study fills the literature gap by specifically investigating four important predictors (i.e., convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation) that have the potential to affect youths' intention in using OFD services.

**Table 1: Summary of studies related to OFD**

Author	Studies	Theory Used	Variables
Song et al. (2021)	An integrated approach to the purchase decision making process of food-delivery apps.	<ul style="list-style-type: none"> <li>TAM &amp; Attention, Interest, Desire, and Action (AIDA)</li> </ul>	<ul style="list-style-type: none"> <li>Time-saving</li> <li>Service quality</li> <li>Food quality</li> </ul>
Yeo et al. (2017)	Consumers' experiences, attitude, and behavioral intention toward online food delivery (OFD) services in Malaysia	<ul style="list-style-type: none"> <li>Theory of Reasoned Action (TRA) &amp; Theory of Planned Behaviour (TPB)</li> </ul>	<ul style="list-style-type: none"> <li>Hedonistic</li> <li>Purchase experience</li> <li>Time-saving</li> <li>Price-saving</li> <li>Convenience</li> </ul>
Hwang et al. (2020)	Understanding the Eco-Friendly Role of Drone Food Delivery Services	<ul style="list-style-type: none"> <li>TPB</li> </ul>	<ul style="list-style-type: none"> <li>Attitude</li> <li>Perceived behaviour control</li> <li>Subjective Norms</li> </ul>
Salleh et al. (2020).	Hotel restaurant food delivery app: customers' intention	<ul style="list-style-type: none"> <li>TAM</li> </ul>	<ul style="list-style-type: none"> <li>Perceived ease of use</li> <li>Perceived usefulness</li> <li>Attitude</li> </ul>
Ren et al. (2020)	Study of the factors influencing consumers' behavioural intention to use online food delivery in Cambodia	<ul style="list-style-type: none"> <li>Adoption of Information Technology Innovation (AITI)</li> </ul>	<ul style="list-style-type: none"> <li>Hedonistic</li> <li>Perceived Ease to Use</li> <li>Performance</li> <li>Price value</li> <li>Social Influence</li> </ul>
Troise et al. (2020)	Online food delivery services and behavioural intention.	<ul style="list-style-type: none"> <li>TAM &amp; TPB</li> </ul>	<ul style="list-style-type: none"> <li>Attitude</li> <li>Perceived usefulness</li> <li>Perceived behaviour</li> <li>Perceived ease of use</li> <li>Convenience</li> <li>Trust</li> <li>Choices of food</li> </ul>

## 2.2 Convenience Motivation

Convenience is typically found in a service that reduces the consumers' time and effort required to use the service (Teo et al., 2015). Convenience in using a certain system usually motivates the users to use the system (Parashar & Ghadiyali, 2017). In the context of OFD, it is a new innovative method that allows users to stay at home and order their desired item regardless of the time and place (Alalwan, 2020). Due to the convenience of the OFD services, users are motivated to move from using the traditional ways to purchase food to online food purchases (Chai & Yat, 2019). Jiang and Yang (2013) found out that providing convenience in a certain service will be able to help improve users' opinion on that service as it makes the customers' process of getting food easier. In addition, according to Chai and Yat (2019), OFD services are helpful for those who are constantly busy with their work schedules, white-collar workers, and students (Zhang et al., 2016). Demanding work schedules and an active lifestyle have caused people to have limited time in preparing meals (Chai & Yat, 2019) and even choose to skip meals (Botchway et al., 2015). The COVID-19 pandemic has also halted dine-in at food outlets and restaurants, thus extending the demand for OFD services (Sumagaysay, 2020). Additionally, OFD services allow users to choose their method of payment (i.e., by cash or online payment) that suits them, and this makes OFD services even more convenient to users (Gupta, 2019).

Past studies indicated that due to the convenient OFD services to its users, it has positively impacted the users' intention to use the OFD services (Chai & Yat, 2019; Cho & Sagynov, 2015; Yeo et al., 2017). Hence, youth or other potential users are more likely to adopt a new service such as OFD as they perceive it is convenient and easy to use. Based on previous literature, the relationship between convenience motivation and intention to use OFD services has been established, therefore, the following hypothesis is proposed:

*H1. Convenience motivation has a positive effect on youths' intention towards OFD services.*

