

The Relationship Between Perceived Factors Related to Consumers' Purchase Intention Towards Online Food Delivery

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In Malaysia's food and beverage (F&B) industry, online food delivery (OFD) services are a growing trend. With various food distribution firms providing OFD services in Malaysia, online food ordering has become the new eating out. With the recent pandemic outbreak of COVID-19, consumers' are demanding to have food delivered in accordance with the government directives. Despite the importance of OFD services in Malaysia, research on the purchase intention is limited. Hence, this research study aims to examine the relationship between perceived factors related to consumers' purchase intention towards OFD services in the context of COVID-19 Pandemic in Klang Valley, Malaysia. Data collection was conducted by using quantitative, non-probability of purposive sampling with screening questions. A total of 428 of samples were collected from the Klang Valley areas through online questionnaires. From this research study, four major factors that lead to consumers' purchase intention which include perceived usefulness, perceived ease of use, perceived value, and perceived safety. The findings are targeted to redound to the benefit of society considering that OFD services are in greater demand especially during the COVID-19 pandemic which justifies the need for more reliable and life-changing approaches in order to better understand the purchase intention among consumers.



Keywords: *Online food delivery (OFD) services, COVID-19, perceived usefulness, perceived ease of use, perceived value, perceived safety, consumers' purchase intention.*

INTRODUCTION

The growth of the internet and mobile technologies render a huge impact on consumers and businesses. According to Nielsen (2018), 4 billion people around the world connect to the internet and 92.6% of them use smart mobile devices to access the internet. Due to the expansion of internet usage in daily life, consumers are spending more time in digital activities such as online shopping (Chung & Muk, 2017). Online shopping becomes an exciting trend that is currently booming in business sectors as the technologies and applications provide simple, easy, and accessible methods for consumers to search varieties of products compared to the traditional method of shopping (Bauerova & Klepek, 2018). Moreover, the growing trends and benefits of online shopping led to the emergence of online food purchasing activities as Generation X, Millennials, and Generation Z are the major online food buyers (Chai & Yat, 2019).

Referring to Malaysian Communications and Multimedia Commission (2020), 28.4 million of Malaysians accessed the internet by using mobile smartphone and 64% of them has made an online purchase for food products by ordering through restaurant online food ordering and delivery service. Recent findings indicate that the trend of online food ordering and delivery service is growing and online applications and technologies rapidly developing in Malaysia contribute to positive impacts on the business sector. Foodservice operators offer various online food ordering services while food delivery services offer online delivery services to their customers. Therefore, customers will have the online platform to order foods from the restaurant through online ordering services or they can also directly order from the food delivery service providers. There are various food delivery providers available and actively operating in Malaysia such as FoodPanda, DahMakan, UberEat, FoodTime, Running Man Delivery and Honestbee. Durai (2019) stated that a large number of food delivery providers operate in the city of Klang Valley, Kuala Lumpur, Johor Bahru, and Penang which rapidly growing and expanding their coverages in many areas within Malaysia. Since 2019, more than 18,000 restaurant operators and 8,000 riders have registered with FoodPanda. Meanwhile, GrabFood has also expanded its service with 5,000 restaurants and 10,000 riders (Chai & Yat, 2019).

With a large number of restaurants and riders, the service providers need to have a better understanding of their customers. During the process of ordering food online, most of the customers require detailed information about the product offered by the restaurant. This includes the list of menu, price, image, portion size, etc. Therefore, it is essential for the delivery service providers to deliver food to the customers on time and to ensure that the food is received in a good condition. It is also very important for both, the restaurant and delivery service operator to provide good products and services to satisfy the customers for the price paid and influence them to repeat their orders and become regular customers (Yeo et al., 2017).



According to Zhao and Bacao (2020), during the pandemic of COVID-19, the consumers prefer online food ordering and delivery services not only due to the convenience of the services but also due to the customers' perceptions towards the technological compatibility, the performance of the applications offered as well as the social implications on users. They also stated that consumers perceived technological compatibility as an important role in formulating the technical and mental expectations of users when the function of the technology is relevant to a particular situation, which is comprehensively based on the needs and requirements of the user.

Moreover, based on a study conducted by Tribhuvan (2020), several factors such as the variety of options, offers, service quality, product prices, and service innovation are important in influencing customer's intention towards online food ordering and delivery applications. Moreover, these factors may be essential in determining customers' intention towards online food ordering and delivery applications.

