

MASTER OF BUSINESS ADMINISTRATION

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Student's Declaration	<p>I certify that this assignment is my own work and where materials have been used from published sources, they have been properly acknowledged. I understand I will receive a mark of 0% for this assignment and may receive further penalties if the content is found to be plagiarised.</p> <p>Signed: <u> <i>Josiah Zhang Xing Shi</i> </u></p> <p>Date: <u> 20th April 2020 </u></p>		

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Chapter 1 : Introduction

1.0 Overview

This chapter outlines the research background, problem statement, research questions, research objectives, assumptions and research significance. Identify consumer needs, choose purchase motivations, choose and implement purchase plans, evaluate and more. Analyze and study the influencing factors of customers' online ordering, so as to better meet the needs of customers.

1.1 Background

Online to Offline (O2O) is a new consumption model that has emerged with the development of the Internet in recent years, and has gradually grown and developed in the "Internet +". Catering food delivery is the main battlefield of O2O (Gupta, 2015). Major Internet companies have joined in one after another. After fierce competition, the O2O market structure of dining food delivery has gradually become clear. Grab, Panda, and Hungry take over 90% of the market (Fan, 2020).

With the development of the Internet, people are pursuing higher quality and higher convenience (Salehi, 2012). Takeaway food in the context of the Internet is a new economic model that has impacted people's lives. Convenience and time savings are why people choose to deliver (Goldsmith and Goldsmith, 2017). It has a great market demand for takeout. If a company wants to gain a firm foothold in the food delivery market and gain more market share, it needs to establish a closed customer base and increase customer awareness of the takeaway brand to develop customer brand loyalty.

HUNGRY is an emerging third-party online food ordering platform, and has been actively working to promote the digitalization process of the takeaway industry. It not only provides convenience to consumers' lives, but also helps restaurants solve a series of problems. "HUNGRY" was founded in March 2018 (HUNGRY, 2020).

The company took the lead in proposing new concepts that not only attached importance to consumers, but also paid attention to cooperative restaurants. It created a platform that facilitates communication between consumers and restaurants, thereby promoting the rapid development of the catering industry (HUNGRY, 2020). HUNGRY software is embedded in the mobile terminal, and it is important for people to realize that food ordering services are available anytime, anywhere. The platform develops the corresponding link software, which enables users to order food even without downloading the application.

In a highly competitive market environment, customers are always ranked first. However, winning the favor of customers is the foundation of the enterprise's survival and development. Nowadays, online food ordering has become everyone's life habit, and the catering industry is also the core of life services. Therefore, the demand for online food ordering has also increased (Goldsmith and Goldsmith, 2017). In today's society, economic and cultural development, people pay more and more attention to food quality and other issues. A good dining environment and healthy food can increase consumers' purchase intention, while increasing and improving customer satisfaction.

The demand for catering and food delivery is huge. In the food delivery industry, the number of food delivery companies is also increasing. In this industry with huge potential, the first problem that the company needs to solve is how to stabilize the market among many companies. By improving the quality of

catering, paying attention to the experience of consumers, and gaining more customers' willingness to purchase, so as to achieve customer satisfaction. Satisfaction refers to the psychological state of consumers after consumption, and achieves the desired target result. It is also an evaluation of the products and services themselves. Satisfaction is also an ever-changing target standard, as far as possible to meet the satisfaction needs of all consumers (Hasslinger, 2017).

This article starts from the perspective of the customer, the customer's user experience through specific analysis, in order to get more customers, improve customer willingness to purchase. This article puts forward some suggestions and opinions on how to improve customers' purchase intention.

1.2 Problem Statement

At present, the demand of consumers in the online order food market is constantly increasing. The author analyzes and researches HUNGRY to explore what are the main factors that affect customers' online ordering. This is a consumer decision-making process, which includes clarifying consumers' needs, consumers' motives for purchasing products, choosing, implementing purchasing plans and evaluating products.

The economy of online food delivery industry has disrupted many traditional markets. The Indian food market size was around Rs. 23 trillion in 2014. It is expected to reach Rs. 42 trillion by 2020 reports Boston Consulting Group (Nurasa, 2015). There are many international, national and local players in the market. They receive orders through online, phone or mobile app. deliver food in 15 - 45 minutes or in 1 - 3 days against advance booking; receive payment by online, cheque, cash or wallet. Other features are like daily, weekly and monthly packages, bulk, party or corporate orders and customised menu. Foodpanda,

Swiggy, UberEats and Zomato are a few major players in food delivery. Competitors of UberEats- Deliveroo and Amazon are producing food themselves (Kalia, Kaur and Singh, 2018). In Foodpanda, one can view ratings and reviews before ordering food from restaurants, which wipes out restaurants that do not deliver on time (Wellton, Jonsson and Walter et al., 2017).

Online food delivery business is taking shapes in the market and changing the life style of people (Hasslinger, 2017). The online food delivery companies evolve with innovative concepts to meet the changing customer expectations. The benefits offered to customers and restaurants ensure the sustainability of online food delivery business and grab the attention of investors and entrepreneurs. They need to have certain features baked right and take care of various technical and marketing aspects to ensure that the business is successful.

Based on this research, it has been found that food delivery services have become a mainstream trend, and restaurants have increased their competitiveness in the industry. In the delivery service, fast delivery service, excellent service attitude, and low cost have been favored by customers, reflecting the development advantages in the delivery industry.

1.3 Research Question

Online shopping has brought broad prospects for college students. Food delivery poses a huge challenge to the school restaurant, and it also has a huge test for external sales. Based on the response of customer's "HUNGRY" online ordering, Further study on the impact of food delivery on customers' consumer demand.

