

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**THE EFFECT OF FOOD DELIVERY APPLICATIONS
ATTRIBUTES ON CONSUMER PERCEIVED VALUE AND
ATTITUDE IN YANGON**

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This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Food Delivery Applications Attributes on Consumer Perceived Value and Attitude in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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March, 2022

ABSTRACT

The purposes of this study are to explore the influence of food delivery applications attributes on consumer perceived value, to examine the effect of consumer perceived value on consumer attitude, and to investigate the effect of consumer attitude on consumer re-use intention on food delivery services in Yangon. To achieve these objectives, both primary and secondary data are used. Descriptive and analytical methods are applied in this study. There are eight food delivery service providers in Yangon. This study chooses four food delivery services which have largest number of riders among eight food delivery services operated in Yangon. Systemic random sampling method is applied to select every 5th customers who are ordering food through the food delivery services. Seven day survey is conducted to collect the primary data. Total 296 respondents are participated in this study. This study found that the food delivery applications attributes such as convenience, ease of use, trustworthiness, price, time saving orientation and various food choices have positively influenced on consumer perceived value. Furthermore, there has positive effect of consumer perceived value on consumer attitude, and the consumer attitude has positively influenced on re-use intention towards food delivery services. Based on the results, the study recommends that food delivery service providers should focus and enhance these attributes to increase consumer perceived value and benefit to consumer attitude that will enhance to re-use intention.

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CHAPTER (1)

INTRODUCTION

Information technology is becoming important and evolving in business life. Importance of Information technology arises because the businesses have potential to reach their customers through electronic services. Advances in wireless communication technology with the support of internet have led to the rise of mobile commerce as an important tool for the companies. The quality of mobile services is one of the most important factors that enterprises must face in order to secure a competitive advantage. Increasing the quality of the mobile services is important for getting the competitive advantage. Service quality is determined as the judgment of consumers about an entity's overall excellence or superiority (Zeithaml, 1987). There are different approaches to measure service quality in marketing literature. The pioneer model postulated for service quality scaling was SERVQUAL (Parasuraman, Zeithaml & Berry, 1988).

The SERVQUAL model was initially designed for use for service companies and retailers. Most of the organizations provide some form of customer service, but in reality only the service industry is interested in understanding and measuring quality of service. The model was developed to provide service companies with a structured way to assess the set of factors that influence consumers' perceptions of a company's overall service quality. Parasuraman, Zeithaml and Berry (1985) defined quality of service as a discrepancy between consumer perceptions of the services provided by a particular company and their expectations for the companies that provide such services.

In service marketing literature, service quality is generally defined as as customers' overall rating of a service (Eshghi, Roy & Ganguli, 2008). Service quality possesses the vital prominence for accessing innovative products and services. Service quality is mainly focused on meeting the customer needs and also how good the service offered meets the customer expectation of it. Service quality always has been the influential factor for the successful ventures because the customer perception towards the company's services possesses the vital significance. A service must be well defined by the provider in order to understand how service quality is perceived by consumers. In the service quality of the mobile application provides customers with perceived value, which

further helps foster positive attitudes towards food delivery services (Cho, Bonn & Li, 2019).

Consumer perceived value is considered as an essential element for achieving a competitive edge and a vital strategic instrument for maintaining and acquiring new customers. In the competitive environment, organizations try to offer superior value to their customers by enhancing their level of service performance (Yeh, 2016). Consumers share different preferences and priorities for their experiences. They also may hold different expectations regarding the services of specific food delivery industries and different opinions about their levels of perceived value pertaining to food delivery service quality. The role of perceived value is major concern to consumers and marketers (Dodds, 1991). From the consumer's viewpoint, obtaining value is a fundamental purchase goal and pivotal to all successful exchange transactions (Holbrook, 1994). On consumers' perspective, food delivery services provide convenient applications network coverage, internet speed, service quality, reliable information, transparent prices and comprehensive assortment of services.

Consumer attitude involves individuals' positive or negative feelings about performing the target behavior. Wu (2003) found that consumers who purchased online had higher attitude scores, which were directly related to online purchase decisions. Consumer attitude is important for application service providers not only to increase sales but also to make a better strategy for product and service. Learn about attitudes towards a service that directly recognizes certain values of this service. Attitudes reflect positive or negative evaluations of attitude objects and incentivize consumers to buy or not to buy a particular product or service Consumer attitude toward a product or service is also a good indicator advising the potential success of a business.

The online food ordering system uses a mobile application to assign an online food menu and deliver the desired food at the customer's front door. Increasing number of mobile application users are tapping on their smartphones or tablets to place an order food on the application that allows ordering food from their favorite restaurants and gets to their door with just a few simple clicks. Ordering can fulfill the variable, particularly on-time delivery services, influence the impacts of customers' satisfaction and evaluations. The growing popularity of Food delivery services have increased the competition within the food delivery business worldwide. Food delivery services have been developing in Myanmar since 2013. Food delivery service businesses in Yangon have become the

ultimate platform for generating leads and increasing revenue. Working through smartphone applications, The food delivery service is considered to be a strategic partner organization that plays an intermediary role in the food delivery industry.

As an alternative way of purchasing foods, using food delivery service has become more practice among people who want to avoid the hassles of traffic and crowded especially in pandemic situations. They can make their choices of services by comparing the applications shown on the internet. These situations have led to the influencing factors that can affect the consumer purchasing behavior. This study was constructed by specifically six quality attributes that represent convenience, ease of use, trustworthiness, price, time saving orientation and various food choices associated with food delivery service in consideration of their effects upon consumer perceived value, the effect of consumer perceived value on their attitudes and the effect of consumer attitude on re-use intention.

1.1 Rationale of the Study

Compared with traditional purchasing behaviors, consumer perceived value and attitudes towards food delivery services are very diverse, as online ordering of food through food delivery services is a new medium for consumers. Researchers consider consumers' assessments of the quality of a product or service as one of the important determinants of positive perceptions of value (Wang, 2010). When perceived value is viewed as a general judgment about the relative weights of the value of various products or services, it can be expressed in terms of total benefits received by the consumer; thus, it is considered one of the major antecedents of consumer attitude and re-use intention (Chen & Hu, 2010).

In order to gain this competitive edge, food delivery service providers need to know consumers purchasing behavior in the field of online food ordering through the food delivery services. Therefore, to learn the consumer perception and their attitude towards online food ordering through the food delivery services has become a prerequisite for service providers who aim to provide their service through online. The tremendous growth in the use of online applications has also brought about changes in lifestyles and society as a whole. The services offered by various food delivery service providers can be categorized as providing orders, monitoring, payment and tracking

facilities. The sustainability of the food delivery service business depend on the needs and satisfaction of the customers. Consumer experience and perception is very important for service providers. The consumer perception of online food ordering differentiates from individual to individual, and the perception is restricted to a certain extent by the availability of the proper internet connectivity and the availability of online food delivery services. The reason for the growth of the food delivery application in Yangon is based on user-friendly technology and options as well as the diversity available to customers when ordering online.

Services attributes related to food delivery applications impact consumer perceptions and intent to act to use, re-use, and/or recommend those products and services to others (Cho, Bonn & Li, 2019). There are many substitutes in food ordering and purchasing process. Consumer has the chance to choose food ordering as three options. First option is that consumer has available to order food directly to restaurants through the mobile phone connection. In the second option, consumer also has available online food ordering through the food delivery services, and third option is that consumer has available to traditional purchasing to restaurants. Therefore, in this highly competitive market, food delivery service providers need to provide best service quality for consumers to use the through the internet. The more positive perceived value and attitude of consumers on using online food delivery services, the more comprehensive growth can get by the food delivery service industry. This study was constructed to study the attributes associated with food delivery services, consumer perceived value, consumer attitude and re-use intention on food delivery services. This paper aims to help the food delivery service providers to understand the consumer perceived value, attitude, needs and views on the basis of the result of a survey.

1.2 Objectives of the Study

This thesis studies the influence of the attributes related with food delivery services, consumer perceived value, consumer attitude and re-use intention in Yangon. It investigates attributes factors influencing such as convenience, ease of use, trustworthiness, price, time saving orientation and various food choices on consumer perceived value. Therefore the research study is intended for three main objectives as following:

- (1) To analyze the influence of food delivery application attributes on consumer perceived value in Yangon.
- (2) To examine the effect of consumer perceived value on consumer attitude towards food delivery services in Yangon
- (3) To investigate the effect of consumer attitude on consumer re-use intention towards food delivery services in Yangon

1.3 Scope and Method of the Study

This study only focuses on the attributes associated with food delivery services, consumer perceived value, consumer attitude and consumer re- use intention in Yangon. According to the “Enjoy in Myanmar” website, there are eight food delivery services in Yangon. They are Food Panda, Grab, Yangon Door2Door and Food Mall, Food2U, Deliverink, Hi-So Mall and Freshgora. This study chooses four food delivery services such as Food Panda, Grab, Yangon Door2Door and Food Mall which have largest number of employees (delivery riders) among eight food delivery services operated in Yangon.

Systemic random sampling method is applied to select every 5th customers who are ordering food through the online food delivery services for this study. Seven day survey is conducted to collect the primary data. Total 296 respondents are participated in this study. Descriptive and analytical methods are applied in this thesis. The research of the study uses both primary and secondary data. Primary data is collected with structured question. Secondary data is gathered through test books, websites, international research papers, local research papers from library, magazine, newspapers and journals articles. Linear regression analysis is applied to evaluate the influence of food delivery applications attributes, consumer perceived value, consumer attitude and re-use intention.

1.4 Organization of the Study

This study is combined with five chapters. Chapter one contains the introductory that explains rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two describes theoretical background of consumer perceived value, antecedents of consumer perceived value, consumer attitude, consumer re-use intention, the empirical studies of food delivery applications attributes on

consumer perceived value and conceptual framework of the study. Chapter three mentions profiles and application attributes of food delivery services. Chapter four expresses analysis of consumer perceived value, attitudes and re-use intention towards food delivery services. The final chapter discusses the findings of the paper, discussions, suggestions and recommendations and need for further study.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter presents the theoretical background of all the applied theories in this study. It describes consumer perceived value, and antecedents of consumer perceived value followed by consumer attitude, consumer re-use intention and discussion between each of variable. The concept of each variable will be reviewed by different authors' perspective. And then conceptual framework of the study will be discussed at the end of the chapter.

2.1 Consumer Perceived Value

The term perceived value is related to the relative comparison of benefits and sacrifices associated with the delivery of a product or service. The basic premise of the received value is the equivalence theory that determines the ratio between the outcome of the service provider and the input of the consumer (García-Fernández et al., 2018). In marketing terminology, perceived value meets a customer's needs and expectations in the customer's assessment of the benefits of the product or service, especially in comparison with its peers. Zeithaml (1988) has suggested that perceived value can be regarded as consumer's general assessment of the utility of a product (or service) based on perceptions of what is received and what is given. Therefore, having a high perceived value, a comparison between the benefits and sacrifices to obtain a product is important for online businesses (Pham & Ahammad, 2017).