Many studies have been conducted on consumer's perceptions and satisfaction towards different areas of industries such as retail (Muyeed, 2012), banking (Fang & Yu, 2009), and textile (Choi & Lee, 2006). However, limited studies are focusing on an in-depth understanding of consumer intention towards online food ordering and delivery applications in Malaysia (Ramli et al., 2021). So, by uses Selangor as a location to conduct this study hence it becomes a benchmark and basis for other researchers to look at larger perspectives in the near future (Weng & Chao, 2013). Besides, nowadays, online food ordering and delivery services have developed from a trend into needs and requirements for consumers as the pandemic has influenced everyone around the world to buy food through online ordering and delivery service as they are not allowed to dine in at the restaurants. Therefore, this study was conducted to identify factors that influence consumers in Malaysia in buying food online. The objectives of this study are a) To determine the relationship between the usefulness and consumer's intention towards restaurant's online food ordering and delivery service; b) To identify the relationship between ease of use and consumer intention towards restaurant's online food ordering and delivery service, and c) To understand the relationship between the consumer enjoyment and consumer intention towards restaurant's online food ordering and delivery service.

Background of the Study

The coronavirus disease epidemic of 2019 (COVID-19) has shocked the world in unprecedented ways. COVID-19, besides being one of the biggest outbreaks in human history (Cranfield, 2020; Peeri et al., 2020), is believed to be the first environmental health threat faced concurrently by humans (Jamal & Budke, 2020). The World Health Organisation (WHO) reported COVID-19, a novel pneumonia disease which caused high risk of fatality and human-to-human transmission that emerged in Wuhan, on January 12, 2020, until it became an epidemic in all countries. Malaysia had two waves of COVID-19 cases up until April 14, 2020, with the first wave ending successfully in less than two months.



To sever the COVID-19 chain, the Malaysian government imposed the first Movement Control Order (MCO) on March 18, 2020 (National Security Council, 2020). The hashtag #stayathome was widely circulated on the internet. The Malaysian government revised the enacted measures, such as the MCO, from time to time in reaction to the COVID-19 pandemic based on the existing current situation in the country. Recently, the Malaysian government introduced the MCO 2.0 on January 13, 2021, in several states which seek to halt the spread of the COVID-19 pandemic, and the Malaysian Ministry of Health reported that cases have been declining since MCO 2.0 was implemented in general the second week. As of February 19, 2021, Malaysia had 274, 875 cumulative COVID-19 cases with 38,763 hospitalized, 235, 082 recovered, and 1,030 deaths. The MCO 2.0 was enforced by the Malaysian government in Selangor, Kuala Lumpur, Johor, and Penang until March 4, 2021, with certain exceptions for the micro economy. Other states, with the exception of Perlis, are subject to a Conditional Movement Control Order (CMCO).

In compliance with the MCO restrictions in Malaysia, foodservice operations is forced to be closed or restricted due to COVID-19 outbreak and lockdown. In view of the Malaysian government imposed the MCO restrictions, the OFD services have become a buying food of choice (Nayan & Hassan, 2020). Owing to this, OFD services have gained high demands and have been seen as the saviour for most food and beverage (F&B) industry to stay resilience during this pandemic (Lim, 2020). OFD services is an internet-based food ordering and delivery platforms that connects consumers with partner restaurants via websites or mobile applications (Ray et., al 2019). The COVID-19 pandemic has had the greatest impact on recent changes in human behaviour (Laato, et al., 2020). According to Kim & Hwang (2021), it is crucial to consider the COVID-19 pandemic as a contextual factor affecting consumers' to use OFD services.

Previous studies had indicated that with the recent pandemic outbreak of COVID-19, the food delivery industry has increased globally (Kenney and Zysman, 2020). OFD is a unique approach to ordering food (Cho et al., 2019). This cutting-edge technology brings together the social and personal needs of consumers'. OFD has become more prevalent in recent years (Alalwan, 2020). OFD takes place via "platform(s) that enable consumers' to buy a wide variety of goods or services online or in physical brick-and-mortar stores" (Cho et al., 2019, p. 108). In the Klang Valley, Malaysia's most heavily affected urban area, the MCO is strictly applied (Choo, 2020). The government is also mindful of the virus's effects on the hospitality sector, both in terms of public health and economics. Restaurants and eateries around the country were hit hard by word of the lockdown, with stringent rules prohibiting patrons from dining in.