RQ 1: Is there any relationship between delivery fee and customers' willingness to purchase through online food delivery?

RQ 2: Is there any relationship between quality of the delivery and customers' willingness to purchase through online food delivery?

RQ 3: Is there any relationship between convenience and customers' willingness to purchase through online food delivery?

1.4 Research Objective

In the development of e-commerce, online food ordering business is an extended part of e-commerce, which is also an important way for the restaurant industry to participate in e-commerce. The research can be used to maximize consumers' willingness to order online and further optimize the business industry. By studying consumers' willingness to purchase online orders, the main factors affecting consumers' online orders are obtained. Improve the online ordering system to meet the needs of more consumers.

RO1: To investigate the relationship between delivery fee and customers' willingness to purchase through online food delivery.

RO2: To investigate the relationship between quality of the delivery and customers' willingness to purchase through online food delivery.

RO3: To investigate the relationship between convenience and customers' willingness to purchase through online food delivery.

1.5 Significant of the Study

The continuous innovation of the online food ordering system has led to fierce competition. Only by grasping the important factors affecting the industry and the market response and consumer feedback can it continue to expand. From the perspective of consumers, this study explores the factors that influence

consumers' choice of ordering food online from the perspective of consumers, so as to provide effective suggestions to get more customers.

With the development of e-commerce, online food ordering has gradually become a daily choice for some consumers. In order to save time, some college students have placed orders online through their mobile phones, which has suddenly become a trend. By studying and discussing students' reactions to the online menu system, and understanding the impact of the online menu system on consumers and related factors (including positive and negative correlation factors), it is important for the improvement of online ordering systems and the management services of businesses relationship.

This thesis research uses three hypotheses to test and formulate conceptual models respectively. The next chapter will mainly introduce relevant conceptual models and literature reviews related to hypothetical determinants, and provide theoretical support based on relevant research reports to show the significance of practice.

1.6 Operational Definitions

Table 1 illustrates the information related to the variables in this research study.

Key Terms	Definitions	Citation
Food Delivery	The general understanding is the delivery of fast food, and everything that provides out-of-home services and goods can be said to be food delivery.	Yeo, Goh and Rezaei (2017)
Purchase	The willingness of an individual to purchase	Zarrad and

Intention	a specific product or services.	Debabi (2015)
Purchasing Behaviour	Consumers' behavioral preferences, choice attitudes and decision-making behaviors in the purchasing activities.	Wang, Liu and Cheng (2018)
Delivery Fee	Restaurants charge delivery fees to offset the costs of delivering food from their kitchens to your office.	Pigatto, Machado and Santos et al. (2017)
Quality of the Delivery	To provide researchers with an overview of the service quality and delivery domain. Including delivery time, product packaging, customer services.	Zendehdel, Paim and Osman (2015)
Convenience	Convenience refers to a category that satisfies consumers' purchase at any time and has the convenience of enhancing consumers to engage in an activity.	Roh and Park (2019)

Table 1: The definitions of related terminology for this research.

1.7 Scope of the Study

This report through the delivery fee, Quality of the Delivery and convenience. These three aspects study the main factors that affect customers' willingness to purchase. Based on HUNGRY food delivery, through the analysis method of questionnaire analysis, explore and summarize what are the main factors that affect customers' willingness to order food online, and make relevant suggestions to increase the number of users.

Chapter 2 : Literature Review

2.0 Overview

In this chapter, the author uses relevant definitions and references to study consumers' willingness to purchase online orders and its influencing factors in the context of Malaysia. The study will focus on exploring internal, external and product attribute factors, and thus explore the main factors that affect consumers ordering food online.

2.1 Food Delivery

Food delivery is an in-depth application of the Internet (Akhlaq and Ahmed, 2014). Online ordering The online ordering form allows users to easily and effortlessly stay at home for their meals and food (meals, dishes, box meals, drinks, etc.) on the Internet (KPMG, 2017) With the rise of the Internet, ordering food online has gradually become a trend. There are many forms of online ordering services in Malaysia, including online ordering, online payment, cash on delivery, etc. In new forms, the application model of e-commerce has been redeveloped (Al Derby, Akroush and Ashouri, 2015). As an emerging online shopping method, online food ordering is convenient for consumers, on the one hand, and expands the traditional catering industry to other business scope (Almoussa, 2011) .

At present, the online food ordering business is in the formative stage, and not many from the number of websites (Lee, Ariff and Shoki et al., 2016). Some small and medium-sized restaurants have just joined the online business. From the online order performance, it can be seen that the consumer groups are mainly company employees and student groups (Al-Debei, Akroush and Ashouri, 2015). The catering industry has the largest market and is more suitable for e-commerce. The catering industry is mainly SMEs. Most bosses hope to reduce

costs and increase profits through e-commerce (Banerjee, 2017). E-commerce is essentially a service economy, and personalized services can be formulated in a flexible way (Zhang, Tan and Xu et al., 2012). The future development of online food ordering focuses on online sales in the food and beverage industry and integrates user channel advantages.

Groupon in the United States is the originator of group buying websites. Other takeaway and group buying websites are imitating Groupon and quickly developed and expanded. Wang, Liu and Cheng (2018) first started to study the behaviour of group buying consumption. (Arshad, Zafar and Fatima et al. (2015) proposed three factors that affect the form of online group buying. Since then, a large amount of literature about takeaway and group buying has appeared (Wong, 2015). According to different research directions, the behaviour of online group buying consumers, the online group buying auction mechanism and auction strategy, and online group buying (Al-Debei et al., 2015).