The perceived value of customers can be defined from the perspectives of money, quality, benefit and psychosocial. In other words, it is the concept of consumer surplus in economics. The perceived value is the difference in the effective price that the consumer is willing to pay for product or service or application. According to the quality perspective, value is the difference between the price paid for a product and the quality of the product. Perceived value is also conceptualized as the relationship between perceived benefits obtained and perceived sacrifices made by consumers (Zeithaml, 1988). It is the convenience concept that shows how much time and effort that customers spend on purchasing a product and using a service. The perceived value from the profit perspective

is the overall assessment of consumers for tangible benefits and accepted sacrifices (Zeithaml, 1988). When perceived value is viewed as a general judgment of the weight of relative value to various products, it can be expressed as the total benefits a customer obtained; thus it is considered as one of the major antecedents of customer attitudes and re-use or repurchase intention (Chen & Hu, 2010).

In other words, consumers may cognitively integrate their perceptions of what they get and what they have to give up in order getting goods or services. Consumer assessments about the quality of product or service are one of the important determinants of positive perceived value (Wang, 2010). Marketing professionals try to influence consumers' perceived value of a service by describing the attributes that make it superior to the competition. Availability of information on the Internet allows customers to compare the benefits and prices for product and services offered online before making a purchase decision. Service providers need to understand how the qualities of mobile application services affect their perceived value.

2.2 Antecedents of Consumer Perceived Value

The antecedents of consumer perceived value consist of convenience, ease of use, trustworthiness, price, time saving orientation and various food choices in this study. The following section describes the detail explanation of each antecedent.

2.2.1 Convenience

Convenience is a global attraction and a motivator for customers to choose one company over another, as well as being a clear indication of how an organization has committed to easing the lives of those customers. Convenience refers to the ability to use something without difficulty. Jiang, Yang and Jun (2013) stated that Convenience is one of the main motives for customers to use electronic technology because customers need to be convinced of its value before using this technology. Convenience is the main reason for consumers to get strengthens their relationships with service providers (Seiders, Voss, Godfrey & Grewal, 2007).

Convenience can act as a driver in different situations around the purchasing situation, before the purchase and after the decision has been made. Convenient e-retail

purchase may be considered to facilitate various products, different delivery services and/or convenient payment methods along with convenient ways of returning products. On its relevance, businesses try to enter new or emerging markets by understanding different consumer perspectives and perceptions of a convenient online shopping method. Reports on the importance of convenience in online shopping stress management time (Jiang, Yang, & Jun, 2013), but feature other convenience dimensions of time as well. One example is the importance of time-based delivery services (Goebel, Moeller, & Pibernik, 2012). Convenience was also stated to be an important variable by many studies for consumers' perception or satisfaction of consumers. Beauchamp and Ponder (2010) offered four convenience components: access, search, transaction, and usability, taking into account the consumer's perception of the convenience of online shopping.

Brown (1989) proposed that the concept of convenience has four dimensions in using convenient services: Time Dimension: Services may be provided at a time that is more convenient for the customer. It may take several hours for the consumers to acquire or use the service, but acquisition can be made at a more convenient time. Place Dimension: Services may be provided in a place that is more convenient for the customer. Acquisition Dimension: Services may make it easier for the customer, financially and otherwise, to purchase their services. Use Dimension: Services may be made more convenient for the customer to use. The ultimate convenient product or service would be available continuously (time) and everywhere (place) and would require almost no effort to acquire (possession) or use (form). The dimensions of convenience suggest that firms may use convenience for either strategic or tactical purposes.

2.2.2 Ease of Use

Ease-of-use refers to the easiness of using the application or service. Ease-of-use means that a technology is not difficult to understand and use. Ease-of-use is probably to be positively associated with consumer perception and usage intention to the services. The perception of ease of use is defined as the degree to which users perceive the system to be effortless to use the information (Davis, 1989). Ease-of-use is also the degree to which an innovation is perceived to be easy to understand, learn or operate. Davis (1989) reaffirmed that respondents can consider the extent to which they believe that a particular technology can be used with minimal effort.. The perceived user-friendliness indicates

how easy it is to use the Internet as a shopping medium (Monuwe, Dellaert, & Ruyter, 2004). To encourage more people to use the new technology, companies are proposing easy-to-use systems (Jahangir & Begum, 2008).

According to Choi, Kwon and Shin (2017), the two most important conditions for the success of a mobile system are personalization and ease of use. Hamid, Razak, Bakar and Abdullah (2016) believed that if the system was relatively easy to use, people would want to learn its features and continue to use it. Golden and Krauskopf (2016) expressed that applications should be fast and easy to understand to use and navigate. This aspect can help users consider if an application is user friendly or difficult to use. Ease of use of technology and predicting future online purchases are essential for customer perception and satisfaction in the online food purchasing experience. From the user's point of view, it seems that software that is easy to use and easy to understand would be more useful (Ramayah & Lo, 2007). Therefore, the success of the system used depends on the level of usability of the system.

2.2.3 Trustworthiness

Trustworthiness is defined as a willingness to rely on a trusted exchange partner (Moorman, Deshpande & Zaltman, 1993). Trust suggests that trust on the part of the trusted party is due to a firm belief that the trusted party is reliable and highly consistent, which are associated with such qualities as consistent, competent, honest, fair, responsible, helpful, and benevolent (Altman and Taylor, 1973). In services marketing, Berry and Parasuraman (1991) found that customer-company engagement requires trustworthiness. Indeed, they contend that effective services marketing depends on the management of trust, as the customer usually has to purchase a service before experiencing it.

Trust is the important factor that can develop the relations with others. Trustworthiness can play an important role in analyzing the online environment as it needs to be done. Trustworthiness is highly influential on the consumer's behavior towards the online marketing as well (Schlosser, White & Lloyd, 2006). Consumers are having high lack of confidence on the online transaction that restricts them to use the online shopping feature (Gefen, Karahanna & Straub, 2003). Trustworthiness is earned based on previous experience of the customers. In an e-commerce environment, customers will

choose the same website to place an order if they have a positive perception from their experience with the application or service.

2.2.4 Price

Price is the amount of money that can be exchanged for a product or service or application in a purchase agreement. Price is a yield of business sectors or value setting (evaluating) choices. Pricing perception of an individual must be examined to understand its effect on the purchasing decisions. It is crucial for the organization to set a right price for the products and services that offered to the customers. Majority of the researchers agreed that the value of a product or service is very much related to the price, whether the customer wants to pay for the quality at a fixed price or not. Price also plays as a vital role because product pricing has a direct impact on the customer. Therefore, if it is affordable, customers will be satisfied with it and will be ready to buy the product again and again in the future. (Gustafsson, Johnson & Roos, 2005).

Price fairness is lead to the customer satisfaction because price is the direct payment component of the product or service that results in customer perception or satisfaction. The price of the items on the menu can influence consumers because the price is attractive or repulsive to them especially since price functions as an indicator of quality. If prices are high, customers may expect high quality, but if prices are low, customers may question the ability to provide product and service quality. The consumer tends to keep doing saving through many ways; one of them is through discount. People focus to the amount of money they could save through a price discount.

Taxes and different contracts can be considered as capacities with multiple sources the yield is a present or future price. Price is likewise a contribution to business sectors, for example request reaction offer cost. Price is significant data. Customers search for price saving through price discounts because they are concerned over the amount of money that they can save through these discounts. Lower prices drive sales for an organization and higher discounts increase the value of the particular product for consumers. Customers tend to rationalize and make decisions based on the maximum benefit that they have perceived.

2.2.5 Time Saving

Time saving is the most important factor influencing the motivation of customers to use technology-based self-service (Meuter, Ostrom, Bitner & Roundtree, 2003). People tend to use time as effectively as they can to do a certain activity, including buying meals. Saving time is one of the main contributing factors influencing the behavioral intent of people to purchase online (Khalil, 2014). This time-saving is believed to be strongly related to post usage usefulness. This is because more customers will be able to save time using the application, they will value this and convenient to use. Berry, Seiders and Grewal (2002) had concluded that the higher the time costs associated with a service, the lower the value perceived by customers.

From a time-saving perspective, consumers are always intended to "purchase time" when turning to online purchases (Jensen, 2012). In another study, Wu (2003) has stated that Consumer lifestyle changes and lack of time make it harder for consumers to shop in physical places, such as stores and malls. Wu (2003) also has stressed that as long as time-saving incurs in online purchasing, consumers will continue to use the service.

2.2.6 Various Food Choices

Food choice refers to how people decide on what to buy and eat. Research into food choice investigates how people select the food they eat. The quality and varieties of sustenance's and refreshment considered a vital job in assuring and framing consumer perceived value. Nutritional and emollient quality characteristics, for example smell, taste, quality and other manifestations are reliable and desired.

The importance of product and service functionality, in terms of the freshness of the ingredients and the taste of the foods, which would affect the customer's buying perception. In food delivery service industry, food varieties have been chosen and displayed by caterers are selected for their color and appearance attributes. These attributes help to grab the attention of consumers and later impact the decisions on whether they are buying or not buying the food product. Taste and other appearance features are the consumer first impression of the food delivery services. Food and beverage quality is categorized as an essential element of customer perception and

satisfaction and effective indicator of customer intend to return again to a particular restaurant.

2.3 Consumer Attitude

Consumer attitude is a concept that has been learned to behave in a way that is pleasing or appealing to a given product or service. Consumer attitudes can be defined as a feeling of liking or disliking an individual, that people with a positive attitude are more likely to buy a product or service, which results in the possibility liking or disliking a product or service. Consumer attitude is also defined as a consumer's evaluation of the desirability of his or her using the system or application. The attitude construct involves individuals' positive or negative feelings about performing the target behavior. Dessart, Veloutsou and Morgan-Thomas (2016) found the extension of consumer attitude as consumer engagement where the consumer has an effective approach toward repurchase intention, such as enthusiasm and enjoyment.

Consumer attitude is also important for service providers not only to increase sales but also to make a better strategy for product and service. Learn about attitudes towards a product or service that directly recognizes certain values of this product or service. Attitudes reflect either favorable or unfavorable evaluations of the attitude object and motivate consumers to either buy or not buy particular product or service. Consumer attitude toward a product or service is also a good indicator advising the potential success of a business.

Attitudes consist of thoughts and beliefs, feelings and actions or intentions for a particular thing, which in this case is usually a product or service. Attitudes are important to service providers understand the underlying basis of consumers' behavioral tendencies. Consumers view a service as a set of attributes that form the basis on which they form their attitudes. Attitude comes by understanding the beliefs and values of different qualities or consequences based on consumer evaluation of a brand or service.

2.4 Re-use Intention

Re-use or Repurchase intention refers to consumer willingness to re-use or repurchase a particular product or service in the future. Re-use intention means that the customer uses a product or application or service more than twice and has an intention to contact other users of their experience through communication with friends and relationships, testimonials, or a social network (Choi & Choi, 2011).

According to Jun and Chung (2006), customers experience satisfaction or perception with a product or service they purchased or contacted based on their expectations before use or purchase, which motivates to repurchase or re-use intention. Kim and Oh (2002) stated that the intention to re-use a service mentions the possibility of using the service provider frequently, and created an index that represents customer trustworthiness. Wang (2012) found, in a study of online, retail shops, that perception using self-service technologies motivate to their attitude that was related to consumer's continued re-use or repurchase intention to use those technologies in the future.