According to the National Security Council (2020), such locations might still be allowed to operate, but only for the purpose of takeaway orders or deliveries. As a result, food delivery platforms such as Grabfood, FoodPanda, Dahmakan, Bungkusit, RunningMan, Deliveroo, and PetChef have grown in popularity, promoting to a wider audience (Rathod et al, 2018; Trupthi,



et al., 2019). On the other hand, restaurants have utilized last-mile delivery services like Goget, Lalamove, and Mr.Speedy to deliver prepared meals to regular customers (Ekasari et al., 2019). According to Datuk Seri Mustapa Mohamed, Minister in the Prime Minister's Department (Economy) as reported on Bernama, Malaysia's online food delivery service market is forecast to expand 17.9% annually to meet revenue of US\$370 million in four years. He said that the growth projections were made in the aftermath of the COVID-19 pandemic, which had changed people's lifestyles to a new normal, with many activities now being conducted online, including food ordering (Money Compass, 2020).

To reduce the COVID-19 pandemic situation, the WHO suggested adopting the social distancing rule by avoiding direct interaction between people in 2020. Consumers' behaviour in restaurants changed as a result of these announcements (Kapoor and Vij, 2018; Zhao and Bacao, 2020). Previous research findings suggested that Malaysia's restaurant industry has been disproportionately affected by the social-distancing order imposed to flatten the COVID-19 curve. As a result, restaurants, and hotels have been forced to shut down immediately (Karim & Haque, 2020). To avoid the negative effects of COVID-19, many consumers' prefer to order food through online services rather than dining in. The number of people using OFD services has risen recently all over the world (Zhao and Bacao, 2020). According to data from Statista Market Forecast (2020), Malaysia's online food distribution market is currently estimated at US\$192 million, with 6.2 million consumers'. The restaurant-to-customer delivery segment is expected to contribute the most to the industry's growth, with US\$137 million compared to US\$55 million for platform-to-customer delivery.

Problem Statement

Prior to the COVID-19 pandemic, OFD was an upcoming trend in Malaysia's urban areas. According to Das (2018), the OFD services steady growths is due to consumers' intention to use these services which are gradually gaining in popularity. The service was popular with millennials, but it failed to penetrate the elderly generations in the country. However, with the implementation of the MCO, the market has now inflated. Malaysians are extremely active when using online food ordering apps, especially in light of the new normal of the COVID-19 pandemic. Generally, Malaysians' everyday lives changed dramatically overnight as a result of the MCO restrictions imposed on March 18, 2020, to combat the pandemic outbreak (National Security Council, 2020). The MCO will be extended until the virus subsides, so limits on purchasing supplies have been tightened even further. The COVID-19 epidemic has been felt to a significant degree in the F&B industry, which has a high level of human mobility (Yang et al., 2020). Restaurants have resorted to creating an online presence and digital option to generate awareness among shoppers as a way to minimize economic loss after the MCO went into effect (Kapoor & Vij, 2018). That being said, F&B companies lost 90% of their sales during the MCO timeframe relative to the previous year Bernama (2020). When the government enforced the MCO to avoid the transmission of the virus, consumers' spending shifted dramatically (Che Mat et al., 2020). In the F&B industry, the number of consumers' is

rapidly declining as restaurants are forced to shut down their business and are advised to use other options such as purchasing food via online platforms. As a result, the number of online purchases and orders is gradually growing.

Yet, previous studies on OFD services setting with the interference of global disasters such as a pandemic are limited. Therefore, this proposed research is to examine the relationship between perceived factors related to consumers' purchase intention towards OFD services in the context of COVID-19 Pandemic in Klang Valley, Malaysia. From this research study, four major factors that lead to consumers' purchase intention which includes perceived usefulness, perceived ease of use, perceived value, and perceived safety will be examined thoroughly.

Research Objective

The objective of this study is to determine whether there is a relationship between perceived usefulness, perceived ease of use, perceived value, and perceived safety in relation to consumers' purchase intention towards OFD services in the context of COVID-19 Pandemic in Klang Valley, Malaysia will be addressed and enabling future researchers to further investigate and provide implications concerning similar topics.

Research Questions

This study is directed by the following research questions:

RQ1: What is the relationship between perceived usefulness and consumers' purchase intention?

RQ2: What is the relationship between perceived ease of use and consumers' purchase intention?