Mode characteristics These aspects summarize the recent relevant literature and put forward the recent progress on the research content and method of online group buying. Li (2015) used the US group as an example to study the development status of China's catering group purchase in the context of "Internet +" and analyze the current problems. Xiao and Yi (2019) analyzed the formation of four factors that affect college students' online ordering behaviour based on the joint analysis method. At this stage, businesses can formulate evening marketing strategies from the perspectives of market classification, pricing strategies, product diversification, and food delivery services (Almoussa, 2011).

2.2 Customers' willingness to purchase through online food delivery

The willingness to purchase is the probability that consumers are willing to take a particular purchase (Chaudhuri, Micu and Micu, 2017). It is generally believed that the consumer's attitude towards a certain product or brand, combined with the effects of external factors, constitutes the consumer's willingness to buy (Al-Debei et al., 2015). The willingness to buy can be considered as the consumer's tendency to choose a specific product, and it can be confirmed as a predictive consumer behaviour (Hoeksma, Gerritzen and Lokhorst et al., 2017). Through research on consumer purchases, companies can master the rules of purchase willingness, thereby formulating effective marketing strategies and achieving corporate marketing goals.

Consumer willingness to buy is a branch of consumer behaviour science which focus is to consider consumer willingness to buy from four major factors, namely input variables, external factors, internal processes, output factors (Wu, Xiong and An et al., 2017). In four aspects, investment factors and external factors are stimuli for purchase, which are able to evoke and form motivation, provides information on various options, and influences the purchaser's internal factors like mental activity (Wu et al., 2017).

According to previous surveys and studies, customers are affected by new stimuli or past purchase experience. When consumers need to make new purchases, a series of reactions and a series of determinants are formed during product selection. How to choose evaluation criteria and intentions interacts with plans and factors to produce a certain decision attitude (Xiao and Yi, 2019). This attitude is combined with other factors (such as restrictions on purchase intentions) to ultimately produce purchase behaviors and obtain purchase results. Relevant factors that affect consumers' purchase intentions include price, safety,

and selectivity (AlMana and Mirza, 2013).

By studying consumers' purchase intentions and factors that affect consumer behavior, the company can clearly understand the customer's purchase intentions, thereby formulating effective marketing strategies to achieve the company's future development goals (Wu et al., 2017). Three points are the most important in food delivery (Wu et al., 2017). First of all, the price determines the purchase conditions of consumers. The differences in personal dining habits, income, and preferences affect consumers' purchasing decisions. The higher the average monthly food consumption level, the greater the chance of choosing an online meal order. Secondly, food quality and safety issues, whether the products provided by the merchant are consistent with the pictures, and taste and quality issues will affect whether customers choose the frequency of ordering food online. Finally, more selectivity offers consumers more choices.

2.3 The Influencing Factors of Customer Purchase Intention

2.3.1 Delivery Fee

With the improvement of science and technology, our lives are becoming more and more convenient. Especially for those who are unwilling to go out, such things have happened in the takeaway industry in the past few years, and they have also thrived. If a person is tired from work, the person can order takeaway directly. You can receive your order from the takeaway brother for a while. When work overtime at night and It can to buy food and cook after work. Now I only need to order online to eat. Many people have become increasingly dependent on the food delivery (Banerjee, 2017). To this day, the food delivery can no doubt be cheaper in terms of distribution fees and convenience in order to gain public acceptance. The level of distribution costs determines the willingness of customers to choose.

Price is one of the biggest competitive advantages in the company's development. Cheap prices can win the favor of more customers. Most customers will consider the price of commodities. As a food delivery service, more consumers will want high-quality and low-priced food. Therefore, the price is very important to the marketing of customer purchase behavior, affecting customer purchase intention. Nowadays, more consumers will be attracted by low prices, low prices, and high-quality services have won more consumers' attention. Eventually, consumers are urged to complete their consumption behavior and deepen their purchase intentions.

Low prices and attractive preferential activities will attract consumers' attention, but the quality of products is also the focus of attention. These include product practicality, convenience, cost performance, etc. Therefore, when exploring new markets and pricing new products, the company should fully consider the various factors of the products to best meet the needs of different consumers.

The food distribution service marketing strategy is mainly related to the price advantage. The price advantage uses the platform's big data for statistical analysis, and differentiates the pricing behavior according to the consumption capacity of different regions. This means that the same product of the same company is priced differently in different regions (Akhlaq and Ahmed, 2014). For example, due to the limited cost of living of students and the relatively low consumption capacity near schools, the pricing of products around schools is also relatively low.

The first factor people consider when ordering food is price. Hungry has reached an agreement with the restaurant owner. For example, near the school, most of the order in the area is students, so the price of the product will also be

appropriately reduced to meet the needs of more student users. As a HUNGRY company, it will also appropriately subsidize the distribution costs to attract more users. In urban centers and prosperous urban areas, consumers' spending power is also higher, and the requirements for the quality of goods and services are also higher.

HUNGRY, when ordering in the distribution area, will ensure that the products are delivered to consumers in the shortest time. Differentiated pricing can meet the needs of different consumers in different regions. Therefore, HUNGRY can be applied to any consumer (Doolin and Dillon, 2016). The pricing management strategy has made HUNGRY develop rapidly and has a stable customer resource, so that consumers are used to using the Internet to order food. For consumers, to form a habit, they will have a loyal customer group for a period of time, when ordering takeaway, they will first choose HUNGRY company (Akhlaq and Ahmed, 2014).