### 2.3 Time-Saving Motivation

Consumers prefer fast services nowadays, which include the preparation of the item as well as the delivery time. A slow delivery will impact the customers' satisfaction with the service (Dholakia & Zhao, 2010). Consumers used to spend a lot of time in restaurants, which could be considered a waste of time because they need to give much effort to go to the restaurant, order food, wait for the food to be cooked, or even wait for a long time to be seated at the restaurant (Furst et al., 1996). People can use the time for more valuable activities rather than sitting at the restaurant (Dazmin & Ho, 2019) or cooking meals at home (Troise et al., 2020). In addition, as mentioned by Chai and Yat (2019), nowadays people do not like to go out to find food and wait at restaurants due to their current busy lifestyle and they want to save time as much as they can so they can finish their errands. Hence, OFD services can help users save more time and provide more dining options (Lee, Sung & Jeon, 2019). Since OFD services are known for their speed (Dixon et al., 2009), it is expected that many people purchase food items online (Khalil, 2014). In this context, OFD services can be considered useful as they can help reduce users' mealtime and potentially save some time for their personal disposal. Chai and Yat (2019) conducted a study to determine the relationship between time saving and consumers' intention to adopt OFD services and their study proved that time saving affects intention to use OFD. Based on the discussion above and the study by Chai and Yat (2019), it is believed that youth will be motivated to adopt OFD services if it can help them save more time. Therefore, it can be concluded that:

*H2: Time-saving motivation has a positive effect on youths' intention towards OFD services.*

### 2.4 Price-Orientation Motivation

Price-value or price orientation is known to be the trade between the benefits from using a service and the cost for using the service (Venkatesh et al., 2012). Generally, customers will always prefer to purchase inexpensive products rather than spending their money on a more expensive product. The reason is that customers are always concerned with the amount of money they can save (Darke et al., 1995). Tversky and Kahneman (1981) added that some consumers would make extra trips for the discount offered by stores on products. In the food segment, OFD services are known to promote their product by using vouchers, discounts, free delivery, and loyalty points to the users which is regarded as a suitable marketing method used in OFD services (Kaur et al., 2021; Ray & Bala, 2021) and by using these promotions, users will be able to save money. Users are also able to compare the prices in different online applications that will suit their budget (Yeo et al., 2017). Comparing process is not only useful but also convenient since it can be done instantly via the OFD application. The more money consumers think they can save, the more likely they will use the OFD application. A study by Ren et al. (2020) showed that price has a positive effect on the intention to use OFD services. This was supported by a recent study by Ramos (2021) which mentioned that when the benefits of using an OFD application exceed the cost, the price value has a positive influence on customer intention. The above findings revealed the relationship between price-orientation motivation and intention towards OFD services, hence, it is assumed that youth will be motivated to adopt OFD services if it can help them save some money. Therefore, the following hypothesis is proposed.

*H3: Price-orientation motivation has a positive effect on youths' intention towards OFD services.*

### 2.5 Hedonistic Motivation

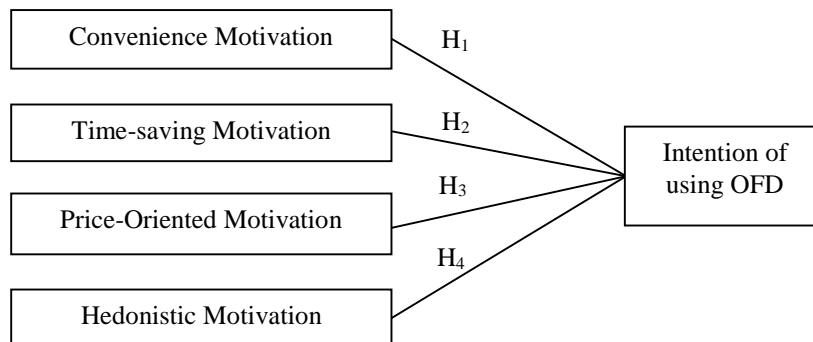
Shopping is usually regarded as a rational process viewed from a utilitarian perspective (Yeo et al., 2017). Hedonism, however, is the opposite of being rational in purchasing efficiently, explained as fun and playful (Prabowo & Nugroho, 2018). Users will usually enjoy their experience of the buying process (Mort & Rose, 2004), which includes the moment they want to use the service until they have consumed or used the item. Prabowo and Nugroho (2018) further pointed out that hedonism can encourage users' emotions and in turn will motivate them to do online purchasing. Therefore, it is crucial to have hedonistic motivation in online shopping because it helps users to enjoy their shopping experience. To relate hedonism with online food purchasing, it is assumed that customers use OFD applications because they enjoy the process of online shopping and feel that it is fun when using this type of service. The study conducted by Prasetyo et al., (2021) empirically demonstrated that hedonism has a positive effect on the intention to use OFD

services. Based on the above statements, it is believed that when youth experiences hedonic motivation towards OFD services, they are more likely to adopt OFD services. Therefore, it can be postulated that:

*H4: Hedonistic motivation has a positive effect on youths' intention towards OFD services.*

## 2.6 Intention to Use

Intention is known to be people's willingness or likelihood to try and how much effort they will use to perform a certain action (Kim & Woo, 2016). Intention to perform can also be viewed as purchase intention which can be used to forecast consumers' intention to use OFD services (Chai & Yat, 2019). Intention to use OFD services is influenced by many factors that motivate consumers to accept OFD services or not in the future (Chai & Yat, 2019). OFD services are based on online shopping which brings various benefits to consumers. The more benefits consumers expect to get from adopting OFD services, the more likely they will adopt OFD services. The demand for OFD services is growing rapidly as customers may want to experience these services. Therefore, this research proposes to examine the relationship between convenience motivation, time-saving motivation, price-oriented motivation, hedonistic motivation, and youths' intention of using OFD services in Kota Kinabalu, Sabah. Figure 1 presents the research model for this study.



**Figure 1: Research Model**

## 3.0 RESEARCH METHODOLOGY

This study applied a quantitative approach and a cross-sectional survey for its data collection. The unit of analysis for this study is the youths between 18 to 40 years old, as the potential users of OFD services living in Kota Kinabalu, Sabah. This research adopted a non-probability sampling approach and used a purposive sampling technique for its data collection. Non-probability sampling was chosen because the population sampling frame is not available, and that data collection can be conducted quickly. Additionally, purposive sampling was used because it represents the intended population for the study.

The questionnaire was adopted from Yeo et al. (2017) with minor modifications. The questionnaire was validated, and pilot tested prior to the commencement of the actual survey. Items that measured all the independent and dependent variables, namely, convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation were measured using a 5-point Likert scale of 1- strongly disagree to 5 - strongly agree. These measurement scales are valid as indicated by previous studies (Yeo et al., 2017). A pilot test with 30 samples was conducted in June 2021 to ensure the questionnaire is suitable and that the items are reliable. The Cronbach's Alpha test reveals values of between 0.74 to 0.95. This indicates that the set of responses' internal consistency reliability is achieved. Next, a self-administered questionnaire was designed and developed using Google Forms. The hyperlink obtained from Google Forms were then shared with the youths residing in Kota Kinabalu in early July 2021 via online social media platforms i.e., WhatsApp and Facebook. Respondents could share the survey questionnaire with their relatives and friends. The number of responses collected that were usable for this study is 346. Statistical Package for Social Sciences (SPSS) software was used to analyse the questionnaire's reliability, the mean, frequencies, and standard deviation of the variables. Finally, a multiple regression test was performed to test the relationships among the variables in this study and test the hypotheses.

## 4.0 RESULTS

### 4.1 Respondents' Demographic Profile

Table 2 presents the demographic profile of the respondents (N=346). Most of the respondents were female (57.8%), aged 18 to 25 (41.9%), and were single (58.1%). Most of them had a university education background (76.6%). In terms of employment, more than a quarter of them were students (28.9%) and working in the private sector (29.2%).

**Table 2: Demographic frequency analysis (N=346)**

Variables	Categories	Frequency	Percent (%)
Gender	Male	146	42.2
	Female	200	57.8
Age	18-25 years old	145	41.9
	26-35 years old	135	39.0
	36-40 years old	66	19.1
Marital Status	Single	201	58.1
	Married	145	41.9
Level of Education	Secondary school	50	14.5
	University/college/institution	265	76.6
	Others	31	9.0
Employment Status	Student	100	28.9
	Self-employed	63	18.2
	Government Sector	82	23.7
	Private Sector	101	29.2

### 4.2 Descriptive Analysis

Table 3 shows the minimum and maximum responses, mean and standard deviation for all items under study. The Cronbach's Alpha test was used to test the variables' internal consistency reliability. The results in Table 3 reveal that all Cronbach's Alpha values were in the range of 0.778 to 0.954 and all exceeded 0.70 (Saunders, Lewis & Thornhill, 2009), indicating eligible construct reliability.