RQ3: What is the relationship between perceived value and consumers' purchase intention?

RQ4: What is the relationship between perceived safety and consumers' purchase intention?

Hypotheses

This study will test the following hypotheses:

H₁: There is a significant and positive relationship between perceived usefulness and consumers' purchase intention.

H₂: There is a significant and positive relationship between perceived ease of use and consumers' purchase intention.

H3: There is a significant and positive relationship between perceived value and consumers' purchase intention.

H4: There is a significant and positive relationship between perceived safety and consumers' purchase intention.

Significance of Study

This research study allows the researcher to determine the relationship between perceived factors related to consumers' purchase intention towards OFD services in the context of COVID-19 Pandemic in Klang Valley, Malaysia. From this research study, four major factors that lead to consumers' purchase intention which include perceived usefulness, perceived ease of use, perceived value, and perceived safety will be examined thoroughly. The findings are targeted to redound to the benefit of society and future researcher considering that OFD services are in greater demand especially during the COVID-19 pandemic which justifies the need for more reliable and life-changing approaches in order to better understand the purchase intention among consumers.

Limitation of Study

Throughout the process of conducting this study, some limitations were identified and it is noteworthy so that future researchers can study and acknowledge them. Due to time constraints, the data will only be collected from the Klang Valley area which includes Kuala Lumpur, Putrajaya, and Selangor. Furthermore, the findings were mostly derived from a small sample of groups at a minimum few hundred participants due to the COVID-19 pandemic and extended Conditional Movement Control Order (CMCO).

LITERATURE REVIEW

Purchase Intention

Purchase intention is described as the strength of one's desire to carry out a specific action or make a decision to buy a product or service. The consumers' decision is influenced by a number of variables, including performance, value, protection, and satisfaction, all of which may have a significant effect on purchase intentions. Purchased intention can be explained in the way that consumers' can rely on their expertise, first choice, and external surroundings to gather information and make purchasing decisions by considering alternatives (Wang 2019). In other words, consumers' are becoming more cautious, and their purchasing habits are shifting especially during the COVID-19 outbreak. The OFD services is becoming an emerging new wave in Malaysia's F&B industry. Online food ordering is the latest dining out, and it is not just for take-out and eating out.

Furthermore, the consumers' buying intention includes the possibility of purchasing the product based on an evaluation (Younus, et al, 2015). In Malaysia, there are various food delivery companies with many of them providing OFD services at different prices and promotions depending on the available restaurants. As a result, when a customer intends to buy something, they will consider all of the factors before purchasing a product or service. Purchase intention is the main factor that affects consumers' actual buying behaviour, and purchase intention can affect subsequent transaction practises (Pavlou and Gefen, (2004).

Consumer' purchasing intention is influenced by a consumer's attitude and assessment, as well as external factors, and it is a key factor in predicting consumers' behaviour (Fishbein and Ajzen, 1975). According to Schiffman and Kanuk (2000), purchase intention is a variable that measures a consumer's ability to buy a product. According to Zeithaml (1988), purchase intention suggests that consumers' can gather information, analyze options, and make a purchase decision based on their experience, preferences, and external environment.

Perceived Usefulness and Purchase Intention

Perceived usefulness is referred to consumers believe an online platform can improve efficacy to their online shopping experience (Hu et al., 2009; Lai & Wang, 2012). Davis (1989); Zhu, Lee, O'Neal & Chen, 2009; Liao et al., 2013) described perceived usefulness as an individual's belief that using a system would enhance task efficiency. According to Chen and Ching (2013), the term perceived usefulness refers to how a system can improve certain job performance. A previous study stated that perceived usefulness influences consumers' intention in online shopping (Dachyar and Banjarnahor, 2017). Hence, it refers to how consumers' will efficiently use the application in this research study.

Other than that, the perceived usefulness of a website is generally determined by technical features such as automated search engines and the quality of personal support provided to consumers by the service provider (Kim & Song, 2010). Consumers must be equipped with a variety of facts and high-quality product details in order to assist them to make a reasonable decision (Chen, Gillenson, & Sherrell, 2002). A previous study in Malaysia discovered that perceived usefulness has a direct and significant influence on information system (Ndubisi & Jantan, 2003). Perceived usefulness has been shown to be a substantial effect on the intention to purchase via online platform (Enrique et al., 2008); Kim & Song, 2010 & Xie et al., 2011). Kim and Song (2010) stated that consumers' intended to get useful information and browsing via products which is conveniently for purchase. In short, in a high-risk situation, consumers' intention to buy is influenced by perceived usefulness (Xie et al., 2011).