2.3.2 Quality of the Delivery

In order to promote the standardized development of the takeaway distribution industry, the "Food delivery service specification" was formulated to enter the era of standardization. According to the regulations, the take-away distribution organization should have the qualifications of a corporate legal person, and the distribution boxes, distribution vehicles and helmets should also comply with relevant laws and regulations (Hsu, Chen and Kumar, 2018). Delivery personnel should be over 18 years of age and should not enter consumers' homes, collect tips or have other uncivilized behaviours.

The service quality of the product is to satisfy the customer's needs and obtain more customers' willingness to buy. The customer is the sponsor of the product.

In an e-commerce environment, distribution services and service quality are particularly important (Zehir and Narcikara, 2016). In the food delivery industry, there is an important relationship between the quality of online food ordering service products and customers' purchase intentions. If problems such as delays are encountered during delivery, they will have an impact on customers' future purchase intentions, thereby reducing consumers' purchase intentions (He, Han and Cheng et al., 2019).

In terms of customer service, Filieri, McLeay, Tsui and others. (2018) found that perceived customer service support is highly correlated with the likelihood of repurchase. Suzuki and Park (2018) further use the order effect theory to believe that users' satisfaction with the company's service attitude will have different behaviors. In terms of customer service evaluation, if a bad response is encountered, it will affect the next customer's purchase intention.

In addition, Hoeksma et al. (2017) also found that customer service quality has a great impact on overall online customer satisfaction. Many Internet customers are concerned about real-time, return and replacement issues and the speed with which customer service representatives respond to their queries (Pei, Wu and Dai, 2016). Finally, despite a lot of debate about the causal order between service quality and satisfaction, the study agrees with previous researchers (Chaudhuri, Micu, and Micu, 2017) that service quality is an important prerequisite for customers' willingness to buy.

2.3.3 Convenience

Payment system problems are fatal for consumers. Consumers have very low tolerance for system payment feedback and other issues. Consumers usually refuse to wait for a long time. For system web design, appearance, function and

loading time, etc., should improve the customer waiting time, the company should first consider saving customer transaction time. Otherwise, customers will hesitate to use the online payment system. At the same time, for the company's service personnel, it should also be considered first for customers, which will win the favor of more customers (Akhlaq and Ahmed, 2014) . Improve customer trust. In the process of product search, information quality, web design, security, and convenience play an important role in determining the customer's online system experience, and at the same time, it can also enhance customers' willingness to purchase.

Payment security is a matter of great concern to consumers. More people will worry about the leakage of their information and the loss of money. In terms of website privacy and security features, trust is a prerequisite (Liew and Tan, 2018). While providing convenience for customers, we should first provide customers with financial security, and we can use some third-party payment platforms to reduce customer worries and worries. Specifically, in many studies, the security and privacy of all electronic service providers have become paramount. The system adopts better business configuration, thereby improving customer satisfaction and increasing customers' purchase intention (Nihal and Vivek,2019).

2.4 Research Hypotheses

The hypotheses are developed to support the research study in determining the relationship between the independent variables and dependent variables, Research hypotheses are as below:

Hypothesis 1: There is a positive correlation between the delivery fee and customers' willingness to purchase through online food delivery.

Hypothesis 2: There is a positive correlation between the quality of the delivery and customers' willingness to purchase through online food delivery.

Hypothesis 3: There is a positive correlation between the convenience and customers' willingness to purchase through online food delivery.

2.5 Conceptual Framework

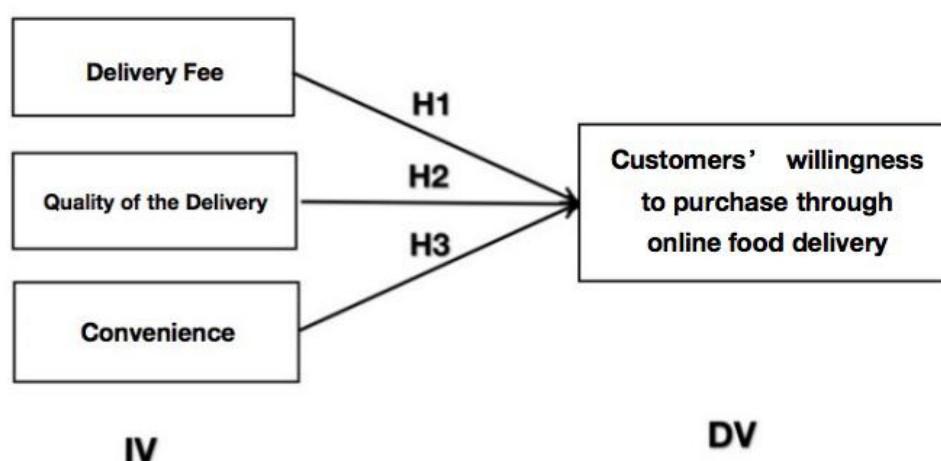


Diagram 1: Conceptual framework showing relationships of DV and IV.

2.6 Conclusion

This chapter details the literature review and presents and analyzes current issues. At the same time, through the study of the problem, it will promote the future development. The discussion based on past literature on the variables includes the independent variables of: delivery fee, quality of the delivery and convenience. The dependent variable of: consumer willingness online order food. This study was concentrated on consumers online order food, which influenced by internal, external and product attributes factors.

