

The rise of online food delivery culture during the COVID-19 pandemic: an analysis of intention and its associated risk

ABSTRACT

Purpose – This study aims to understand consumer behaviour in the context of online food delivery (OFD), especially given the mandatory lockdown imposed in some countries that have modified the behaviour of consumers. Using model goal-directed behaviour (MGB), this study was conducted to investigate consumer perceived risk on the use of OFD services.

Design/methodology/approach – Responses of food delivery services users were collected online throughout April 2020 to understand their risk profile and behaviour. A total of 339 responses were collected and subsequently analysed using partial least square (PLS). Both measurement and structural model were evaluated to ensure that the structural equation modelling (SEM) is valid.

Findings – The results revealed that attitude (ATT), subjective norm (SN), positive anticipated emotion (PAE) and negative anticipated emotion (NAE) and perceived behavioural control (PBC) significantly influenced users' desire. It was also found that PBC significantly influenced users' intention. The empirical result suggests that performance, privacy, financial, physical and the risk of contracting COVID-19 negatively influenced users' desire. In contrast, only physical and the risk of contracting COVID-19 negatively influenced users' intention to use OFD services.

Practical implications – These findings provide OFD service providers and scholars with significant insights into what compels urbanites to adopt OFD services amid a health pandemic. It also allows OFD companies to realign their operation in addressing these concerns and changes in consumer behaviour.

Originality/value – Against the backdrop of the pandemic, this study provides insights for OFD providers in developing new strategies and approaches for business development and consumer retention in a postpandemic world.