Perceived Ease of Use and Purchase Intention

Perceived ease of use is referred to which an ease at which an innovation is thought to be understood, learned, or operated. According to Zeithaml et al. (2002), perceived ease of use is not difficult to grasp or use. Davis (1989) and Davis et al. (1989) argued that perceived ease of use can be characterized as respondents believe they can use a given technology with minimal

effort. According to Consult (2002), perceived ease of use is respondents' desire to try out new technologies and easily evaluate their advantages. It has been described as a crucial component in changing customer expectations and intentions, as well as creating consumers' awareness of technology use (Cho & Sagynov, 2015). The effect of perceived ease of use has a direct positive impact on consumers' behavioral intention in a digital world (Cho & Sagynov, 2015). According to Chen & Barnes (2007), consumers' intentions are significantly affected by perceived ease of use.

Perceived Value and Purchase Intention

When a consumer values a product's benefits over its functions, they will purchase it. The more advantages a product or service provides, the more satisfied the customer is, and the more likely they are to engage in positive behaviour. Dodds and Monroe (1985) suggested that the price, quality, and perceived value is an important element in consumers' buying decisions and they would purchase a product with a high perceived value. Generally, consumers are being more specific on what product they purchase because of the wide variety of options available that have a similar value at a lower price. According to Peterson (1995), the consumers' can either value the economic benefits of a buying process or get an excellent service tailored to his or her specific needs. Consumers' would purchase a product if they feel it is worth the price. A customer's understanding of price fairness or unfairness has a substantial effect on their perceived value and purchase intention in most cases (Bolton and Lemon, 1999).

Perceived Safety and Purchase Intention

Perceived safety can be described in a broad or narrow context (Ritson and Mai, 1998). From a narrow view, food safety which is also known as food risk is concerned with the likelihood of developing a disease as a result of consuming certain foods. However, the broader concept of food quality can be described as anything that has become a desired characteristic of a food product among consumers' which includes food safety (Klaus, 2005). Various factors that represent a food's perceived safety, such as appearance, supplements, flavour, microbiological performance, and surface, have been crucial to understanding food development and the need to recognize and fulfill it (Kindt et al., 2008). Consumers' have become more aware of food products and their effect on their health as a result of technological advancements that include many alternatives for a product. According to Henderson et al., 2013, consumers' have grown more enthusiastic about food safety and security as a result of these modern technologies.

Conceptual Framework

The proposed conceptual framework of this research has been adapted from (Younus, 2015, Liew 2015, and Baskaran, 2017) as shown in Figure 1 below to determine the relationship between independent variables (IV) such as perceived usefulness, perceived ease of use, perceived value and perceived safety towards dependent variable, consumers' purchase intention (DV).