Chapter 3 : Research Methodology

3.1 Research Design

Based on the literature review, three main factors affecting customer willingness were identified, delivery fee, quality of the delivery, and convenience. The researchers analyze and formulate the research design in detail through effective, objective and accurate questions. This article analyzes it through quantitative research. Collect data by predicting the definitions, the researchers statistical data, test and test the data, determine specific variables, make assumptions, use metrics and theory to support or refute inference hypotheses (Kumar, 2011) .

3.2 Population

Demographic data refers to the total number of people interested in the incident and the total population under investigation. For population information, basic investigations are conducted for different genders, ages, average monthly income, educational background, and nationality. This research is aimed at ordering food online Of the consumers, the most populous are Malaysians. They have different backgrounds in terms of gender, age, income, nationality and religion.

3.3 Sampling and Size

After determining the study population, the method of non-probability samples is adopted due to convenience and feasibility. Random sampling is always difficult to achieve in any form of research. Most researchers are limited by funding, time, and manpower. It is almost impossible to use random sampling, which is often required to use non-probabilistic sampling techniques (Creswell

1994). The sampling design accurately defines the target population. This is a target group selection unit, so the sample of learning can be a fairly general result of the process for you to select the group. The survey used representatives from many cities and other cities. After the survey was completed, a preliminary survey was used, and the data scan of the questionnaire was used for subsequent analysis of the accuracy of the data (Abu, Schattner and Maza, 2016). It pointed out that for a target population of more than 2 million, the required sample size is 300 users.

3.4 Data Collection

There are many ways of data receipt, which can be through observation, interview and questionnaire survey. The questionnaire method is more suitable for research questions and objectives. More sample data can be obtained through effective and reasonable methods. During quantitative analysis, the collected data is used for analysis. The study used quantitative research methods (Sekaran and Bougie, 2009).

Use data collection to determine research results. Refer to the hypothetical model to measure and study the purchasing behavior of consumers. This date was considered a week from March 10, 2020 to March 17, 2020. Participants are free to answer the questionnaire during this period. Using the Google questionnaire website, through the Internet and the Smartphone APP (WeChat, Google, WhatsApp) conducts surveys and collects information.

3.5 Questionnaire Development

The questionnaire includes a total of 25 questions, of which the first five are basic information collection. Later, according to Likert scale type from strongly disagree, disagree, neutral, agree and strongly agree. Likert scale is based on

the assumption that each item on the scale has equal to attitudinal value (Kumar, 2011). The questionnaire information mainly comes from the research literature of different countries. In order to reduce the deviation of language problems, the survey uses Google documents to provide English version of the questionnaire. The questionnaire includes the conceptual framework of the study, research questions and assumptions.

Questionnaire consists of three parts, the first part is the foreword, describing the identity and purpose of the study researchers, so that researchers and respondents trust seriously the survey (Zhou, Dai and Zhang, 2007). In addition, the respondents knew a brief description of the questionnaire and answered the following questions. The second part is a demographic problem, including gender, education, age, income and religion. The third part is a measure of independent and dependent variables.

DV (5Q)	
1. I am willing to use "HUNGRY" for online ordering.	
2. I think HUNGRY is a great choice.	
3. I think it is convenient to order food online from HUNGRY.	
4. I am willing to purchase from "HUNGRY" online merchants because it is simple and, easy to understand.	
5. I think "HUNGRY" have lots of attractive promotions.	
IV- Delivery Fee (5Q)	
6. The delivery fee is satisfactory.	
7. Price is my main consideration when ordering food online.	
8. I prefer a discount on delivery fee when ordering food online.	
9. I am willing to pay higher delivery fees for more faster delivery.	

10. I am clear with the delivery fee incurred when ordering from Hungry.	
IV- Quality of the Delivery (5Q)	
11. I am satisfied with the food hygiene and safety.	
12. The food quality of "HUNGRY" online merchants is up to standard.	
13. I am satisfied with the timeliness of delivery.	
14. I am satisfied with the service attitude of the delivery staff.	
15. Other customer's reviews on the quality of delivery are important to me.	
IV- Convenience (5Q)	
16. "HUNGRY " online merchants have complete menu categories for me to choose easily.	
17. I am satisfied with the convenience of delivery.	
18. Ordering food online can save more time for me.	
19. It is convenient to make online payment when I order food online.	
20. It is convenient for me to order food online compared to eating outside.	

Table 2: Example of questionnaire parts.

3.6 Data Analysis

Data analysis is a statistical, logical analysis and assessed to process the data part of the data of a given inspection. On the basis of summarizing valuable information, researchers are easy to make conclusions and make recommendations to make decisions in practice. The following sections will present various data analysis techniques, including data encoding and data entry, data cleansing and screening, large-scale measurement and inference

analysis.

After the questionnaire is collected, the data coding method is to assign a number to the participants so that they can enter the database, and then use SPSS software for quantitative analysis. It can help researchers reduce a lot of information to the form, it can be easier to process, and the software program can be more efficient. After the data is encoded, you can enter them into the database. Data entry involves information collected through secondary or primary methods into the media for viewing and manipulation (Cooper and Schindler, 2011). 300 online questionnaires will be data analysis and input into SPSS software.

3.6.1 Data Coding and Data Entry

Through the questionnaire data collection, using the data number to enable each interviewee to participate, enter the information into the database, and use SPSS software for quantitative analysis. This allows researchers to reduce large amounts of information into more forms than simply process them, making software programs more efficient. After encoding the data, you can enter it into the database. Data input includes media information collected for display and manipulation in a secondary or primary manner (Cooper and Schindler, 2011). 150 online surveys are entry-level SPSS software for data analysis.

