

# What Causes Behavioral Intention In Online Food Delivery Service Of Southern Thailand?

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## Abstract

A primary objective of this research was to investigate influences of service quality, attitude and convenience motivation on Behavioral Intention in Online Food Delivery (OFD) Service Industry. To fulfill this objective, researchers distributed self-administered questionnaires to survey 385 respondents in Southern Thailand. Then, the researchers employed path analysis method to analyze the data. Results of this study revealed that service quality and convenience motivation significantly influenced attitude of OFD service. Last but not least, behavioral intention was significantly influenced by service quality, attitude of OFD and convenience motivation. In the light this research, the results highlighted service quality and attitude of OFD as two major predictors of behavioral intention in OFD service of Southern Thailand (e.g., Yala, Pattani and Narathiwat provinces) since these factors contributed huge impacts on customers' behavioral intention.

**Keywords:** OFD service, attitude, convenience motivation, service quality, behavioral intention.

## I. INTRODUCTION

Checking individuals' behavioral intention can allow firms to understanding customer reaction to a certain type of service or product (e.g., buying intention, willingness to pay and buying decision making processes) (Al-Gharaibeh & Ariffin, 2021). This can be advantageous to the firms that can highly estimate customer demand in the current market. At the same time, the firms may have a chance to improve their product or service to meet those customers' expectations (Kement, Çavuşoğlu, Bükey, Göral, & Uslu, 2021). Thus, many firms have tried to investigate their customer behavioral intention in the markets.

Meanwhile, since covid-19 remains in high alert to the public health in Thailand, ordering food through many online delivery services have been popular among Thai citizens (Chotigo & Kadono, 2021) such as Lineman, Food Panda, NOW, GET, Lalamove and GrabFood (Puriwat & Tripopsakul, 2021).

Despite the current popularity of online food delivery (OFD) service in Thailand, not all the OFD service firms has fully operated in all areas in Thailand, especially Southern Thailand (Jankisen, 2020). This can be an opportunity for OFD service firms to understand customer behavior so that they can expand their business operations to that area. Thus, investigating behavioral intention among Thai citizens located in Southern Thailand is very important to OFD service firms.

Due to the great influences of behavioral intention on many businesses' success, several studies have come up with different suggestions. In tourism industry, Haji et al. (2021) suggest to improve service quality. Service quality offers customers accurate information and high performance which can help them achieve their needs. In contrast, Novita et al. (2020) from online food delivery service suggest to improve convenience motivation to customers. Many customers feel happy to use the service with the

firms because their motivation to the service increases after they can use the service with less effort and time. Unlike the above researchers, Nguyen et al. (2019) from e-waste recycle industry suggest to improve customer attitude. Increasing customer attitude can lead to more positive concepts from customers who may be willing to pay for using the service with the firms.

Previous studies emphasize significant impacts of service quality, attitude and convenience motivation on behavioral intention in different business contexts. Yet, a few researchers have integrated these factors to explain individuals' behavioral intention in the context of online food delivery (OFD) service industry. Therefore, this study can fill in the current gap of literature through examining the impacts of service quality, attitude and convenience motivation on behavioral intention of OFD service in Southern Thailand.

The reason why the researchers do the research about OFD services in three provinces in Southern of Thailand because OFD service was opened in 2019. FoodPanda opened the first branch in Yala province in late October 2019, then in mid-March 2020 the company were extended to Pattani and opened in Narathiwat at the beginning of July. Narathiwat is the 67th province to be served by FoodPanda (Spmcnews, 2020). FoodPanda, the company launched 28<sup>th</sup> of October 2019 in Yala (MGR Online, 2019), launched in Pattani 16<sup>th</sup> of March 2020 (Kleangklaio, 2020) and Narathiwat 8<sup>th</sup> of July 2020 (FoodPanda Narathawat, 2020). OFD services Just opened for 4 years only, but people still use it continuously. It is interesting that the researchers picked up this issue because the three southern border provinces are small provinces local Customers in Southern of Thailand, before having OFD services in the past, there was no OFD service but having OFD services make people's lives better. They go out to find restaurant and find something to eat by themselves. Some people go to market to buy ingredient and cook by themselves to save more money than eat outside. Then at present, we got GrabFood and Food Panda application. It makes

us more convenience and save time to go out to find the restaurants.