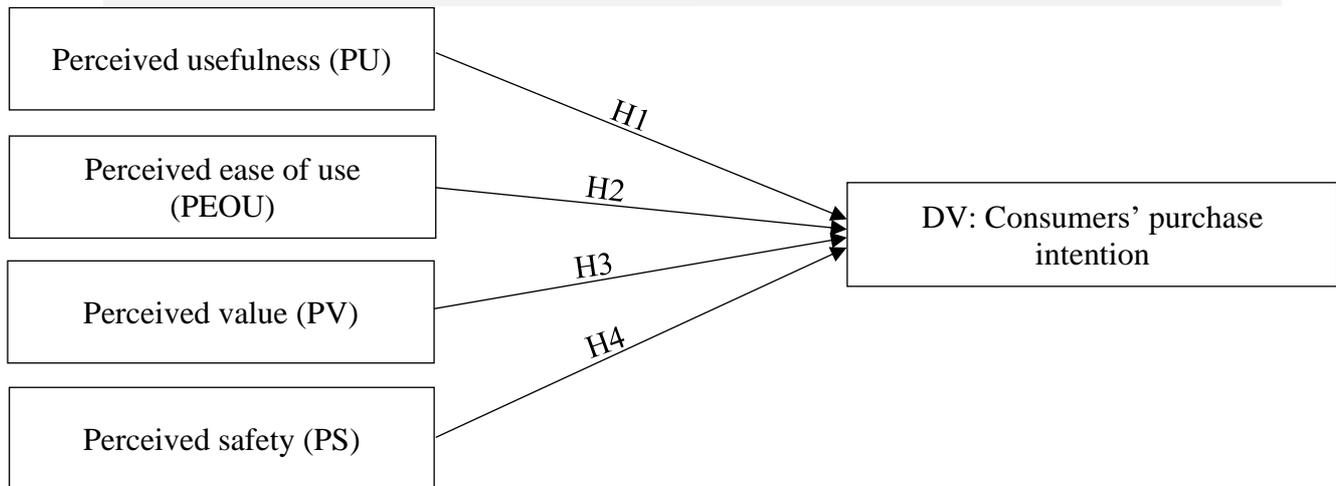


Figure 1: Conceptual Framework

(Source: Younus, 2015, Liew, 2015, and Baskaran, 2017)

METHODOLOGY

Research Approach

The term "research approach" refers to a set of procedures for narrowing down broad conclusions to particular data collection, analysis, and interpretation methods. According to Creswell (2014), the three types of research methods are qualitative, quantitative, and mixed methods research. The quantitative approach will be used to test causal relationships between each variables in this research study.

Population, Sample, and Sampling Method

Malaysian consumers who use OFD services in Malaysia's Klang Valley are the study's target population. Consumers who have placed an online order at least once are the target respondents. In this research study, the researcher will be using an online questionnaire such as Google Form to help the researcher on structuring, collecting and summarizing the data collected for the targeted respondents. In light of the current COVID-19 situation, Google Form is an advantage due to its efficiency as well as eco-friendly. Then, the researcher will transmit the questionnaire link through social media to the targeted respondents. Likert scales will be used to assess the variables. Then Statistical Package for the Social Sciences or also known as SPSS will be used to analyzed data gathered from the survey.

In view of Malaysia's large population, respondents will be approached using a purposive sampling technique. According to Vehovar, Toepoel & Steinmetz (2016), purposive sampling is a non-probability sampling that is the most effective and only covered selected area and followed by judgmental, or arbitrary ideas of the researcher looking for representative sample. Thus, the main objective of purposive sampling is to focus on certain characteristics of a population and the data collected will be filtered to enable the researcher find the right targeted

respondents (Tongco, 2007). In other words, the purposive sampling is used by the researcher to filter the population by focusing on Malaysian consumers who have placed an online order at least once. Furthermore, the sampling methods of Krejcie and Morgan will be used in this research study in order to ensure that the evaluation process is free of bias. Krejcie and Morgan (1970) devised a table based on the sample size formula for finite populations to make the task of calculating sample size for a finite population easier. According to Sekaran & Bougie (2016), research population is referred to as a main targeted focus of a scientific query from a large collection of individuals or objects. In year 2020, the total population in Malaysia consists of 32.7 million as reported in Department of Statistics Malaysia Official Portal (DOSM, 2020). Since this research study only emphasizes on consumers' in Klang Valley area, only a total of 7.9 million of population will be the potential targeted respondents. A total of 350 - 400 sample sizes will be targeted and sufficient for this study.

Data Collection Procedure

In general, the aim of the research study is determined by the data collection procedure. Quantitative data for this research study will be collected using an online questionnaire which is one of the most popular approaches used. The completed questionnaires collected will be entered into SPSS manually. Data transformation will be applied to some of the variables so that the data could be grouped together for statistical analysis and interpretation.

Research Measurement and Instrument

To collect primary data on the relationship between perceived factors related to consumers' purchase intention towards OFD services in the context of COVID-19 Pandemic in Klang Valley, Malaysia, a survey through structured questionnaire will be used. The research instrument in this research study is formulated by using an online questionnaire.

Questionnaire Design

The standards of questionnaire design are brief, unambiguous questions; no leading questions; clear and straight forward questions and responses; mainly closed-ended questions to promote quick completion; and including a neutral query to prevent incorrect answers when respondents are uncertain of the answers (Blaxter et al., 1996). The well-structured survey questionnaires are divided into four sections: Section A consists of screening questions in such a way to filter the respondents before they proceed to answer the following set of questions. The screening questions are vital so that the researcher can focus on whether or not the respondents have experience towards OFD services at least once before. Section B captures respondents' demographical information (for instance age, gender, ethnicity, income, marital status, occupation), respondents' and patronage frequency during COVID-19. Section C consists of the main questionnaire to measure the respondents' opinions about IV (perceived usefulness, perceived ease of use, perceived value, and perceived safety) of OFD services. Section D will be used to measure the DV, consumers' purchase intention of the respondents towards OFD services. The measures and the instruments for each of the items will be assessed by a five-

point Likert Scale ranging from ‘Strongly Agree’ (1), ‘Agree’ (2), ‘Neutral’ (3), ‘Disagree’ (4), ‘Strongly Disagree’ (5).