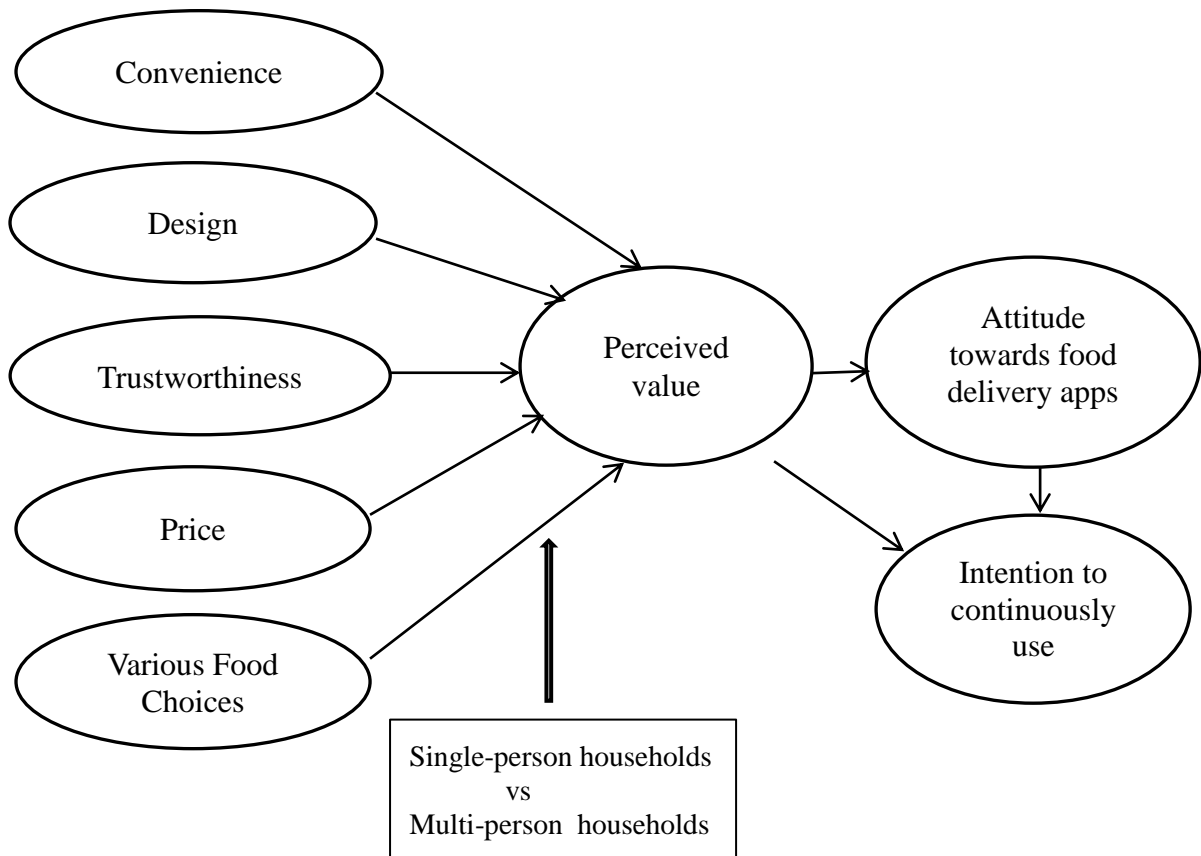
Intend to use a product or application or service is accepted by the consumer's perception that the amount of value received from consuming the product or service is greater than the value of not consuming it. Consumers who perceive this greater value are motivated to use and recommend the product or service. Re-use or intention to continuous use is one of the most important behavioral objectives (strategies) of marketing, so consumers are willing to buy the same product or service again.

2.5 Empirical Studies of Food delivery Application Attributes on Consumer Perceived Value

The conceptual model of this study comes out from review on some conceptual models developed by previous researchers. This study's conceptual model is adapted to two previous researchers' models which are closely related to basic assumptions of this study. The first model focuses on differences in perceptions about food delivery services between single- person and multi- person households.

Figure (2.1) Conceptual Framework of Cho, Bonn and Li

Food Delivery Applications Attributes



Source: Cho, Bonn & Li (2019)

According to Figure (2.1), in this previous paper, study was designed to specifically explore five application attributes that represent convenience, design, trustworthiness, price and various food choices related with food delivery services with consideration of their effects upon consumer perceived value, attitudes and intention to continuously use and recommend to others. Study was constructed to determine whether or not the effects of food delivery service quality upon user-perceived value would be significantly different between two specific user groups that represent single-person and multi-person households. Study was found that positively effect between each of five dimensional attributes of food delivery services and user-perceived value.

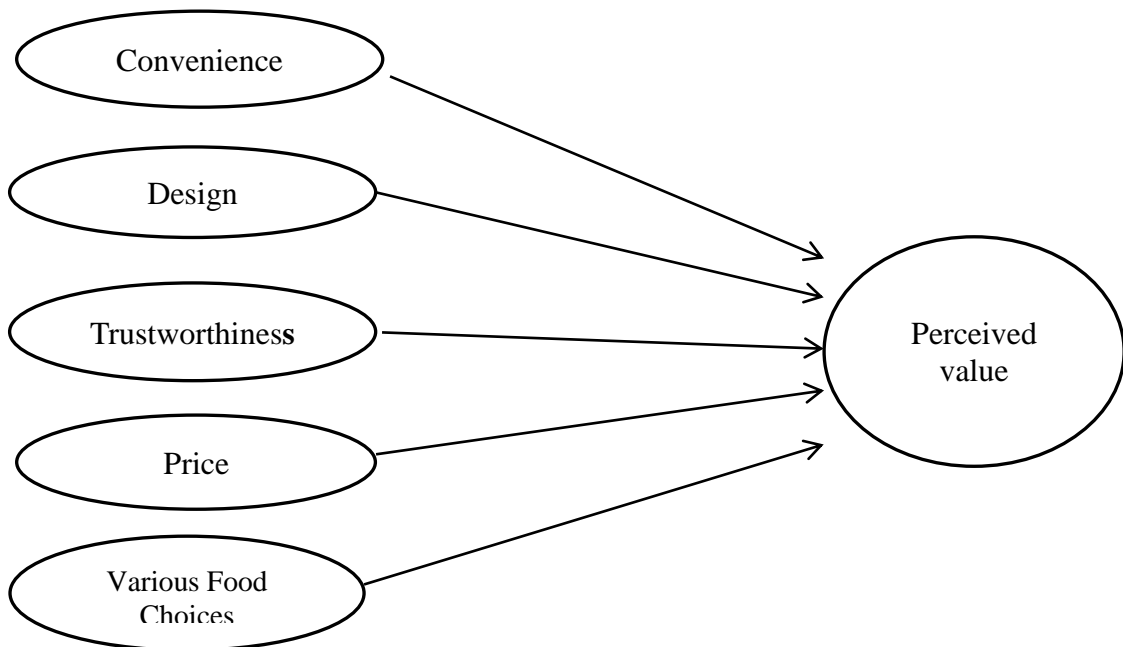
In the result of study between consumer perceived value, attitudes and intention to continuously use, consumer perceived value has a positive impact on attitude towards food delivery applications. Consumer perceived value also has a positively result on intention to continuously use online food delivery services. And Attitudes towards food

delivery applications has a positive impact on intention to continuously use online food delivery services. The results showed that user trustworthiness was the most important attribute of the food delivery service business. Additionally, this study found that single-person households perceived most importance upon service attributes for various food choices, price and trustworthiness. Comparatively, multi-person households perceived most importance upon design, convenience and trustworthiness.

The second model is about the effect of food delivery applications attributes on consumer perceived value among young working adults in Shah Alam, Malaysia. This model is shown in Figure (2.2).

Figure (2.2) Conceptual Framework of Azizul et al.,

Food Delivery Applications Attributes



Source: Azizul et al., (2019)

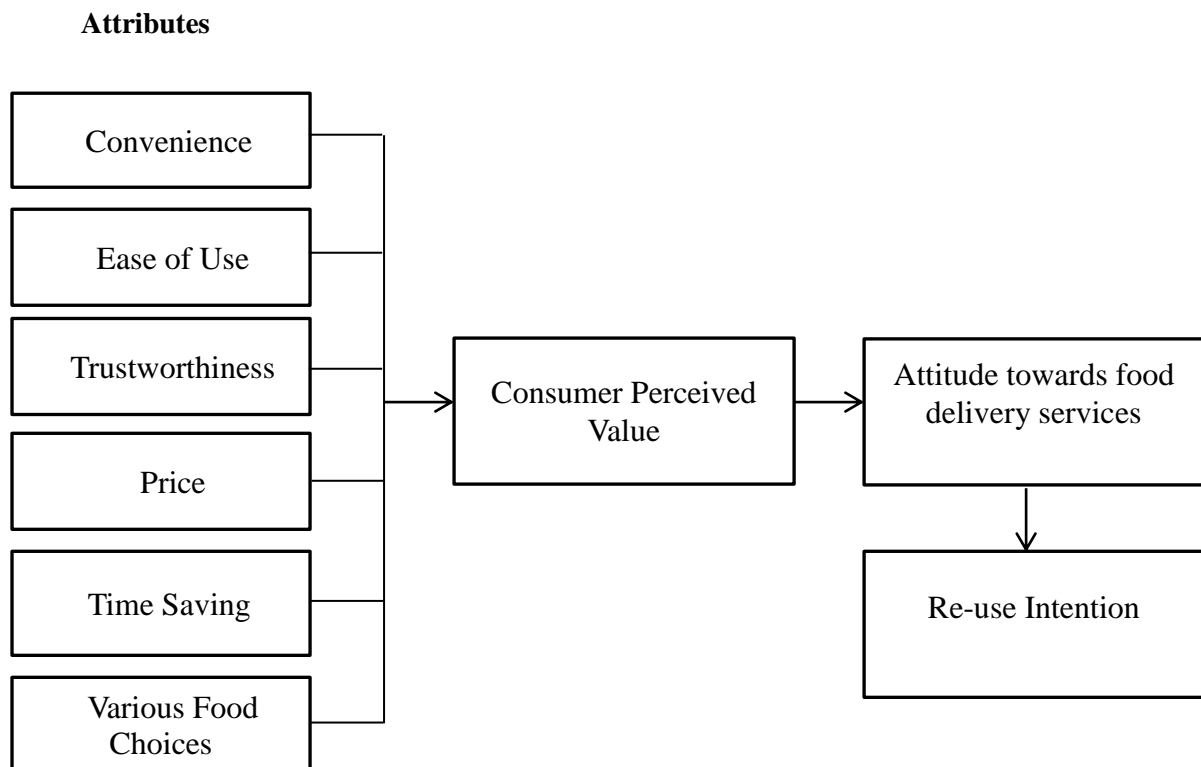
In Figure (2.2) of previous paper, study was constructed to specifically five service attributes that represent convenience, design, trustworthiness, price and various food choices related with food delivery services with consideration to their effect upon customer perceived value among young working adult. In previous study, each of food delivery application attributes represent as independent variable and consumer perceived value as dependent variable. Study was found that there has positively effect of food

delivery application attributes on customer perceived value. Result determined that price is the most important service attribute of the food delivery application among young working adults as at this stage of age they are still in a process of career building.

2.6 Conceptual Framework of the Study

The conceptual framework is constructed based on theoretical concepts and previous studies. The study intend to analyze the influence of food delivery applications attributes on consumer perceived value, to examine the effect of consumer perceived value on consumer attitude and to investigate the effect of consumer attitude on consumer re-use intention towards food delivery services.