## 2. THEORETICAL FOUNDATIONS

### 2.1 Behavioral Intention and Past Studies

Behavioral intention refers to an individual's attempt which he or she wants to achieve his or her goal (Kement et al., 2021). Behavioral intention indicates a tendency of behavior which acts based on individuals' feelings, knowledges, and evaluations (Koo, Byon, & Baker, 2014). In another perspective, behavioral intention can be related to certain customer behaviors such as willingness to pay, revisiting business, spreading word of mouth and recommending a particular business to someone (Yu et al., 2014). Despite behavioral intention can be associated either directly or indirectly to these variables, it is often regarded as a determinant factor of purchase decision processes. Because of its significant impacts to many businesses' sustainability, many researchers have conducted lots of investigations on behavioral intention in different industries.

In airline industry, Lin (2021) tested satisfaction, service reliability, quality of personnel, convenience, and online ticket service on behavioral intention using structural equation model (SEM). Moon et al. (2021) tested self-check quality, personal disposition, and appraisal performance on behavioral intention using the SEM.

In banking industry, Hoque et al. (2019) tested financial consideration, attitude, and marketing communication practice on behavioral intention using hierarchical regressions. Pitchay et al.(2020) tested attitude, subjective norms, and perceived behavioral control on behavioral intention using the SEM.

In hospital industry, Robat et al. (2021) tested motivational system and belief on behavioral intention using multiple statistical analysis. Lee (2021) tested service quality and satisfaction on behavioral intention using the SEM.

In restaurant industry, Christian et al. (2021) tested positive emotion and value on behavioral intention using multiple regressions. Kement et al. (2021) tested willing to pay, spatial layout & employee factors, and views on behavioral intention using the SEM.

In other industries, Muangmee et al. (2021) tested trust, safety, performance, expectancy, social influence, timeliness, and IT fit on behavioral intention using the SEM. Zhang and Dong (2021) tested virtual social capital and peer influence on behavioral intention using the SEM.

Based on a current gap of literature, not many researchers have tested impacts of service quality, convenience motivation, and attitude on behavioral intention in online food deliver service despite many antecedents were already tested on behavioral intention in different industries. In this study, we aim to fulfill in the current gap of literature by investigating these variables' impacts on behavioral intention in online food deliver service of Southern of Thailand.

## 2.2 Service Quality and Attitude

Service quality refers to an overall evaluation of a service which a customer has already experienced (Kim & Jindabot, 2021). In term of quality, Kim and Jindabot (2022) mention that customers usually check a differentiation or uniqueness of the service since many firms offer similar characteristics of service to the customers. Lenka et al. (2009) recommend checking SERVQUAL (e.g., reliability, assurance, empathy, responsiveness and tangibility) to observe the firms' service quality. In contrast, Kim and Jindabot (2021) strongly suggest to check only staff's behavior, physical evidence and IT transaction. Despite past studies have favor SERVQUAL dimensions of service quality, the new dimensions recommended by Kim and Jindabot (2021) are somehow reasonable to be used for evaluating service quality, especially in e-commerce and other online shopping activities. Therefore, this study adopts three main dimensions of service quality (e.g., staff's behavior, physical evidence,

and IT transaction) to measure service quality in online food delivery service.

Based on conceptualized comparisons, high quality enhances positive perceptions among customers (Kim & Jindabot, 2021) whereas high attitude toward the service indicates a positive desire of customers (Zahra, Rasheed, & Hassan, 2018). These two concepts have displayed a common direction. In store brand attitude, when customers see high quality of service, they positively think about that service for their utilities (Diallo & Seck, 2018). Based on attitude perspectives in banking service, better quality can create a favorable desire to customers (Zia, 2020).

The above theoretical explanations reveal a positive link between service quality and attitude. In tourism industry, Islamy et al. (2022) highlighted that service quality positively influences attitude. In bank industry, Zia (2020) has found that high service quality leads to high attitude. Thus, we hypothesize the current relationship as:

**H1:** High OFD service quality increases attitude toward OFD.

## 2.3 Service Quality and Behavioral Intention

In comparisons, service quality can strengthen relationship between customers and firms (Kim & Jindabot, 2021) while behavioral intention indicates a possibility of buying or stay with the same firms (Kuruuzum & Koksall, 2010). Subsequently, there is a positive direction between these two concepts. In online transportation behavioral intention, customers have higher desire to use the transportation service after hearing about high service quality (Putrianti & Semuel, 2018). Based on attitude toward education, students indicate high intention to study with the university if the education service is good (Khalifa, Binnawas, Alareefi, Alneadi, & Alkhateri, 2021).