**Table 3: Variables' Descriptive Analysis (N=346)**

Variables' Items	Min	Max	Mean	SD
<b>Convenience Motivation (CM)</b>				
I would find doing online shopping and using online transactions on OFD application is easy.	3	5	4.81	0.451
I would find interaction through OFD services are clear and easy to understand.	2	5	4.75	0.551
I would find it easy to become skillful at navigating through OFD services app application.	2	5	4.76	0.552
Overall, in using OFD services, online shopping or transaction would be easy for me.	2	5	4.80	0.471
Cronbach Alpha Value 0.918				
<b>Time-saving Motivation (TSM)</b>				
I believe that using OFD services is very useful in the purchasing process.	1	5	4.81	0.474
I believe that using OFD services helps me to accomplish things more quickly in the purchasing process.	1	5	4.74	0.592
I believe that I will save time by using OFD services in the purchasing process.	1	5	4.72	0.658
Using OFD services might be time consuming.	3	5	4.21	0.646
Cronbach Alpha Value 0.778				

<b>Price-orientation Motivation (POM)</b>				
I can save money in using online OFD services.	2	5	4.57	0.732
I like to search for cheap food deals in different OFD services.	3	5	4.74	0.539
OFD services offer better value for my money.	2	5	4.62	0.649
Cronbach Alpha Value 0.829				
<b>Hedonistic Motivation (HM)</b>				
I have a lot of fun using the OFD applications.	3	5	4.71	0.582
I find that using online OFD services can be exciting.	3	5	4.70	0.605
Using OFD services is very entertaining.	3	5	4.67	0.639
Cronbach Alpha Value 0.930				
<b>Intention to Use (INT)</b>				
I will use OFD services.	3	5	4.80	0.469
I plan to use OFD services.	3	5	4.79	0.510
I intend to use OFD services.	3	5	4.81	0.447
Cronbach Alpha Value 0.954				

### 4.3 Multiple Regression Analysis

This study was conducted to determine if convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation can influence youths' intention of using OFD services. It was hypothesized that all the four independent variables will positively affect youths' intention to use OFD services. Multiple regression analysis was used to test the hypotheses. The results show that 62.5% of the variance in youth's intention to use OFD services can be accounted for by the four predictors, collectively,  $F(4,341)=142.035$ ,  $P<0.000$  (Table 4 & Table 5).

**Table 4: Model Summary**

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	RMSE
1	.791 <sup>a</sup>	.625	.621	.28032

**Table 5: ANOVA**

Model		SS	df	Mean Square	F	Sig.
1	Regression	44.644	4	11.161	142.035	.000 <sup>b</sup>
	Residual	26.796	341	.079		
	Total	71.440	345			

a. Dependent Variable: INT

b. Predictors: (Constant), HM, TSM, POM, CM

Looking at the unique individual contributions of the predictors (Table 8), the result presents that convenience motivation ( $\beta=.185$ ,  $t=3.099$ ,  $p=.002$ ), time-saving motivation ( $\beta=.133$ ,  $t=2.445$ ,  $p=.015$ ), price-orientation motivation ( $\beta=.218$ ,  $t=4.206$ ,  $p=.000$ ) and hedonistic motivation ( $\beta=.347$ ,  $t=5.910$ ,  $p=.000$ ) positively affect youths' intention to use OFD services. Thus, all the hypotheses were supported. This suggests that all the four predictors are useful to predict youths' intention towards using OFD services.

**Table 6: Direct Relationship and Hypothesis Testing**

Hypotheses	Relationship	B	Std. Error	Beta	T	P	Decision
H <sub>1</sub>	CM -> INT	.185	.060	.185	3.099	.002	Supported
H <sub>2</sub>	TSM -> INT	.131	.054	.133	2.445	.015	Supported
H <sub>3</sub>	POM -> INT	.178	.042	.218	4.206	.000	Supported
H <sub>4</sub>	HM -> INT	.277	.047	.347	5.910	.000	Supported

## 5.0 DISCUSSION AND CONCLUSION

Based on the results in Table 6, hypothesis H<sub>1</sub> was supported, that is, convenience motivation was found to affect intention to use OFD services positively. The result is aligned with the studies by Chai and Yat (2019), Cho and Sagynov (2015), and Yeo et al. (2017). In this study, the youth felt that OFD applications are easy to use and navigate. This shows that innovative method such as the OFD application is perceived



to be convenient because it allows users to order their desired food regardless of the time and place and receive it at their home (Alalwan, 2020). The convenience afforded by OFD services will motivate users to adopt online food purchases (Chai et al., 2019). Therefore, OFD providers must ensure their application is user-friendly and convenient for the users as this will motivate potential users to use and adopt their OFD application. In addition to that, OFD providers should emphasise the convenience that their services can give to potential users via their marketing messages.