Figure (2.3) Conceptual Framework of the Study



Source: Own compilation based on previous studies, 2021

Figure (2.3) illustrates the conceptual framework of this study. Attributes of food delivery services such as convenience, ease of use, trustworthiness, price, time saving and various food choices represent as influencing factors and consumer perceived value represent as dependent variable of the study. These influencing factors may affect on

consumer perceived value while food ordering through the food delivery services. The model specifies the role of consumer perceived value may affect on consumer attitude towards food delivery services. Consumer re-use intention is considered as the outcome of the impact of consumer attitude towards food delivery services in this study.

CHAPTER (3)

PROFILES AND APPLICATIONS ATTRIBUTES OF FOOD DELIVERY SERVICES

Food delivery is one of the fastest growing routes in the food industry at Myanmar. Developing food delivery services is something not only startups think of, but also individual restaurants and restaurant chains: even grocery stores! This can attract the new audience of people who like to do everything with the help of their mobile devices. Food ordering and delivering have shaped the new evolution of food businesses and changed the perspective of restaurants. Food delivery service has been introduced in Myanmar and the lifestyles of people living in Yangon are changing. With this penetration, the food industry has evolved into a place of change in combination with the food delivery service which provides consumer convenience and high demand. Food delivery application service is getting more and more convenient to use and make easy to have meals delivered to home. It only takes a few clicks. Customer just needs internet access through mobile, desktop or tablet and in a few clicks that can have food delivered. This is called “Food Delivery Service”.

3.1 Profiles of Food Delivery Services

The growth of Myanmar's food delivery service market is supported by the deepening of smartphones and the penetration of the Internet, in addition to people's increasingly busy lifestyles and rising incomes. In according to research, delivery services industries have entered in to Myanmar food delivery market. There are eight food delivery services in Myanmar namely Food Panda, Yangon Door2Door, Grab Food, Food Mall, Food2u, Hi-So Mall, Deliverink and Freshgora. Four well-known food delivery services such as Food Panda, Grab Food, Yangon Door2Door and Food Mall have a large variety of restaurants for consumers to choose from. One can simply order food from a restaurant in the comfort and convenience at home.

3.1.1 Foodpanda

Foodpanda is an online food delivery marketplace where users can order at local restaurants via a website or mobile application. Foodpanda is an online food and grocery delivery platform brand owned by Delivery Hero, which is headquartered in Berlin, Germany and operates with twenty brands in about fifty countries across four continents. Foodpanda is a German-based e-commerce site. Foodpanda is a provider of an online food-ordering platform. Headquartered in Germany and first launched in Singapore in March 2012. In 2012, Lukas Nagel and Rico Wyder established Foodpanda in Singapore and later expanded in Malaysia, Indonesia, Thailand. From 2019 to 2020, Foodpanda expanded in Myanmar, Cambodia and Laos.

The Germany-based service, launched right after GrabFood. Foodpanda is an online food delivery service that allows customers to place orders with restaurant partners directly and delivers their orders to their doorstep. Foodpanda Myanmar officially launched in January 2020. Its website is foodpanda.com.mm. People can order to Foodpanda through the website, application, Facebook page and hot-line number. Customers can order food by logging in through the mobile application or website. Food Panda's delivery staff will deliver it to them within the stipulated time. Food Panda service company is Delivery Hero Myanmar. Food Panda Myanmar offers fast and convenient food delivery service from the best restaurants. Their logo and dress color is pink.

3.1.2 Grab Food

GrabMart provides consumers with the convenience of purchasing a variety of consumer goods, directly from hundreds of Yangon stores through the Grab app for groceries, household essentials, health and beauty supplies, and gift. GrabFood is Southeast Asia's fastest growing food delivery service. Grab Food, Grab's food delivery service, provides meals to people daily and with GrabMart, consumers can now order daily essentials for their home or office, or for their loved ones without any hassle. GrabFood was launched in Yangon in November 2019 and subsequently in Mandalay in July 2020. Its website is grab.com.mm. Grab Food has on boarded to their merchant-partners who enjoy direct access to Grab's technology platform and tools to help them shift to online sales and expand their visibility. Through GrabFood, Grab has plan to

continue its business empowering more than thousand delivery partners in Yangon and Mandalay with better livelihood opportunities. Grab has on-boarded hundreds of delivery-partners to operate the GrabFood service and provides numerous benefits to protect their livelihoods. All GrabFood delivery partners are covered by Trip Insurance during each GrabFood delivery.

GrabFood is part of Grab holdings Singapore-based ridesharing company that offers food delivery and digital payment services through mobile phone applications. GrabFood's value proposition is in order to better retain customers, GrabFood should create a unique value proposition and positioning based on something more intangible, such as emotions. People can order to Grabfood through website, application, facebook page and hot-line number. Their logo and dress color is green.

3.1.3 Yangon Door2Door

Yangon Door2Door is one of the food delivery services and the leading online food ordering and delivery service which was started since 2013 earlier than many food deliveries. Shady Ramadan founded a delivery service called Yangon Door2Door in 2013. It is the first of its kind in Myanmar food delivery services and employees as delivery staffs. Yangon Door2Door has partnered with about 100 tried delivery riders and true restaurants in Yangon, offering a variety of Burmese, Indian, Western and other popular cuisines. This is the first online and mobile food ordering companies specializing in delivering the best restaurants in Yangon to customers' doorstep. The process is like, Yangon Door2Door receives the completed order from the restaurant and delivers the item to the customer by bicycle or car in case of bulk order as needed. The company's online and mobile ordering platforms allow diners to have food delivered and collected from a large number of takeaway restaurants and each order is processed by the support of company customer service team. Yangon Door2Door is the premier online food ordering and delivery service in Yangon. Its website YangonD2D.com hosts menus from a broad range of Yangon restaurants. People can order to Yangon Door2Door through the website, application, facebook page and hot-line number. Its mobile application is available for iOS and Android devices. Customers may view menus from favorite restaurants, select and place orders for delivery to home or office. Customer can find restaurants and menus easily through the application. This application service moves

orders to the appropriate restaurant, picks up the completed order from the restaurant, and delivers the food items to the customer. Its website also allows customers to schedule an appointment to receive their orders from restaurants. Their logo and dress color is pale green.

This application is useful not only for businesses, but also for individuals who want to order food for home delivery.. It support to customers with special promotion frequently. Their service is available twelve hours a day and seven days a week. It also provides opportunities for smaller restaurants and social businesses to their partners by giving them the chance to showcase their food menus and increase their sales by waiving listing fees.

3.1.4 Food Mall

Food Mall is also the online food ordering and delivery service in Yangon. Customers may view menus and place orders for delivery to home or office via Food Mall application. Its mobile application is available for iOS and Android devices. Its website is foodmallmm.com and hosts menus from a broad range of Yangon restaurants Food Mall is a platform for online order and delivery service. People can order to Food Mall through website, application, facebook page and hot-line number. Customers can choose restaurant, menu and order through Food Mall application and they will be delivered. Their logo and dress color is red.

3.2 Attributes of Food Delivery Applications

Online food delivery refers to internet-based services in which customers can order food and have it sent to their home. Food Delivery applications that work through smartphone applications are considered strategic collaboration organizations mediated by Food Delivery companies. Mobile applications are software especially designed for small, hand-held portable devices like tablets and smartphones. Mobile applications can be downloaded through the internet, play stores and website and face book pages.

3.2.1 Convenience

In Convenience attribute, it is a motivating acceptance for customers to choose one application over another, as well as being a salient indicator of how service provider has committed to easing the needs of their customers. Convenience is the prime factor to the consumers, as to order something is as simple as few clicks on any mobile devices. Convenience involves flexibility to use the services, internet speed and service quality and smooth process in food ordering process. The advantage of the food delivery application is that it can provide users with food delivery information in the area that the user desires, and ordering and making payment are convenient once the application is installed on the mobile device. Their advantages are their usefulness and convenience-in that they offer a wider range of food and restaurants choices than do fliers and food ordering process is simple.

Convenience exhibit access and use of a mobile application at any time and place and monitor mobile application quality. In Yangon food delivery services such as Foodpanda, Grabfood, Yangondoor2 door, Food Mall, consumers are affected by convenient aspects to obtain the smooth process while food ordering. Technological dependency, convenience and less time taken for the food to be delivered aids as good reasons for the consumers to choose the services offered by the online food ordering and delivery service portals. If the application usage is able to meet the customer expectation of the desired and or preferred situation, it will also result in high customer commitment in using the application website.

Foodpanda has convenient smooth food ordering process; customer can download easily, install and open the application through its website, play store and Facebook pages. Food Panda applications are very convenient and useful for customers. Application has wide network coverage and fastly connects in normal internet condition. Application provide the customers to order anyplace that is very convenient for customers. The application help to find various restaurants and show the nearby restaurants as once the customer enter the delivery area. Nearby restaurants lists are more than other food delivery services so that food ordering is very convenient for time efficient and less waiting time on food purchasing process. Once customers place their orders, Foodpanda processes the orders and sends them directly to the restaurants.. When the orders have been prepared and are ready for delivery, Food Panda riders deliver the food orders to the

customers' doorsteps. It is customers' favorite application with its convenient and speedy delivery. Customer can pay order with cash on deliver or credit and debit card. Food Panda Myanmar offers fast and convenient food delivery service from the best restaurants.

In Grab also, customer has convenient to use this application service for food ordering process. Customer can download easily, install and open the application through its website, play store and Facebook pages. This application also has wide network coverage and fastly connect and good quality of signals. It allows to order food anyplace. The application show the service categories such as Food, Food Mart and others as once the customer enter the delivery area. Customer can pay order with cash on deliver or credit/debit card. When customer enter the food option, customer can see various restaurants that mention together with delivery fee. The application has mentioned the categories such as special deals, self-pick-up, rewarded and the nearby restaurants are also limited.

In Yangon door2door, customer can download easily, install and open the application through its website, play store and Facebook pages. Once customer enter the application, create the customer account or login through website. If customer has no desire to create the account, it can skip and enter the delivery address that has to filter the delivery area by selected township. Yangon Door2Door is very convenient both for businesses as well as individuals who want to order food for home delivery. It also has wide network coverage. But applications cannot provide nearby restaurants lists and mention all available restaurants.

In Food Mall, applications have convenient for food ordering process, customer can download easily, install and open the application through its website, play store and Facebook pages. Once customer enter the application that exhibit famous menu with special promotions that are attractive to customers. And then address the customer delivery area with Google map. Customers have convenience to choose restaurant, nearby and various food through the food delivery services. Customer can pay order with cash on deliver or credit or debit card. In Food Mall, it allows the food delivery only the selected areas and nearby restaurants lists are limited.

3.2.2 Ease of Use

In Ease of use, food delivery services refer to ease in the order placement process, the comfort of filtering food choices and restaurants, and ease of tracking the orders. Food delivery applications, which enable food ordering using smartphones, also appeared that allow the customers to find restaurants located around them easily. In Food Panda, Grab, Yangon door2door and Food Mall services, applications are well organized and easy to find and easily downloaded through their website, play stores and face book page. Customer can easily enter the food options and they can see various restaurants that mention together with delivery fee, some have discounts and time taken on delivery area distance. Various types of cuisines and related restaurants are easy to find and that are helpful to customers. Applications show nearby restaurants and customers can easily find the nearby restaurants as the applications have mentioned. Customers have perceived that the applications are easy to use for the process of food ordering, the ease of use more appealing.