Above theoretical explanations indicate a positive link between service quality and behavioral intention. In tourism industry, Haji et al. (2021) have found that when customers receive high service quality, they have positive

behavioral intention. In education service industry, Khalifa et al. (2021) emphasize service quality as a positive predictor of behavioral intention. Thus, we hypothesize the current relationship as:

**H2:** High OFD service quality increases behavioral intention toward OFD.

## 2.4 Convenience Motivation and Attitude

A term of convenience indicates less time and effort in using any service or product with the firms (Kim & Jindabot, 2022). On the other hand, convenience motivation refers to degree of ease in a service or product which enhances users' feelings to use it (Novita & Husna, 2020). Particularly, when the service or product meets a customer's expectation, he or she definitely feels motivated to use it. Meanwhile, convenience motivation can influence individuals' intention and decision to purchase a particular product from the firms in the future (Lau & Ng, 2019).

Convenience motivation highlights a positive attitude toward a brand (Novita & Husna, 2020) whereas attitude remains as a positive influence on a customer's decision making (Zia, 2020). In convenience motivation of food application, customers have more positive attitude toward the service when the online application is not difficult to use (Prabowo & Nugroho, 2019). In online food deliver (OFD), when users have a high desire to use the service due to its high convenience service, they demonstrate a positive perspective toward the related firms (Novita & Husna, 2020).

Based on these theoretical explanations, there is a positive link between convenience motivation and attitude. In online food deliver service (OFD), Prabowo and Nugroho (2019) reveal that high convenience motivation can increase attitude. In another OFD service, Novita and Husna (2020) have found that convenience motivation positively influences attitude. Thus, we hypothesize the current relationship as:

**H3:** High OFD convenience motivation increases attitude toward OFD.

## 2.5 Convenience Motivation and Behavioral Intention

Convenience motivation enhances a customer's positive attitude (Novita & Husna, 2020). On the other hand, behavioral intention influences a person's behavior on the service or product utility (Chin, Jiang, Mufidah, Persada, & Noer, 2018). These two key terms indicate a common direction. In behavioral intention of OFD service, when the application offers fast transactions and utilities, the users really want to use it to purchase foods with the firms (Lau & Ng, 2019). Likewise, Novita and Husna (2020) also agree that when the service contains high convenience motivation, it makes customers to have more willingness to pay for the service utilities.

These theoretical explanations have shown that convenience motivation and behavioral intention have a positive connection. In OFD service during pandemic of covid-19, Novita et al. (2020) have found that convenience motivation has a positive relationship with behavioral intention. In OFD service of beverage industry, Lau and Ng (2019) highlight convenience motivation as a positive predictor of behavioral intention. Thus, we hypothesize the current relationship as:

**H4:** High OFD service convenience motivation increases behavioral intention.

## 2.6 Attitude and Behavioral Intention

Attitude refers to a person's feeling on the service or product which results from his or her evaluation (Novita & Husna, 2020). Regarding to a person's state of mind, he or she may show either a positive or negative feeling toward any service that he or she uses (Zia, 2020).

Based on conceptualized comparisons, a high attitude indicates a positive feeling toward the service or product (Islamy et al., 2022) whereas a strong behavioral intention shows a possibility of action which a person will conduct on the service or product (Diallo &

Seck, 2018). The two concepts seem to show a common direction. In behavioral intention of food industry, when a person likes a particular product, he or she may be willing to pay for it (Choe & Kim, 2018). In behavioral perspective of green product, higher attitude toward the product can result in a strong intention to obtain the product from the firms (Chin et al., 2018).

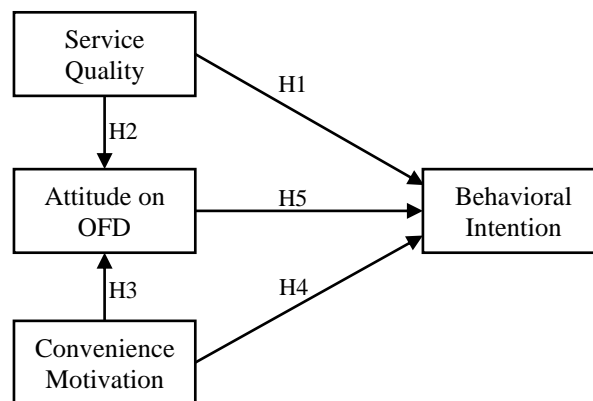
These theoretical arguments reveal a positive relationship between attitude and behavioral intention. In hospitality and tourism industry, Lee et al. (2020) have found that high attitude increases behavioral intention. In e-waste recycling industry, Nguyen et al. (2019) have shown that attitude positively influences

behavioral intention. Thus, we hypothesize the current relationship as:

**H5:** High attitude toward OFD service increases behavioral intention toward OFD service.

## 2.7 Theoretical Model Construct

Based on above proposed hypotheses, we can finally construct a new behavioral intention model in Figure 1. The model reveals that service quality and convenience motivation directly influence both attitude on OFD and behavioral intention. Finally, attitude on OFD directly influences behavioral intention.