3.6.2 Data Cleaning and Screening

Data collation and data screening, check the integrity of the data to ensure the accuracy of the data. If there was no missing data in the first two columns of the SPSS software missing data table and the item output was "0", the result specified outlive response and error-free data.

3.6.3 Pearson Correlation Analysis

Pearson correlation- Guildford's (1973) rule of the thumb can be used as a guideline shown as below to determine strength of relationship in between the variables (Saunders, Lewis and Thornhill, 2009).

Value	Strength of Relationship
< 0.20	Almost no relationship
0.20–0.40	Weak relationship
0.41-0.70	Moderate relationship
0.71-0.90	Strong relationship
>0.90	Very strong relationship

Source: Pearson correlation- Guildford's (1973) rule of the thumb and (Saunders M. N. K., Lewis, P., & Thornhill, A, 2009).

Table 3: Pearson correlation- Guildford's rule of thumb

Pearson correlation is a measure between independent and dependent variables and represents the linear relationship between intensity and linearity. The Pearson correlation method is usually used to calculate the actual coefficients shown in the table above and assume a value from positive to negative. Explained that the two variables can move together in opposite directions (Saunders, Lewis and Thornhill, 2009).

In addition, the table shows that significant two-tailed values between the independent and dependent variables should have a difference between independent and dependent variable values that is significantly less than 0.01. These two important values are used for all variables, with 0.000 indicating that the independent variable has a positive result for the dependent variable (Hareem Ribe, 2011).

3.6.4 Regression Analysis

Regression analysis is defined as “a normally used statistical techniques in social and physical sciences as well as behavioural science” (Zikmund, 2003). The core objective of regression analysis is to study the relationship between independent variable and dependent variable. Linear regression shows relationships that can be readily represented by straight lines and their generalization to kinds of dimensions. To test the hypotheses of this study, the next part will explore and analyse multiple regression to test the relevant hypotheses.

Multiple regression allows researchers to look at the relationship between many variables and be able to distinguish which are the least important to predict and which are mainly important for predicting dependent variables (Hoeksma et al., 2017). This is a suitable technique to use for several independent variables to examine the effects of interest on a dependent variable.

The regression coefficients are recalculated to have a zero mean and a standardized standard deviation of 1 to eliminate the effects of using different scales of measurement. The beta coefficient ranges from 0.00 to 1.00. If the significance test of the null hypothesis is equal to 0, this means that the parameter is 0 indicating that the linear relationship between the dependent variable and the independent variable is meaningless. The study used the relationship between independent variables and dependent variables in multiple regression studies.

Chapter 4: Data Analysis

4.1 Introduction

This chapter will introduce some analysis results of quantitative data from the questionnaire survey. In this study, SPSS was used to perform all data analysis. First, use descriptive analysis to analyze demographic information, then perform statistical analysis including correlation analysis and multiple regression analysis to determine the relationship between the dependent and independent variables, and provide answers for research purposes and hypotheses in Chapter 1.

4.2 Descriptive Statistics

Descriptive statistics are used to provide information that is very useful and related to the characteristics of the sample. The survey of respondents is a general model. In this study, there are 300 valid questionnaires collected through the survey of these respondents. In a later chapter, a descriptive analysis of this study will be conducted.

4.3 Descriptive Frequency

In the form, out of of 300 respondents, 42.7% (128) of the respondents were male, and 57.3% (172) of the respondents were female. According to age group, the proportion of 45 respondents in the 18-20 age group accounted for 15%, the proportion of 86 respondents in the 21-25 age group accounted for 28.7%, and 78 respondents in the 26-30 age group The proportion accounted for 26%, and 91 people over the age of 30 accounted for 30.3%. With an average monthly income, we can get 33 respondents with income less than RM2000, accounting for 11%. RM2000-RM3500 has 70 respondents, accounting for 23.3%. There were 110 respondents from RM3500-RM5000, accounting for 36.7%. More than RM5000 had 87 respondents, accounting for 29%.

Among the 300 respondents, 188 were Malaysians, accounting for 62.7%, and the population of other countries was 112, accounting for 37.3%. Highest Qualification, the proportion of 77 respondents was high school diploma, accounting for 25.7%. the proportion of 99 respondents was degree, accounting for 33%. the proportion for 96 respondents was master, accounting for 32%. the proportion of 28 respondents was PhD, accounting for 9.3%.

Frequency Table

	Valid	Frequen cy	Percent	Valid Percent	Cumulati ve Percent
Gender	Male	128	42.7	42.7	42.7
	Female	172	57.3	57.3	100.0
	Total	300	100.0	100.0	
Age	18-20	45	15.0	15.0	15.0
	21-25	86	28.7	28.7	43.7
	26-30	78	26.0	26.0	69.7
	More than 31 years old	91	30.3	30.3	100.0
	Total	300	100.0	100.0	
Average Monthly Income	Less RM2000	33	11.0	11.0	11.0
	RM2000 - RM3500	70	23.3	23.3	34.3
	RM3500 - RM5000	110	36.7	36.7	71.0
	More than RM5000	87	29.0	29.0	100.0

	Total	300	100.0	100.0	
Nationality	Malaysia	188	62.7	62.7	62.7
	Others	112	37.3	37.3	100.0
	Total	300	100.0	100.0	
Highest Qualification	High School	77	25.7	25.7	25.7
	Diploma				
	Degree	99	33.0	33.0	58.7
	Master	96	32.0	32.0	90.7
	PhD	28	9.3	9.3	100.0
	Total	300	100.0	100.0	

(Source: SPSS Output, 2020)

Table 4: Frequency table generated for demographic information.