3.2.3 Trustworthiness

In the aspect of trustworthiness, trust is earned based on previous experience of the customer. If the customer has positive experience from his or her previous use of application, customer will choose the same website to place the order. In food ordering process of Yangon food delivery services, customers revisit the website and use the applications when they trust it. Consumer perception and belief in using of online food delivery services that will motivate to consumers' confidence in food ordering process. In Yangon Food delivery services, Customers have more practice to use the Food Panda services that can show more restaurants available in its pages and nearby restaurants lists are more than other food delivery services. It has more network coverage and customer can order food from any place and time efficient for using this food delivery service. Delivery riders lists are the most contributed in food Panda. Trust building is very important and customers' positive experiences will impact to choose the food delivery service that they have selected.

3.2.4 Price

In the food segment, consumers in different categories tend to choose different levels of food quality and price. Consumers often make rational and informed decisions based on the maximum benefit that can be achieved from the deal by finding the lowest acceptable price. Consumers have an opportunity to compare prices by browsing different websites, and the company that can offer a lower price will be perceived as the more useful website. When the customer can find the lowest price, or they feel they can save more money by using the service, they tend to perceive that the service is convenient to use for them.

In Food Panda, application exhibit various restaurants that mention together with delivery fee, some have special discounts, price saving special programs and other attractive promotion program. Application has mentioned food varieties together with daily price efficient campaigns such as half discount (summer time campaign) and free delivery food varieties. In Grab food, applications exhibit food rewards offers (free delivery), summer deals and price efficient program that all are price saving and benefit for consumers to receive chance for using the applications.

In Yangon door2door and Food Mall, services provide price advantage programs (special discounts) together with listed cuisines for customers. Food delivery services have mentioned wide range of price together with food menu. These services show categories of food and restaurants as the most popular together with special prices.

3.2.5 Time Saving

In time saving attribute, customer can see online food ordering as useful because it is able to save time and reduce efforts. Online food delivery applications also seem to be beneficial for customers due to the speed, simplicity, and accuracy of orders.. The easier the application is to use, the more time it can save. Within the pandemic situation, mostly cannot go out for food and online food ordering using through mobile application from favorite restaurants thus it seems to become one of the cultures and food delivery waiting time saving is also one of the vital factors on food ordering process.

In food delivery service providers of Yangon, the applications exhibit delivery time taken for food ordering process that the customer can save and adjust the time taken

before food ordering. The customers will have perceptions that the more an application can save their time or be used as quickly as possible, the easier the application can be used. Food Panda express more nearby restaurants around the customer area so that customer can save time and waiting time has no longer than other food delivery services.

3.2.6 Various Food Choices

Online food delivery services provide access to a wide range of meal options and various restaurants for the consumers who wish to choose various food. Food varieties and other appearance features are the consumer first impression of the food delivery services. It is very important that food delivery services have the ability to offer a variety of food choices and restaurants.

In Yangon, food delivery service industries, food products have been chosen and displayed by caterers are selected for their color and appearance attributes. These attributes help to draw consumer attention and later impact the decisions on whether they are ordering or not ordering the food. Customer can view various menus under the following pages of each restaurant and menus can be filtered in the same groups (for example- most popular choices, new choices, snacks and beverage). Online food delivery services have also mentioned the categories such as special deals, self-pick-up, nearby restaurants by lists and photos. All foods can be filtered as groups by special promotion, awarded and free delivery foods.

3.3 Research Design

This study aims to analyze the influence of food delivery applications attributes on consumer perceived value, to examine the effect of consumer perceived value on consumer attitude and to investigate the effect consumer attitude on re-use intention on food delivery services. To achieve the objectives, primary data was mainly used in this study. Experienced food delivery application users can provide useful information in this study. There are eight food delivery service providers in Yangon. Among them, four food delivery services are selected based on their largest number of employees (delivery riders). They are Food Panda, Grab, Yangon Door2Door and Food Mall. Systemic

random sampling method is applied to select every 5th customers who are ordering food through the online food delivery services. Seven day survey is conducted to collect the primary data. Total 296 respondents are participated in this study. Among these respondents, (185) respondents from Food Panda, (46) respondents from Grab Food, (34) respondents from Yangon Door2Door and (31) respondents from Food Mall are participated. After conducting survey, gathered data are summarized and then analyzed by using SPSS software.

3.3.1 Reliability Test

Reliability analysis was performed to test the internal consistency of the variables in the questionnaire. This method indicates reliability through examining the internal consistency of the research questionnaire which are posted in Likert scale. The Likert scale is a scale that is commonly used for questionnaires and it is mostly used in surveys. This study also used 5 points Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, 5 = Strongly Agree). Cronbach's alpha value was tested to see whether the respondents' answers on Likert Scale questions were reliable or not.

Reliability is determined by the Cronbach's alpha coefficient, which is one of the popular criteria of reliability in quantitative studies. Cronbach's alpha value should be the range of 0.0 to 1.0 but for research purpose, some researchers suggested that general accepted rule is of Cronbach's alpha - 0.6-0.7 indicates as acceptable level of reliability, and 0.8 or greater a very good level. Pallant (2001) states Alpha Cronbach's value above 0.6 is considered high reliability and acceptable index and Alpha Cronbach values in the range of 0.60 - 0.80 are considered moderate, but acceptable.

Table 3.1 Reliability Analysis

Variables	Cronbach's Alpha	No of Items
Convenience	0.867	8
Ease of use	0.834	6
Trustworthiness	0.627	6
Price	0.601	7
Time Saving	0.605	5
Various Food Choices	0.810	5
Perceived Value	0.684	8
Attitude	0.887	6
Re-use Intention	0.631	5

Source: Survey Data, (2021)

Table (3.1) represents that the analysis result of Cronbach's alpha for each variable whereas overall variable of the questionnaires have accomplished with consistency and stability.

3.4 Profiles of Respondents

This study also collected the demographic information of the respondents. 296 respondents were analyzed for the demographic information. According to the surveyed data, the demographic data of the respondents are classified into five categories such as gender, age group, education attainment, occupation and monthly income.

Table (3.2) Profile of the Respondents

Description		Number of Respondents	Percentage (%)
Total		296	100
Gender	Male	128	43.0
	Female	168	57.0
Age Group (Years)	< 20	48	16.2
	20 - 30	129	43.5
	30 - 40	77	26.0
	40 - 50	33	11.0
	50 - 60	8	3.0
	> 60	1	0.3
Education	High School	49	17.0
	Under-graduate	66	22.0
	Graduated	181	61.0
Occupation	Government Staff	37	13.0
	Company Employee	120	41.0
	Own Business	45	15.0
	Students	47	15.0
	General Workers	18	6.0
	Dependent	29	10.0
Monthly Income	< 100000 kyats	45	15.0
	100001- 300000 kyats	86	29.0
	300001- 500000 kyats	43	15.0
	500001- 700000 kyats	70	24.0
	700001- 1000000 kyats	39	13.0
	>1000000 kyats	13	4.0

Source: Survey Data, (2021)

According to the Table (3.2), in gender group, it is found that female groups have more common than male groups. Female group's people are more interesting in using of food delivery service through the internet for food ordering practice. Most of the female people who prepare meals for breakfast, lunch and dinner etc. Some female people would be working mothers who have no more time to arrange meals and some would be the younger age of female groups especially students who are staying at home during pandemic situation.

In age groups also, it is found that usage of food delivery service is more common in the age of (20 to 40) years old. From the younger people group, in the age of (20 to 30) people were the most common of using food delivery service through the application. They want to find new experiences, spend more time on online food ordering and they have fun on food delivery services. Older people in Yangon seem to be reluctant to use online food delivery service. In regard to age, there is common view that the younger people spend more time on the internet than the older people. Furthermore, younger people are also more knowledgeable about the Internet and technology savvy in general than older people. Hence, younger people have more frequent online food delivery than older people.

Education level is also an indicator of food delivery service. Thus, food delivery service customers with higher level of education have more knowledgeable about the application tools and are more likely to use the applications. In occupation, company employees are the most common offering the food delivery services. Thus, It is assumed that they have no time to cook food at home or buy food at restaurants and more likely to apply the food delivery services for food ordering and purchasing.

Monthly income is also an important and sensitive demographic variable. People with average income perceive have more frequency and practice on online food ordering. Thus, people with income level less than 10,00,000 kyats are higher users of online food ordering in Yangon than people with income level more than 10,00,000 kyats. During the pandemic and political situation, people with higher income may have the reasons as such afraid of unacceptable problems, security, corona virus infection and diseases. Thus these people have little frequency on food ordering through the delivery services than people with average income level.

CHAPTER 4

ANALYSIS OF CONSUMER PERCEIVED VALUE, ATTITUDES AND RE-USE INTENTION TOWARDS FOOD DELIVERY SERVICES

This chapter presents the analysis on the influence of food delivery applications attributes on consumer perceived value and the effects of consumer perceived value on consumer attitude that will intend to consumer re-use towards food delivery services in Yangon. Analytical tools and methods were used to analyze in this chapter. In this study, Multiple Linear Regression Model was applied to analyze the influence of food delivery application attributes on consumer perceived value, to examine the effect of consumer perceived value on consumer attitude, to investigate the effect of consumer attitude on consumer re-use intention.

4.1 Analysis on the Influence of the Food Delivery Applications Attributes on Consumer Perceived Value

In this section, the influence of food delivery application attributes on consumer perceived value are analyzed, based on the conceptual framework in chapter two. The mean values of each factor which were asked by using Likert Scale questions were analyzed in the following sub-sections. Likert scale scores are calculated by multiplying each frequency by the Likert scale score ranging from “5 = Strongly Agree” to “1 = Strongly Disagree”, and then the total score is divided by the number of respondents in order to get the mean value. The higher the mean value, the higher the respondents’ agreement with the module is.

4.1.1 Food Delivery Applications Attributes

Food delivery application service attributes include convenience, ease of use, trustworthiness, price, time saving orientation, various food choices. The followings reveal detail explanations of each attribute.

(i) Convenience

Convenience is the most attractive attribute to the respondents. Table (4.1) represents the mean values of convenience attribute on the usage of online food delivery services. In the convenience attribute, seven statements by using Likert Scale questions were asked to the respondents and were analyzed for their mean values. They are presented in Table (4.1).

Table (4.1) Convenience

SN	Description	Mean	Standard Deviation
1	Convenient on using food delivery applications.	4.09	0.69
2	Application-Wide network coverage	4.13	0.70
3	Good quality of signals	4.09	0.68
4	Quickly connected food delivery applications	4.00	0.73
5	Available to order food from anywhere	3.84	0.93
6	Providing good services and smooth process	4.05	0.74
7	Providing prompt service	3.97	0.74
8	Providing a great deal of personal meaning	3.95	0.83
	Overall mean	4.02	

Source: Survey Data, (2021)

The overall mean (4.02) reveals that consumers have positive attitude on the convenience factor towards food delivery services. The respondents agreed on all statements of the convenience factor with mean values more than three. Among them, people were more interested in avoid directly visit to restaurants and wanted to save themselves from crowding especially in pandemic situation. Mostly people like food ordering if they have good food delivery and prompt services. They also prefer online food ordering as the applications have wide network coverage. Wide network coverage is very important to get more pay attention for online food delivery services. This effect has highest mean value for convenience factor. Some food delivery services cannot provide

delivery to all areas thus they have already noticed to available areas. Thus this effect has lower mean value than others.