**Figure 1.** Theoretical Model of Behavioral Intention

## 3. RESEARCH METHOD

### 3.1 Sample and Data Collection

OFD service was recently famous in Southern Thailand, particularly Yala, Pattani and Narathiwat provinces. Therefore, this research mainly helped the services to further investigate customer behavioral intention in these locations so that they could expand their business operations.

Regardless of respondent qualification, the target group was local people in Yala, Pattani and Narathiwat provinces. They aged 19 years old and above because the average age is 19 years old (Electronic Transactions Development Agency, 2021). Those customers were really interested in food applications such

FoodPanda or Grabfood. However, only those people, who were interested in using applications for ordering food but had never experienced using the applications, were asked to join the survey because they were fitted into the research objective as behavioral intention particularly represented a person who was inexperienced of using the service but had intention to use the service.

Regardless of the survey processes, 385 people were invited to join the survey. However, they were firstly asked for their agreements. Next, once they agreed to join, they were informed about filling procedures and were given around 10 minutes to complete their surveys. After two months, all of the surveys were completely collected from the respondents in Southern Thailand, particularly from Yala, Pattani and Narathiwat provinces.

### 3.2 Variable Measurements

All variable measurements in this study were constructed based on previous publications. For example, three items of service quality were adopted from Kim and Jindabot (2022). Next, three items of convenience motivations were adopted from Yeo et al. (2017). Then, three items of attitude were adopted from Lee et al. (2020). Finally, three items of behavioral intention were adopted from Chin et al. (2018).

Moreover, a 5-point likert scale was employed by the researchers to allow the respondents to rate their opinions on each item. Using this technique was really suitable for respondents since this technique had mid-scale (3=neutral) which allow the respondents to detect the differences between positive and negative scales in the survey (Kim, Maijan, Jindabot, & Ali, 2022).

### 3.3 Model Measurements

This study used a path analysis method to examine the relationships among variables. However, its model measurements (reliability, convergent and discriminant validity and model fitness) were examined. Regardless of content reliability, researchers used Cronbach's Alpha and composite reliability (CR) scores to report the reliability degree. In Table 1, each variable construct had content reliability due to each of them had Cronbach's Alpha scores and CR scores above 0.7 based on a suggestion of Kim et al. (2022). Regardless of convergent validity, average variance extracted (AVE) scores were also report. Each construct contained convergent validity as AVE scores passed 0.5. So, convergent validity was confirmed in this study.

Variable	Items	C.Alpha ( $\alpha$ )	CR	AVE
Service Quality	SQ1: This OFD is good for using.	0.79	0.84	0.70
	SQ2: This OFD has good functional service features.			
	SQ3: This OFD is reliable for ordering food.			
Convenience Motivation	CM1: I want to shop through this OFD because it is easy to use.	0.88	0.94	0.76
	CM2: I want to interact through this OFD is easy to understand.			
	CM3: I want to search more items due to its convenient transactions.			
Attitude	A1: It is wise to use this OFD to buy food.	0.78	0.88	0.84
	A2: Buying food through this OFD is a good choice to me.			
	A3: Buying food through this OFD is an enjoyable moment to me.			
Behavioral Intention	BI1: I am likely to buy food through this OFD.	0.95	0.73	0.78
	BI2: I will use this OFD to buy food if I am hungry.			
	BI3: I will recommend this OFD to other people.			

Regardless of discriminant validity, researchers generated square roots of AVE and compared them with interrelation scores of each construct. In Table 2, as the square roots of AVE scores

were higher than each variable's interrelation scores, discriminant validity was assumed to exist (Seo & Lee, 2021).

**Table 2.** Discriminant Validity

Variable	1	2	3	4
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Service Quality	<b>0.830</b>	0.644	0.560	0.601
Convenience Motivation		<b>0.877</b>	0.599	0.541
Attitude			<b>0.806</b>	0.662
Behavioral Intention				<b>0.811</b>

Note: Highlighted scores indicated square roots of AVE scores.