Independent Variables (IV)

According to Creswell (2014), the experimenter shifts or controls, which are believed to have a direct effect on the dependent variable (DV), are referred to as the independent variable (IV). In this research study, measurement scales for each variable are chosen and compiled from previous researchers which are related to factors that influence consumers’ purchase intention towards the proposed independent variables. The sample of the questionnaire is shown in Appendix D.

The first IV is Perceived Usefulness (PU). In this scale, there are five items to measure perceived usefulness towards consumers’ purchase intention. To measure this IV, the scale of (Lewis, 2019) was adopted.

The second IV is Perceived Ease of Use (PEOU). In this scale, there are four items to measure perceived ease of use towards consumers’ purchase intention. The scale of (Lewis, 2019) was adopted.

The third IV is Perceived Value (PV). In this scale, there are five items to measure perceived value towards consumers’ purchase intention. Scales were adopted from (Yee and Faziharudean, 2010) and (Fang et al., 2016) were adopted.

The fourth IV is Perceived Safety (PS). In this scale, there are five items to measure perceived safety towards consumers’ purchase intention. The measurement for this IV was adopted from the scales of (Maichum, 2016), (Abu Farha, 2017), (Chiew 2014), (Md Arif, 2014) and (Tsai & Jong et al., 2010).

Dependent Variables (DV)

The DV is Consumers’ Purchase Intention. In this scale, there are five items to measure consumers’ purchase intention. Scales were adopted from (Kent, 2005).

Data Analysis Methods for Hypothesis Testing

The data is analyzed through SPSS in order to look for generalize facts in hypothesis testing. In this research study, descriptive analysis will be used to analyze the demographic profiles of respondents while the relationship among the independent and dependent variables will be identified by using Pearson Correlations and Multiple Regression Analysis.

Pearson Correlations

The Pearson correlation will be used for hypotheses testing in this research study to examine the relationship between independent variables and dependent variable. If the p-value is less than or equal to 0.05, the result is considered statistically significant (Saunders et al. (2012).

Multiple Regression Analysis

Multiple regression analyses will be used to describe the relationship between one continuous dependent variable and two or three independent variables in this research study. It is possible if the independent variables are categorical or continuous.

Normality Test

A normality test is used to determine whether or not sample data is drawn from a population with a normally distributed distribution. The Shapiro Wilk-test will be used in this research study. For this test, the null hypothesis is that the data are normally distributed. The null hypothesis that the results are naturally distributed is rejected if the chosen alpha level is 0.05 and the p-value is less than 0.05. The null hypothesis is not rejected if the p-value is greater than 0.05.

Pilot Test

A pilot study is a crucial stage to find potential problems in the research instruments before full study can be done. The researcher will send the questionnaire to family and friends with a total number of 30.

Reliability Test

The degree to which a scale shows accurate outcomes as tests are replicated a number of times is referred to as reliability. According to Dudovskiy (2011), the proportion of systemic variance in a scale can be calculated by calculating the relation between the scores received from various administrations of the scale, which is how reliability analysis is determined. As a result, if the correlation in the reliability study is strong, the scale produces accurate results and is therefore trustworthy. To decide if the questionnaire is accurate, a reliability test will be conducted for measuring the perceived usefulness, perceived ease of use, perceived value, and perceived safety towards consumers' purchase intention. For multiple-question Likert scale surveys, one of the most commonly used reliability metrics is Cronbach's Alpha (Field, 2013). A score of more than 0.7 is acceptable, but the higher the value, the more reliable the scale becomes and it is calculated as below:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Where:

- N = the number of items.
- \bar{c} = average covariance between item-pairs.
- \bar{v} = average variance.



Respondent's data will be entered into SPSS applications, and the coefficients for DV and IVs will be tested.

Validity Test

A set of the questionnaires will be send to my supervisor for his review to ensure content validity of the questionnaires. My supervisor's comments and recommendations will be reported, updated, and included in the Appendix accordingly.



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