(ii) Ease of Use

Ease of use is also an influencing attribute to consumer perceived value on online food delivery. People can be participated in using of easy applications. This attribute is also important to people in all aspects of food ordering process. In this attribute, six statements by using Likert Scale questions were asked to the respondents and were analyzed for their mean values. They are presented in Table (4.2).

Table (4.2) Ease of Use

SN	Description	Mean	Standard Deviation
1	Well organized and easy to find the applications through the internet.	4.14	0.74
2	Available to track order progress	4.00	0.70
3	Helpful filter options.	3.96	0.76
4	Providing photos and reviews of food items.	4.11	0.69
5	Attractive listed cuisine.	3.99	0.73
6	Easy to use food delivery applications.	4.09	0.69
	Overall mean	4.05	

Source: Survey Data, (2021)

With an overall mean (4.05), the respondents agreed that ease of use on application is an important and influencing attribute on online food ordering. Most of the consumers confuse on using complicated application to purchase food through online. Therefore, they prefer online food ordering as they believe that online food delivery services are well organized, make easy and help them by technology. They prefer the requirements in filter options that make helpful and understanding to consumers .

(iii) Trustworthiness

Trustworthiness is a sensitive aspect that most consumers worry about online food ordering. Majority of the food delivery applications users have not accepted taking risk and this, in turn, can negatively influence on consumer perceived value that can be affected on their attitude. The mean values of five statements with Likert Scale questions were analyzed and presented in Table (4.3).

Table (4.3) Trustworthiness

SN	Description	Mean	Standard Deviation
1	Reliable food delivery applications.	4.05	1.84
2	Secure in ordering food.	3.94	0.75
3	Providing reliable information.	3.79	0.75
4	Trusting useful and helpful food delivery applications.	4.10	0.69
5	Believing flexible use of food delivery applications.	4.01	0.71
6	Providing useful restaurants and menus information.	4.04	0.70
	Overall mean	3.99	

Source: Survey Data, (2021)

The overall mean (3.99) reveals that consumers have positive attitude on this attribute on food ordering and purchasing. Consumers have accepted and built trustworthiness if they have good benefits and experiences on their likely of food delivery services. They have confident on using the applications make helpful their needs for food purchasing. So Trust on useful and helpful food delivery application services has highest mean value on this effect. Consumers want to agree the trustworthiness of food ordering as they get reliable information through online food delivery services. If consumers felt that information and announcements are not clear and understandable to them, this food delivery service has lost confident and trustworthiness by the consumers.

(iv) Price

Price is also an influencing attribute to consumer perceived value on online food ordering. Majority of customers can be interested in using the food delivery services on price advantages for food ordering. In this attribute, seven statements by using Likert Scale questions were asked to the respondents and were analyzed for their mean values. They are presented in Table (4.4).

Table (4.4) Price

SN	Description	Mean	Standard Deviation
1	Offering better value for money.	3.75	0.85
2	Save money on using price different applications and services.	3.85	0.73
3	Paying discount as special promotion frequently.	3.95	0.72
4	Providing price advantages for customers.	3.90	0.75
5	Enjoy offering in the form of coupons, cash-back and discounts.	4.05	0.68
6	Enjoy launching the loyalty programs.	4.14	2.43
7	Ordering food with a wide range of prices.	4.10	0.72
	Overall mean	3.96	

Source: Survey Data, (2021)

The overall mean (3.96) reveals that the respondents agreed that price advantage is an important and influencing attribute on online food ordering through the food delivery application services. Consumers are more interested and enjoy online food ordering through the food delivery services on price advantages such as offering coupons, cash-back, pay discounts, special promotions and loyalty programs etc. They also preferred online food ordering as they have price benefits and enjoy launching the loyalty programs and they decided to buy the foods from their likely restaurants. If consumers have not get more price benefits for offering saving money on using food delivery

service, they will get chance to use another compatible service. Now these days, all of the food delivery service providers are very competitive to get long term sustainability.

(v) Time Saving

Time saving is also an influencing attribute to the respondents. Saving time is important to people in all aspects online food ordering process. Using of online food delivery services take less time to purchase as compared to traditional purchasing. Therefore, some people in Yangon choose the food delivery services for food ordering rather than traditional purchasing. Five statements by using Likert Scale questions were analyzed and their mean values were mentioned in the Table (4.5).

Table (4.5) Time Saving

SN	Description	Mean	Standard Deviation
1	Helpful to accomplish things quickly in the purchasing process.	3.91	0.72
2	Food delivery applications transaction is advantageous for time saving.	4.02	0.69
3	Saving time in food purchasing process.	4.02	0.77
4	Useful application in the purchasing process.	4.30	2.37
5	Purchasing of food is done as quickly as possible	4.16	0.73
	Overall mean	4.08	

Source: Survey Data, (2021)

With an overall mean (4.08), the respondents agreed that time is also an important and influencing attribute on online food ordering process. The consumers want to save their time to purchase foods by using the online food delivery services. People in Yangon feel more and more disappointed in the heavy traffic and some people avoid wasting their time by going to the restaurants. Therefore, they prefer using food delivery services as these services make them save from the chaos of heavy traffic and useful for time saving in food ordering and purchasing process. They have not accepted that using the online

food delivery services take more time to accomplish things in purchasing process. This effect can be frustrated and complicated for the consumers.

(vi) Various Food Choices

Majority of the food delivery service customers like to get and see various kinds of menus and also restaurants while using the online food delivery services. People can be filtered various options (types of cuisine and nearby restaurants). People have chance to see and review the food items, photos and restaurants with listed cuisine on food delivery applications. Therefore it is also the attractive attribute to the respondents on online food ordering. The mean values of five statements with Likert Scale questions were analyzed and presented in Table (4.6).

Table (4.6) Various Food Choices

SN	Description	Mean	Standard Deviation
1	Menu is appropriately categorized on food delivery applications.	3.98	0.73
2	Restaurants are listed area wise on food delivery applications.	4.04	0.68
3	The food delivery applications offer variety of food choices.	4.12	0.68
4	Available food with range of prices (cheap or expensive).	4.12	0.68
5	Food varieties are well presented and worth for value paid	4.08	0.75
	Overall mean	4.07	

Source: Survey Data, (2021)

The overall mean value of this factor is also (4.07) which describe that the respondents have positive attitude on this attribute on online food ordering. Mostly consumers enjoy seeing the various foods and restaurants mentioned on the pages of the food delivery services. They have chances to select and filter their choices on the

categories of food varieties and listed cuisine. They also have more practice of food ordering on using the food delivery service as they have offered the food varieties and restaurants for choices on the online food delivery service pages. Consumers also prefer to mention food varieties together with prices and their promotions.

4.1.2 Consumer Perceived Value

Table (4.7) shows the mean value of the consumer perceived value on food delivery service attributes by eight different statements. The mean values of each statement are shown in Table.

Table (4.7) Consumer Perceived Value

SN	Description	Mean	Standard Deviation
1	Prices of the products and services available at food delivery applications	4.22	3.02
2	Getting good food products with a reasonable price.	4.02	0.70
3	Using the application is worthy to devote time and efforts	3.97	0.71
4	Applications wise to use.	3.97	0.69
5	Application design is concise and easy to understand	3.98	0.71
6	Allow to order food any time	3.76	0.93
7	Mobile food order applications have carried out transactions	3.93	0.72
8	Mobile food order applications provide useful information.	3.95	0.77
	Overall mean	3.96	

Source: Survey Data, (2021)

According to the mean values of the statements, the respondents showed that they agreed on the statements. The respondents have positive attitude on food purchasing through the food delivery services with the overall mean value (3.96). Consumers feel that food ordering through the services makes easy and helpful them. They also accept

prices of food varieties are available at food delivery services that have mentioned food varieties together with prices including some discounts and delivery services fees. They also have fun with online food ordering and they believe that using the food delivery application is very useful for them. Moreover, they think their life-style is compatible with using food delivery service if they have desired to purchase foods and cuisines. Most of food delivery services provide their delivery time within their working hours so mean value for allowing food order at any time has less than others.

4.1.3 The Influence of the Food Delivery Applications Attributes on Consumer Perceived Value

This section expresses the analysis of the influencing attributes on consumer perceived value. Influencing factors analyzed in this study consists of convenience, ease of use, trustworthiness, price, time saving and food varieties. Table (4.8) mentions the effect of these factors on consumer perceived value.

Table (4.8) The Influence of the Food Delivery Applications Attributes on Consumer Perceived Value

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-0.101	0.137		-0.733	0.464	
Convenience	0.309***	0.043	0.319	7.259	0.000	2.281
Ease of Use	0.152***	0.045	0.154	3.356	0.001	2.467
Trustworthiness	0.106***	0.038	0.118	2.755	0.006	2.161
Price	0.066**	0.033	0.078	1.994	0.047	1.801
Time Saving	0.084**	0.040	0.091	2.081	0.038	2.254
Various Food Choices	0.289***	0.046	0.291	6.304	0.000	2.518
R Square	0.755					
Adjusted R Square	0.750					
F- Value	148.162***					
Durbin-Watson	1.928					

Source: Survey Data, (2021)

*, **, ***: Indicate statistical significance at the 10% level, 5% level and 1% level

The analysis on the influence of food delivery application attributes on consumer perceived value is shown in Table (4.8). The Multiple Linear Regression Model was applied to analyze the influence of food delivery application attributes on consumer perceived value of online food ordering. The attributes include the convenience, ease of use, trustworthiness, price advantage, time saving and various food choices. According to the Table, adjusted R^2 is 0.750. This model can explain 75% of the variation of consumer perceived value which is predicated by the measure of food delivery service attributes namely convenience, ease of use, trustworthiness, price, time saving orientation and various food choices. F- value (the overall significance of the model) is highly significant at 1% level. Durbin-Watson value (1.928) is near to 2, indicating that there is no auto correlation in the sample. Variance inflation factor (VIF) was used to provide the information relating to the potential problem of multicollinearity in the model. All the VIF values shown in Table (4.8) are lower than 5, meaning that the independent variables are not correlated within each other. Thus, no multicollinearity problem is encountered in the model.

The analysis shows the result that attributes such as convenience, ease of use, trustworthiness and various food choices are significant at 1% level. Price and Time saving effects correlation are also significant at 5% level. Consumers in Yangon agree that food ordering through the food delivery services is very convenient to them. Moreover, consumers perceive online food delivery services have good quality of internet signals, network coverage and provide prompt services to customers. The attribute of ease of use is an important aspect in online food ordering through the internet. Consumers agree to use simple applications that will be helpful them to purchase things through online food ordering. Consumers are pleased to see the detail information of food ordering process easily through the internet.

Trustworthiness is also an important aspect in food ordering through online. It is found that consumers in Yangon have confident to apply the quality of the services of food delivery. Thus, trustworthiness is one of the attributes that positively influence on consumer perceived value. Most of the consumers are interested in price saving activities and people enjoy that online food ordering through the food delivery services on price advantages programs to them. Consumers are pleased to have the ability to compare prices (delivery fees, food items) in different food delivery services. Price is positively influenced on consumer perceived value.

For time saving, consumers believe that online food ordering and purchasing takes lesser time to purchase than the traditional food purchasing to the restaurants. It is found that consumers have not accepted to spend much time on food purchasing process. Moreover, food ordering through the food delivery service is flexible and avoid from crowded place especially in pandemic situation. For these reasons, time saving is positively influenced on consumer perceived value while food ordering through the food delivery services.