4.4 Reliability Test

The reliability test indicates the stability and consistency of the questionnaire to determine whether the questionnaire can evaluate the assigned variables. The study used the alpha value of Cronbach as the reliability index, which is acceptable when the alpha value is greater than 0.5, so alpha is higher, which means there is a huge consistency.

Tavakol and Dennick (2011) announced that reliability is one of the tools of basic positivism epistemology. In addition to the announcement by Barton (2001), reliability is one of the factors that any qualitative researcher should pay attention to while designing a study, analyzing the results and judging the quality of the study.

The reliability of this study is set by testing the stability and consistency to ensure that the statements can be measured as a set of concepts. Therefore,

reliability can be used as one of the reliability coefficients to indicate how and the sentence can be measured in positive or negative correlations (Tab, 2018). In addition, the reliability is better based on the internal consistency reliability of Tavakol and Dennick (2011) to 1 and the higher range is 0.

Reliability Statistics

Variables	Items	Mean	Standard Deviation	Cronbach's Alpha	Strength
Delivery Fee	Q6	3.85	0.938	0.850	Good
	Q7	3.82	0.949		
	Q8	4.31	1.004		
	Q9	2.27	1.258		
	Q10	3.55	1.015		
Quality of Delivery	Q11	3.59	1.004	0.627	Acceptable
	Q12	3.94	1.025		
	Q13	3.87	0.957		
	Q14	3.68	1.032		
	Q15	3.71	0.945		
Convenience	Q16	3.95	0.903	0.846	Good
	Q17	3.60	1.056		
	Q18	3.67	0.822		
	Q19	3.75	1.037		
	Q20	2.55	1.090		

Customers' willingness to purchase through online food delivery	Q21	3.55	0.993	0.705	Acceptable
	Q22	3.48	0.967		
	Q23	3.71	1.032		
	Q24	3.54	0.939		
	Q25	3.54	1.006		

Table 5: Strength of reliability statistics test in each variable.

It can be seen from the table that the average value of Q8 in the variable is a maximum of 4.31, which means that people agree with this view. At the same time, the Cronbach's Alpha value for variable delivery costs is 0.850, Quality of Delivery's Cronbach's Alpha value is 0.627, Convenience's Cronbach's Alpha value is 0.846, and Customers' willingness to purchase through online food delivery's Cronbach's Alpha value is 0.705. Usually Cronbach's Alpha is in the range of 0.6-0.7, which means that it is acceptable, and Cronbach's Alpha greater than 0.8 means that it is good. (Tavakol and Dennick, 2011).

4.5 Pearson Correlation Analysis

As mentioned in chapter 3, the Pearson correlation- Guildford's rule of the thumb can be used as a guideline to determine the strength of correlation in between the variables (Saunders et al., 2009).

Value	Strength of Relationship
< 0.20	Almost no Relationship
0.20–0.40	Weak Relationship
0.41-0.70	Moderate Relationship
0.71-0.90	Strong Relationship
>0.90	Highly Strong Relationship

(Source: Saunders et al., 2009).

Table 6: Pearson correlation- Guildford's (1973) rule of thumb

		Correlations			
		Delivery	Quality	Convenience	Willingness
Delivery fee	Pearson Correlation	1	.603**	.489**	.580**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
Quality of the delivery	Pearson Correlation	.603**	1	.707**	.721**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
Convenience	Pearson Correlation	.489**	.707**	1	.720**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
Willingness	Pearson Correlation	.580**	.721**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7: Correlations Relationship between Independent Variable and Dependent Variable

Table 7 above showed that the Pearson correlation and significant for the 2-tail is to test between the independent variables are contain delivery fee, quality of the delivery, convenience and the dependent variable customers' willingness to purchase through online food delivery. Meanwhile, this table is show the level of

the strength the correlation between the relationship of independent and dependent variable.

H1: There is a positive relationship between delivery fee and customers' willingness to purchase through online food delivery.

From this table, the Pearson correlation value is 0.58. the significant 2-tail value is 0.00. It means that there is a significant correlation between delivery fee and customers' willingness to purchase through online food delivery. The delivery fee value within 0.41- 0.7, the strength of relationship is suggests moderate relationship between delivery fee and customers' willingness to purchase through online food delivery.

H2: There is a positive relationship between quality of the delivery and customers' willingness to purchase through online food delivery.

According to table 7, the Pearson correlation value is 0.721. the significant 2-tail value is 0.00. It means that there is a significant correlation between quality of the delivery and customers' willingness to purchase through online food delivery. The quality of the delivery value within 0.71- 0.9, the strength of relationship is suggests strong relationship between quality of the delivery and customers' willingness to purchase through online food delivery.

H3: There is a positive relationship between convenience and customers' willingness to purchase through online food delivery.

As seen in table 7, the Pearson correlation value is 0.72. the significant 2-tail value is 0.00. It means that there is a significant correlation between convenience and customers' willingness to purchase through online food delivery. The convenience value within 0.71- 0.9, the strength of relationship is suggests strong relationship between convenience and customers' willingness to purchase through online food delivery.