The time-saving motivation was found to influence youths' intention of using OFD services, thus hypothesis H<sub>2</sub> was supported. The result supports the claim by Chai and Yat (2019) suggesting that time saving has a positive impact on users' intention in online shopping. The result also shows that the youths believe that using OFD services can help them to accomplish things easier and faster and that they can save more time rather than going out to purchase food. Moreover, by using OFD services, users do not have to spend much time cooking or even going out to restaurants (Dazmin et al., 2019; Troise et al., 2020). It can therefore be noted that OFD services are useful to its users as they can help save their time and users can utilize that extra time as per their needs. OFD services are known for their speed (Dixon et al., 2009), therefore potential users are expected to adopt OFD services. Online food providers and marketers should strategize their marketing campaign by highlighting time saving as one of the core benefits of adopting OFD services.

The price-oriented motivation was also found to affect youths' intention towards OFD services (hypothesis H<sub>3</sub>). The result endorses the claim by Ren et al. (2020) that stated price-oriented motivation has a positive effect on the intention to use OFD services. Youths were found to be attracted to discounts and value for money offers. As mentioned by Darke et al. (1995), customers are concerned about their budget, and they will look for discounts in online shopping because it will help them save extra money. Besides, customers can compare prices by browsing through the OFD websites or applications (Yeo et al., 2017) to get the best deal. Naturally, the more money consumers can save for a particular product or service, the more motivated they are in buying them. Therefore, in regard to youths' adoption of OFD services, the more money they perceive they can save, the more motivated they are in adopting the services. Since price is important in predicting intention to use OFD services, more efforts must be made by online food providers to ensure that they offer value for money services to their users and potential users. OFD providers should continue using vouchers, discounts, free delivery, and loyalty points to entice new adopters for OFD services.

The study also found a significant positive effect of hedonistic motivation (hypothesis H<sub>4</sub>), thus supporting the claim mentioned by Prasetyo et al. (2021) which indicates that hedonism has a significant effect on people's intention in using OFD services. The result also concurs with the argument made by Prabowo and Nugroho (2018) that hedonism will motivate users to practice online shopping. In this study, the youth perceived that the OFD application is fun to use as well as exciting and entertaining. Therefore, hedonism is associated with boosting youths' shopping emotions which potentially motivates them to use OFD services. Marketers and food providers may use this information to improve their OFD application so that it is more fun to use, thus giving an enjoyable interactive experience to users (Yeo et al., 2017).

## 6.0 CONCLUSION

The study was aimed to examine youths' intention of using OFD services in Kota Kinabalu, Sabah. Multiple regression analysis results indicated that the four predictors (i.e., convenience motivation, time-saving motivation, price-orientation motivation, and hedonistic motivation) were found to affect the youths' intention of using OFD services significantly. The results concur with previous studies in relation to the intention to use OFD services (Chai & Yat, 2019; Cho & Sagynov, 2015; Yeo et al., 2017; Ren et al., 2020; Prasetyo et al., 2021).

OFD services are well-known and accepted by many users. Interestingly, they have become a norm during the COVID-19 pandemic (Sumagaysay, 2020). The growth of OFD services was influenced by technology and the usage of smartphones to download OFD applications. Based on the findings, it can be concluded that the youths in Kota Kinabalu are potential adopters of OFD services in the future. In addition, the study has contributed to the existing literature on OFD and practical implications to the food industry, food delivery services, and marketers.

This study is not without limitations as it only focused on the youth in Kota Kinabalu, Sabah, thus the result may not be generalised to other places in Malaysia. Furthermore, this study only utilised four predictors, while there are other potential predictors relevant to this study. This study suggests that future research should include other predictors (i.e., privacy and security, social influence, performance expectancy, etc.) which were not used in this study. Future studies can be conducted in other urban areas in Malaysia to gain a better understanding regarding youths' intention of using OFD services since they are known to be technology savvy and that it is estimated that there are over 9 million youths (18-40 years old) in Malaysia. In addition, future studies can examine the specific OFD applications or systems offered by individual F&B restaurants since there are other OFD systems used in Malaysia and some of them are popular in one or several localities only. Therefore, it is important to investigate how these local-based and niche OFD systems are perceived by their users or potential users. Based on the current COVID-19 pandemic, the use of mobile applications is no longer a trend for youth alone but more of a necessity for all groups of people, hence, studies on other consumer segments are of great potential.

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