Mostly people enjoy seeing the various foods and restaurants mentioned on the pages of the online food delivery services through the internet. They are pleased to select and filter their choices on the categories of food varieties and listed cuisine. Not only the specifications of the food items, but also prices and restaurants can be compared and contrasted in online food ordering. Various foods listed and mentioned on the pages of food delivery services is very attractive to consumers. As the mention of above points, these six attributes (convenience, ease of use, trustworthiness, price, time saving orientation and various food choices) significantly influence on consumer perceived value.

The standardized coefficient (Beta) of convenience attribute has the largest value among the explanatory variables indicating that convenience attribute has the greatest contribution to the effect on consumer perceived value and followed by various food choices as second contribution to the effect on consumer perceived value. Convenience is the most attractive attribute to the consumers. Consumers like food ordering if they have convenient to get smooth food ordering process on using the food delivery services and prompt services from the service providers. Wide network coverage, good quality of internet signals and smooth delivery process are very convenient to use online food delivery services to get more perceived value to consumers. Therefore convenience attribute has the largest contribution to enhance consumer perceived value. Consumers like various food varieties and restaurants mentioned on pages of food delivery services. They are satisfied to select and filter their choices on the categories of food varieties and listed cuisines from their likely restaurants. They also preferred nearby restaurants lists that mentioned on pages of food delivery services. The more food menus and restaurants lists available on food delivery services, the more food choices and using the food delivery services by consumers that intend to get more perceived value of consumers on

food delivery services. Therefore various food choices attribute is followed as second contribution to the effect on consumer perceived value.

4.2 Analysis on the Effect of Consumer Perceived Value on Consumer Attitude

In this section, the effect of consumer perceived value on consumer attitude is analyzed based on the conceptual framework. The mean values of each statement which were asked by using Likert Scale questions were analyzed in the following sub-sections.

4.2.1 Consumer Attitude

Table (4.9) presents the mean values of the effects of consumer attitude with six statements using by Likert Scale questions to measure the relative strength of consumer attitude.

Table (4.9) Consumer Attitude

SN	Description	Mean	Standard Deviation
1	Desire to use the food delivery applications.	3.78	0.71
2	Strongly in favor of ordering food through the application	3.54	0.83
3	Purchasing food through food delivery services useful.	3.77	0.76
4	Food delivery services web pages clear and understandable.	3.85	0.77
5	Satisfied to use food delivery applications process.	3.90	0.75
6	Try to order various foods by using food delivery applications.	3.78	0.84
	Overall mean	3.77	

Source: Survey Data, (2021)

According to their mean values of the statements, the respondents showed that they agreed on the statements. The respondents have positive attitude on online food purchasing with the overall mean value (3.77). People feel that online food purchasing

through the food delivery services make them easy. They also have fun with food ordering, food delivery service web pages are understandable and they believe that online food ordering and purchasing is very useful and helpful to them. Mostly respondents are satisfied to use the food delivery service process while food ordering through the internet.

4.2.2 The Effect of Consumer Perceived Value on Consumer Attitude

In order to analyze the effect of consumer perceived value on their attitude, Linear Regression Model is used to examine the findings of survey collected from the respondents. The analysis of the effect of consumer perceived value on their attitude is shown in Table (4.10).

Table (4.10) The Effect of Consumer Perceived Value on Consumer Attitude

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	0.291	0.183		1.595	0.112
Perceived value	0.879***	0.046	0.746	19.199	0.000
R square	0.556				
Adjusted R square	0.555				
F-value	368.597***				
Durbin-Watson	1.528				

Source: Survey Data, (2021)

*, **, ***: Indicate statistical significance at the 10% level, 5% level and 1% level

According to the result, R^2 (proportion of the variance in the dependent variable accounted by model) is 0.556 and adjusted R^2 is 0.555. Thus the model has accounted for 55% of the variance in consumer attitude can be explained by consumer perceived value on using of food delivery services. F- value (the overall significance of the model) is highly significant at 1% level. Durbin-Watson statistic value (1.528) is between 1.5 and 2.5 (relatively normal). Table (4.10) indicates that the effect of consumer perceived value on consumer attitude is statistically significant at 1% level as its significant value is 0.000. Moreover, it is stated that the effect of these two variables is strongly correlated.

The analysis results show that respondents in Yangon have positive attitude on food delivery services while food ordering and purchasing. Consumers have good experience and received value added on food delivery services. This benefit to positive attitude to consumers. They have experience and accept that they also have fun with online food ordering by food delivery services and they believe that services are very helpful to them. Consumers are accepted and satisfied to use food delivery services. They are strongly in favor of ordering food through the food delivery services. These are the reasons of why consumer perceived value positively affect their attitude.

4.3 Analysis on the Effect of Consumer Attitude on Re-use Intention

In this section, the effect of consumer attitude on consumer re-use intention is analyzed. The mean value of each statement which were asked by using Likert Scale questions were analyzed in the following sub-sections.

4.3.1 Re-use Intention

Table (4.11) presents the mean values of consumer re-use intention with five statements using by Likert Scale questions to measure the relative strength of re-use intention.

Table (4.11) Re-use Intention

SN	Description	Mean	Standard Deviation
1	Use the food delivery applications in the future.	3.96	1.85
2	To order food through the delivery application.	3.94	0.73
3	Use food delivery applications more often.	3.82	0.78
4	Food delivery service that used is first choice.	3.91	0.79
5	Recommend friends and family about the application and services.	4.00	0.78
	Overall mean	3.93	

Source: Survey Data, (2021)

The overall mean value (3.93) of re-use intention suggested that the respondents have positive re-use intention on using food delivery services while food ordering. All the statements were positively agreed by the respondents as the mean values of each statement are more than three. They are prone to purchase online through food delivery services again whenever appropriate in the future. Moreover, they are willing to suggest others including friends and family to use food delivery services in the future.

4.3.2 The Effect of Consumer Attitude on Re-use Intention

In order to analyze the effect of consumer attitude on re-use intention, Linear Regression Model is used to investigate the findings of survey collected from the respondents. The analysis of the effect of consumer attitude on re-use intention is shown in Table (4.12).

Table (4.12) The Effect of Consumer Attitude on Re-use Intention

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	1.305	0.190		6.883	0.000
Attitude	0.695***	0.050	0.633	14.008	0.000
R square	0.400				
Adjusted R square	0.398				
F-value	196.219***				
Durbin-Watson	1.743				

Source: Survey Data, (2021)

*, **, ***: Indicate statistical significance at the 10% level, 5% level and 1% level

According to the result, since adjusted R^2 is 0.398, the model has accounted for 39.8% of the variance in in re-use intention can be explained by consumer attitude on using food delivery services while food ordering and purchasing. F- value (the overall significance of the model) is highly significant at 1% level. Durbin-Watson value (1.743) is between 1.5 and 2.5, and close to 2, indicating that there is no auto correlation in the

sample. Table (4.12) indicates that the effect of consumer attitude on re-use intention is statistically significant at 1% level as its significant value is 0.000. Moreover, it is stated that the effects of these two variables is strongly correlated.

The analysis results show that consumers in Yangon have positive attitude on food delivery services. Consumers intend to re-use or repurchase once they have positive attitude. They have intended to repurchase in the near future and whenever appropriate to order foods from restaurants through the food delivery services again. They also want to share the benefits to others and thus, they have also intended to suggest others including their family members and friends while food ordering through the food delivery services. These are the reasons of why consumer attitude has positively effect on the consumer re-use intention.

CHAPTER 5

CONCLUSION

Based on data analysis from chapter three and chapter four, this chapter comprises of three main sections. They are findings and discussions, suggestions and recommendations and needs for further study. In the first section, findings of descriptive and regression analysis are summarized. Relating second section, suggestions and recommendations that food delivery service providers should focus to achieve high consumer perceived value and positive attitude. The Last section presents what further study should focus on.

5.1 Findings and Discussions

This study found that the attributes of convenience, ease of use, time saving and various food choices have high mean values and followed by trustworthiness and price have good mean values also. These are important to get consumer perceived value on food delivery services attributes. It can be said that food delivery service providers are more convince on these attributes. In convenience attribute, consumers perceive that online food delivery services have wide network coverage. Wide network coverage and good quality of internet signals are very important to get more pay attention for using the food delivery services. In ease of use, consumers agree that online food delivery services are well organized, make easy and upgraded technology. They also perceive that applications are easy to use and helpful them. In trustworthiness, consumers have confident on using the online food delivery services make helpful their needs for food ordering and purchasing. So it is important to get trustworthiness from consumers for applying useful food delivery services.

This study also found that price efficient such as price saving promotional activities are motivating factors for enhancing consumer perceived value. Consumers agree that they have price benefits and enjoy launching the loyalty program. They also agree to buy the foods from their likely restaurants through the online food delivery services. In time saving, study found that time is also an influencing attribute on food purchasing process. The consumers want to save their time on food purchasing by food

delivery services. Nowadays, some people in Yangon have some restrictions when it comes to buying food or something as it takes some time due to heavy traffic, even not during rush hours. Consumers also preferred to mention food varieties and restaurants listed on the pages of food delivery services together with prices and their promotions. They are satisfied to select and filter their choices on the categories of food varieties and listed cuisines from their likely restaurants. These benefits enhance to get more perceived value of consumers on using food delivery services.

Moreover, consumer perceived value, attitude and re-use intention also have high mean values according to result of analysis. Regarding to mean value of consumer perceived value, consumers have perceived that food ordering through the food delivery services make helpful to them. And consumers also accepted that their life-style is compatible with using food delivery services if they have desired to purchase foods and cuisines through online. According to mean value of consumer attitude, consumers have fun with online food ordering, food delivery services webpages are understandable. And they also believe that online food ordering through the food delivery service is very useful and helpful them. Consumers are satisfied on using the food delivery services for food ordering and purchasing. Regarding to overall mean value of consumer re-use intention, consumers are prone to purchase food online through the food delivery services again whenever appropriate in the future. Moreover they are willing to suggest others to use food delivery services in the future.

For the first objective of analyzing on the influence of food delivery applications attributes on consumer perceived value, the study found that the attributes related with food delivery services such as convenience, ease of use, trustworthiness, price, time saving and various food choices have positively significant effect on the consumer perceived value. Among these attributes, convenience, ease of use, trustworthiness and various food choices are found to be the most influencing factors in enhancing consumer perceived value. Therefore, consumers in Yangon have become more and more interested in ordering food through the food delivery services. They have preferred online food purchasing through the food delivery services rather than traditional purchasing.

For the second objective of examining the effect of consumer perceived value on consumer attitude towards food delivery services, the study also found that consumer perceived value has positively significant effect on consumer attitude. If consumers perceive that they receive value added food delivery services, they will impress these

service providers. This will lead to create positive attitude of consumers. The more consumers perceived value, the more consumer attitude will be enhanced. One of the main goals of food delivery services in a highly competitive industry is to get more positive consumer attitude.

For the third objective of investigating the effect of consumer attitude on consumer re-use intention towards food delivery services, the study also found that consumer attitude has positively significant effect on re-use intention. Consumers also agree to share the experiences of using the food delivery services for food ordering to others. These intentions are based on consumer positive attitude. Consumers intended to re-use online food delivery services in the near future.

Therefore, it can be concluded that the attributes associated with food delivery services such as convenience, ease of use, trustworthiness, price, time saving and various food choices have positively influence on consumer perceived value, consumer perceived value has the positively effect on consumer attitude and also consumer attitude has the positively effect on re-use intention towards food delivery services.