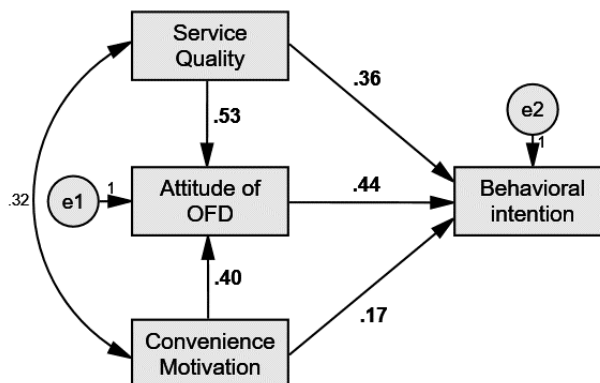
Last but not least, model fitness was also reported. Several fitness indicators such as GFI, NFI, CFI and RMSEA were reported in Table 3. According to a suggestion of Kim et al. (2021), GFI, CFI, and NFI scores were above

0.9 whereas RMSEA scores were below 0.08; thus, our model was fit for performing the path analysis method as their scores were higher than the suggestion.

**Table 3.** Model Fitness of Path Analysis

Indicator	Index Scores	Threshold	Result
GFI	0.947	>0.9	Passed
NFI	0.968	>0.9	Passed
CFI	0.995	>0.9	Passed
RMSEA	0.071	<0.08	Passed

**4. RESULTS AND DISCUSSION**



**Figure 2:** Results of Path Analysis

**4.1 Impacts on Attitude of OFD Service**

All critical ratios and results of this study were summarized in to Figure 2 and Table 4. Based on empirical results, service quality showed a positive influence on attitude of OFD service ( $\beta=0.53$ ,  $p<0.000$ ), which accepted hypothesis 1. The service that contained high degree of quality could be an advantage of attracting more customers’ attention due to high service quality indicates high performance and correct information (Zia, 2020). At the same time, customers may have displayed more positive views on OFD service because the high service

quality made them feel safe to place any online food order through online food application such as Grab food or Food Panda applications.

Next, convenience motivation showed a positive influence on attitude of OFD service ( $\beta=0.40$ ,  $p<0.000$ ), which accepted hypothesis 3. Service convenience was another benefit to customers. They could receive food on time by using low effort. Thus, this led to more positive desires to order the food through OFD service (Novita & Husna, 2020). Once their convenience motivation grew highly, they seemed to show a positive attitude toward the OFD service. In particular, they simply

considered the OFD service as a good way to buy food for their daily consumptions.

#### 4.2 Impacts on Behavioral Intention in OFD Service

Regardless of the impacts on behavioral intention in the online food delivery service, attitude of OFD showed a positive influence on behavioral intention ( $\beta=0.44$ ,  $p<0.000$ ), which accepted hypothesis 5. Previous studies acknowledged the influence of attitude on customer behavior (Choe & Kim, 2018). Strong customer attitude indicated a positive perspective on the firm's service. In this stage, customers could address their willingness to use or buy the service from the related firms. In our study, we also found a similar result. People in Southern Thailand showed their interests in using the OFD service for their online food orders after they considered it as a valuable way to obtain their food.

Next, service quality showed a positive influence on behavioral intention ( $\beta=0.36$ ,  $p<0.000$ ), which accepted hypothesis 2. Service quality was also important to customers. Authors agreed that the service which contained high quality was considered to be less risky (Khalifa et al., 2021). Thus, they did not have to feel concerned to much about wasting their time and money with the firms. As a result, people who were living in Southern Thailand possibly had high intention to invest their money with the firms.

Finally, convenience motivation showed a positive influence on behavioral intention ( $\beta=0.17$ ,  $p<0.05$ ), which accepted hypothesis 1.

Prior studies acknowledged a direct influence of convenience motivation on behavioral intention (Lau & Ng, 2019; Novita & Husna, 2020). Customers sometimes reacted quickly to the degree of service convenience to their service utilities. Particularly, people who were living Southern Thailand also addressed their willingness and intention to use OFD service with the firms when they felt motivated by high service convenience. In this scenario, creating high convenience motivation to customers could also boost their intention to use the OFD service with the firms.