5.2 Suggestions and Recommendations

According to the findings mentioned above, food ordering and purchasing through the food delivery services has more practices among consumers in Yangon. Understanding consumers' needs for food purchasing through online has become challenges for services providers. Specifically, understanding consumer perceived value and their attitude on food delivery services, making improvement in the factors that influence consumers to purchase food through online. And working on the factors affecting the consumers to purchase food online will definitely help the service providers to gain the competitive edge each other.

Regarding to convenience attribute, most of the consumers have convenient to use food delivery services for food purchasing. For getting more convenience for food ordering, food delivery service providers should try to get more coverage areas for food delivery and need to extend to nearby available restaurants for consumers. In ease of use, applications setting of requirements in filter options are needed to provide clear and easy to use. Service providers need more aware to make the applications designs wise and easy to find the requirements in filter options that make helpful and understanding to

consumers on using the online food delivery services. Food delivery applications are easy to use and should avoid complicated for consumers.

Trustworthiness is important to achieve more perceived value of consumers. Provide the reliable information is also important to get more consumer awareness on the food delivery services. Service providers need to support clear information in applications. To achieve more consumers' trustworthiness, service providers need to increase their brand reputation. Companies' reputation is associated with the services that companies provided. Moreover, Food delivery service companies should provide very easy, useful and helpful applications to some extent to online food ordering so that their services can be more trusted by the consumers. It shows that service providers care their customers and this, in turn, will increase consumers' trust towards the services and the company.

Regarding to price attribute, if consumers have not received more price benefits on using food delivery services, they will get chance to use another compatible food delivery service. Now these days, all of the food delivery services are very competitive. Service providers should provide price advantages program that contain delivery free, loyalty program, coupons, cash back, special campaigns and reward activities. Therefore consumers will be more interested on using the services frequently for food purchasing. In time saving, consumers agree that food delivery services exhibit time taken for food delivery but some food delivery services take more time than they noticed. Services providers should mention specific time taken that announced together with food menus. They should carefully manage and follow time taken process to related restaurants and delivery riders. For various food choices, mostly food delivery services show various menus lists by categories. Services providers should maintain this condition and provide updated information on pages of the food delivery services.

Moreover, positive significant attributes such as convenience, ease of use, trustworthiness, price, time saving orientation and various food choices are contributed to get more perceived value of consumers. Food delivery service providers should focus and enhance on these attributes to increase consumer perceived value. Among these attributes, convenience, ease of use and various food choices have high mean values and positive significant effect. Food delivery service providers should maintain on these conditions to get more perceived value and attitude on food delivery services. As above suggestions, food delivery service providers should focus and enhance the attributes to increase

consumer perceived value and benefit to consumer attitude that will enhance to re-use intention towards the food delivery services.

5.3 Needs for Further Study

This study has considered the influence of food delivery application attributes on consumer perceived value in Yangon area. New and enhance features and functions of the information technology improve every year. The food delivery service providers will, therefore, continue to upgrade their systems and their services. The service providers of food delivery business will be benefited by knowing the driving forces and using upgrade technology which make consumers decisive after having the intention. The study will be a great benefit to online business people through the internet and other interested parties who would like to have knowledge about food delivery services for food ordering process and understand the consumer behavior.

This study has considered only for consumer behavior on food delivery services. Further study will be considered the comparisons between the effects of the food delivery service customers and direct food purchasers at restaurants. Moreover, the study will also extend to the other main cities for further research and new knowledge in the influencing attributes rather than Yangon. During the pandemic situation, it was very difficult to collect data so further study should be extending to get more data sources widely in future.

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APPENDICES

APPENDIX I

THE EFFECT OF FOOD DELIVERY APPLICATION ATTRIBUTES ON CONSUMER PERCEIVED VALUE AND ATTITUDE IN YANGON”

I am an MBA candidate from Yangon University of Economics. This study is the partial fulfillment of the requirements for the degree “Masters of Business Administration”. You are kindly requested to participate this survey. It will take about 5 to 10 minutes to complete answering the questions. Your response will be completely anonymous and confidential, and sought exclusively for the completion of my MBA research paper. It is assured that the data will be combined and analyzed as a whole, and no individual data will be reported. Thank you very much for your kind participation.

(These questionnaires will be used for research purpose only and may not be used in other purpose)

Please tick the appropriate box.

Part 1: Demographic Background

1. Gender

Male

Female

2. Age

< 20

21- 30

31 – 40

41 -50

51 -60

>60

3. Education

High School Under Graduate Graduated

4. Occupation

Government Staff Company Employee Own business
 Students General Workers Dependent
 Others

5. Monthly Income

<input type="checkbox"/> <100000 kyats	<input type="checkbox"/> 100001-300000 kyats
<input type="checkbox"/> 300001-500000 kyats	<input type="checkbox"/> 500001-700000 kyats
<input type="checkbox"/> 700001-1000000 kyats	<input type="checkbox"/> >1000000 kyats

Part 2: Analysis of Consumer Perceived Value, Attitude and Re-use Intention of Consumer towards Food Delivery Applications

Instruction: Please indicate the degree of your agreement or disagreement with each statement by marking (X) in the box provided below: -

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

Convenience	1	2	3	4	5
Using the food delivery applications convenient for me.					
Application has wide range of network coverage.					
Application show good quality of signals.					
Food delivery applications fastly connect in normal internet condition.					
The food delivery applications would allow me to order food any place.					
Food delivery applications that I choose provides good services and smooth process.					
Service provider has prompt service to customer s' requirement.					
Service provider that I prefer has a great deal of personal meaning.					
Ease of Use	1	2	3	4	5
I feel the food delivery applications are well organized and easy to find via the internet/ play store.					
I like the feature to track order progress (order accepted/prepared/picked up) via a food delivery					

applications.					
The filter options (e.g., type of cuisine, estimated delivery time) are helpful to me.					
Food delivery applications provide photos and reviews of food items, which help me to finalize the menu.					
It is very useful the way restaurants are listed cuisine wise on food delivery applications.					
Using food delivery applications, services and transactions would be easy for me.					
Trustworthiness	1	2	3	4	5
I trust the food delivery applications.					
I felt secure in ordering food through the food delivery applications.					
The information provided by the food delivery applications is reliable.					
I trust that using the food delivery applications is useful and helpful for me.					
I believe that food delivery applications are flexible to use.					
Food delivery application that I used is provided me to search for good restaurants and menus.					
Price	1	2	3	4	5
Food delivery application offer better value for my money than direct purchase to restaurants.					
I can save money by using prices of different online food delivery applications and their services					
I find that my usually practice only food delivery applications pay discount as special promotion frequently.					

I find that food delivery applications provide price advantages for customers.					
I enjoy offers in the form of coupons, cash-back and discounts on the food delivery applications.					
I enjoy loyalty programs launched by the food delivery applications.					
I can order food with a wide range of prices through the food delivery applications.					
Time Saving Orientation	1	2	3	4	5
I believe that using food delivery applications helps me accomplish things more quickly in the purchasing process.					
Food delivery applications transaction is advantageous for time saving.					
I find that I can save time by using food delivery applications in the purchasing process.					
I believe that using food delivery applications are very useful in the purchasing process.					
It is important for me that purchase of food is done as quickly as possible using food delivery applications.					
Various Food Choices					
I like the way the menu is appropriately categorized on food delivery applications.					
I like the way restaurants are listed area wise on food delivery applications.					
The food delivery applications offer a variety of food choices.					
I can offer food with range of prices (cheap or expensive) mentioned on the food delivery applications.					

Food varieties are well presented and worth for value paid through food delivery applications.					
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Consumer Perceived Value	1	2	3	4	5
The prices of the products and services available at food delivery applications					
I feel that I am getting good food products with a reasonable price when I use the food delivery applications					
Using the food delivery applications is worthy for me to devote my time and efforts					
Compared with conventional food purchasing ways, it is wise to use the food delivery applications					
I have accepted that my used food delivery applications design is concise and easy to understand					
The food delivery applications allow me to order food any time					
I am satisfied with the way that mobile food order applications have carried out transactions					
I am generally pleased with mobile food order application that provides useful and relevant information.					
Consumer Attitude	1	2	3	4	5
I desire to use the delivery application when I purchase food					
I am strongly in favor of ordering food through the delivery application					
Purchasing food through food delivery services is good and useful for me					
I find interaction through food delivery services					

web pages clear and understandable.					
I am satisfied to use food delivery applications process when I order food					
I often try many kinds of food by using online food delivery applications.					
Consumer Re- Use Intention	1	2	3	4	5
I intend to use the food delivery applications in the future					
If I have an opportunity, I will order food through the delivery application					
I will use food delivery applications more often for online food purchases					
Food delivery service that I used is my first choice when need to order food in future					
I intend to recommend friends and family about the application and services					

APPENDIX II

Regression Analysis Model 1: The Effect of Food Delivery Application Attributes on Consumer Perceived Value

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.869 ^a	.755	.750	.26554	1.928

a. Predictors: (Constant), food mean, price mean, convenience mean, time mean, trust mean, ease mean

b. Dependent Variable: value mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.681	6	10.447	148.162	.000 ^b
Residual	20.377	289	.071		
Total	83.058	295			

a. Dependent Variable: value mean

b. Predictors: (Constant), food mean, price mean, convenience mean, time mean, trust mean, ease mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.101	.137		-.733	.464		
convenience mean	.309	.043	.319	7.259	.000	.438	2.281
ease mean	.152	.045	.154	3.356	.001	.405	2.467
trust mean	.106	.038	.118	2.755	.006	.463	2.161
price mean	.066	.033	.078	1.994	.047	.555	1.801
time mean	.084	.040	.091	2.081	.038	.444	2.254
food mean	.289	.046	.291	6.304	.000	.397	2.518

a. Dependent Variable: value mean

Regression Analysis Model 2: The Effect of Consumer Perceived Value on Consumer Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.746 ^a	.556	.555	.41714	1.528

a. Predictors: (Constant), value mean

b. Dependent Variable: attitude mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	64.137	1	64.137	368.597	.000 ^b
Residual	51.157	294	.174		
Total	115.294	295			

a. Dependent Variable: attitude mean

c. Predictors: (Constant), value mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.291	.183		1.595	.112		
value mean	.879	.046	.746	19.199	.000	1.000	1.000

a. Dependent Variable: attitude mean

Regression Analysis Model 3: The Effect of Consumer Attitude on Consumer Re-use Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.633 ^a	.400	.398	.53298	1.743

a. Predictors: (Constant), attitude mean

b. Dependent Variable: intention mean

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	55.739	1	55.739	196.219	.000 ^b
Residual	83.516	294	.284		
Total	139.255	295			

a. Dependent Variable: intention mean

b. Predictors: (Constant), attitude mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.305	.190		6.883	.000		
Attitude mean	.695	.050	.633	14.008	.000	1.000	1.000

a. Dependent Variable: intention mean

APPENDIX III

Number of Employees (Delivery riders) of
Food Delivery Application Services in Yangon

No	Applications	Number of Employees (Delivery Riders)
1	Food Panda	700
2	Grab	150
3	Yangon door2door	100
4	Food Mall	80
5	Food2U	30
7	Hi-So Mall	25
6	Deliverink	25
8	Freshgora	20
	Total	1130

Source: Own Compilation, 2021