According to the current impacts on behavioral intention in OFD service, the three main factor (service quality, attitude of OFD and convenience motivation) all influenced behavioral intention of OFD service in Southern Thailand. These results supported past literatures. Although their impacts on behavioral intention of OFD service were significant, their degree of impacts on behavioral intention were somehow different. Our study found that attitude and service quality displayed the huge impacts on behavioral intention while convenience motivation showed the least impact on behavioral intention. Thus, these results revealed that customers located in Southern Thailand were probably willing to use or attempt to use the OFD service with the related firms if the service offered them high service quality as well as comfortable service utility.

To sum up, we concluded hypotheses testing based on the above discussions in Table 4. All of the hypotheses in this study were accepted.

**Table 4.** Results and Hypotheses

No.	Relationships		St. Beta ( $\beta$ )	p-value	Sig. Lv	Hypotheses Result
	Independent Variable	Dependent Variable				
1	Service Quality	Attitude	0.53	0.000**	Sig.	Accepted
2	Service Quality	Behavioral Intention	0.36	0.000**	Sig.	Accepted
3	Convenience Motivation	Attitude	0.40	0.000**	Sig.	Accepted
4	Convenience Motivation	Behavioral Intention	0.17	0.013*	Sig.	Accepted
5	Attitude	Behavioral Intention	0.44	0.000**	Sig.	Accepted

Note: \* shows a significant level  $p<0.05$  while \*\* shows a significant level  $p<0.001$ .



## 5. ACADEMIC AND MANAGERIAL IMPLICATIONS

This study offers significant contributions to the current literature. First, the study has extended the theoretical model of behavioral intention by examining the impacts of service quality, attitude and convenience motivation on behavioral intention in OFD service of Southern Thailand. Unlike previous studies such as Khalifa et al. (2021) in education service industry, Prabowo and Nugroho (2019) in OFD service industry and Lee et al. (2020) in hospitality and tourism industry, the current theoretical model extends the existing knowledge of how customers intent to use the OFD service with the firms when the levels of service quality, convenience motivation and attitude change. Finally, this study has raised the awareness of two significant roles of attitude and service quality on behavioral intention. Previous studies such as Lau and Ng (2019) and Novita et al. (2020) in OFD service industry mainly emphasized attitude as the predictor on behavioral intention in OFD service, however, there is a strong alert that service quality can be a game changing strategy in OFD service as customers in Southern Thailand seem to look for a strong OFD service quality. Unlike people in urban areas, they probably want to avoid financial loss, wasting time and facing other complexity of service system because many of them have not experienced using the OFD service before.

Based on the current results of this study, we have found that service quality and customer attitude highly contribute to behavioral intention in OFD service of Southern Thailand. Therefore, the service managers in OFD service industry need to implement as follow. First, they should promote service quality of OFD to their customers. Promoting service quality can increase not only attitude but also behavioral intention. The OFD service applications have to provide clear instructions and accurate performance functions for their customers. This can reduce possible errors which help prevent sever frustration to their customers. Finally, the

service managers of OFD service need to promote customer attitude of OFD service. They can increase more positive perspectives among customers by increasing a convenience motivation. The service functions have to be easy to use. This can help those customers to search and settle their transactions and other payments with less time and effort.

## 6. CONCLUSION

The main objective of this study was to investigate the influences of convenience motivation, attitude and service quality on behavioral intention among Thai customers located in Southern Thailand. The survey instruments were distributed to Southern Thailand to survey 385 customers who had not experienced using OFD services. After completing data collection, the researchers applied path analysis to analyze the data. The results of this study revealed that service quality and convenience motivation positively influenced attitude of OFD service. Finally, service quality, convenience motivation and attitude of OFD service directly influenced behavioral intention. Furthermore, despite their significant impacts on behavioral intention in OFD service, customers had high behavioral intention in OFD service when they received high service quality and positive attitude of OFD service.

This study finally uncovered its objective on behavioral intention in OFD service of Southern Thailand. However, there were some limitations in this study. For example, the results of this study could be bias due to respondents could answer the questionnaires by themselves. The future study should strictly control respondents' answers by using different data collection techniques (e.g., interviewing through structural questionnaires). Next, these results applied mainly in OFD service industry. Therefore, the new research may use these variables to investigate their impacts on behavioral intention in different industries such as hotels, restaurants and tourism industries. Finally, researchers focused mainly on the influences of service quality, attitude and

convenience motivation on behavioral intention; however, there could be other factors involving in the development of behavioral intention in the OFD service. The future study should include other variables to examine the trend of behavioral intention in OFD service industry.

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