4.6 Multiple Regression Analysis Test

This form show below will reveal the results of multiple regression analysis between the three independent variables and dependent variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.024	.249		.098	.922
	Delivery fee	.230	.077	.189	2.984	.003
	Quality of the delivery	.323	.078	.326	4.161	.000
	convenience	.467	.084	.397	5.557	.000

a. Dependent Variable: customers' willingness to purchase through online food delivery

Table 8: Table of Coefficients of Independent and Dependent Variables

The table above is show that the multiple linear regressions test, t-value and significant values of each independent variable with the dependent variable. The t-value states the strength of the relationship of each independent variable and dependent variable, the higher value of the strong relationship. However, for the multiple linear regressions, the formula below can be used to obtain the equation for the multiple linear regressions.

$$Y = X1 + X2 + X3 + C$$

Where,

Y = Customers' willingness to purchase through online food delivery

X1 = Delivery Fee

X2 = Quality of the delivery

X3 = Convenience

C = Constant

The values of X and C are obtain from the Unstandardized Coefficient Table. Therefore, the values substitute into the equation, the multiple regression equation will be like that:

$$\begin{aligned} Y(\text{Customers' willingness to purchase through online food delivery}) \\ &= X_1 + X_2 + X_3 + C \\ &= 0.230X_1 + 0.323X_2 + 0.467X_3 + 0.024C \end{aligned}$$

The non-standardized coefficient beta value indicates if the independent variable, how many units of the dependent variable will increase by 1 unit. According to the beta value of the non-standardized coefficient from the coefficient table, it can be seen that if the transmission fee of 1 unit, then the result will be 0.230 units of dependent variable will be increased. If the delivered quality is increased by 1 unit, the dependent variable will be increased by 0.323 units. If there is a convenience of 1 unit increase, the dependent variable will increase by 0.467 units.

The P (sig.) Value reveals the significance level of each independent variable to the dependent variable. If the signal. If the value is less than 0.05, you can see that there is a significant level between the independent variable and the dependent variable. According to the coefficient table, for each independent variable, it is 0.003 and the P value of 0.000 is less than 0.05. The result means that each independent variable has a significant effect on the dependent variable that customers are willing to buy through online delivery. In addition, the t value is the most significant independent variable that can differentiate towards the dependent variable when the significant t value is significantly more than 0.10.

4.7 Summary of analysis results

Variable	Pearson Correlation	Significant = P Value	T - Value	Hypothesis
Delivery fee	0.580	0.003	2.984	Acceptance
Quality of the delivery	0.721	0.000	4.161	Acceptance
Convenience	0.720	0.000	5.557	Acceptance

Table 9: Results of Hypothesis Testing

This article uses the SPSS system to collect and export data, and analyzes and discusses the data of the 300 interviewees, and draws a conclusion. The previous part of this chapter discusses the questionnaire, and then summarizes the respondents' willingness to order food online. The basic information of the interviewees includes gender, age, nationality, education level and average monthly income.

This chapter also includes specific analysis of independent variables, including distribution cost, distribution quality and convenience, and finally analyzes the relationship between independent variables and dependent variables, and tests and verifies the hypothesis. It can be seen from this table that three hypothetical all acceptance.

Chapter 5: Discussion and Findings

5.1 Result discussion

This article describes the relationship between each variable, the strength of the relationship between the independent variable and the dependent variable in detail through the process of specific information collection and analysis. Through descriptive analysis, test reliability, Pearson correlation test, regression analysis test, hypothesis test. In addition, through the use of questionnaires to conduct reliability analysis to determine accuracy and consistency. Finally, the Pearson correlation analysis method and the inference analysis method composed of multiple regression analysis methods are used to test the correlation and acceptability of variables. The study used SPSS software to output data and analyze each independent variable.

H1: There is a positive relationship between delivery fee and customers' willingness to purchase through online food delivery.

Hypothesis 1 attempts to invest whether delivery fee and customers' willingness to purchase through online food delivery has a positive relationship. Hypothesis 1 is supported and there is a positive relationship between delivery fee and customers' willingness to purchase through online food delivery with a beta value of 0.23.

The delivery fee will affect the customer's willingness to purchase through online food delivery. For consumers who are accustomed to the free delivery fee in the past, it may be unacceptable, which indirectly affects part of the user experience. Consumer psychology sometimes determines the user experience. In today's highly developed online shopping e-commerce environment, basically when shopping online, most merchants basically provide the form of postal mail

for logistics distribution. The concept of postal mail has been It is deeply rooted in people's hearts, and this concept also affects the consumer psychology of users on the online food ordering. It may feel that if there is no free shipping, then you will lose the abnormal psychology, which will create resistance to the behaviour of setting the delivery fee. Therefore, the delivery fees affects the customer's willingness to purchase through online food delivery.

H2: There is a positive relationship between quality of the delivery and customers' willingness to purchase through online food delivery.

Hypothesis 2 attempts to invest whether quality of the delivery and customers' willingness to purchase through online food delivery has a positive relationship. Hypothesis 2 is supported and there is a positive relationship between quality of the delivery and customers/ willingness to purchase through online food delivery with a beta value of 0.323. This result is supported by other research studies that state that quality of service has a positive direct effect on customer satisfaction (Kang and Namkung, 2019; Lee, Ariff and Shoki et al., 2016; Yang, Yang and Chang et al., 2017)

Furthermore, a study has found that the decision for a customer to chose a restaurant is less likely to be affected by the location of restaurant while ordering through an online food delivery platform (He, Han and Cheng et al., 2019). This indicates that customers have high expectation on delivery time despite of the distance of travelling and the time involved. As explained by the He et al. (2019), this is due to the equalizing delivery service provided by the platform, which contributed to a same waiting threshold period regardless to the travelling distance that involved. Long delivery time and poor packaging will affect the main factors such as customer ordering. In order to promote the standardized development of the takeaway distribution industry, the "Food delivery service specification" was formulated to enter the era of standardization. Therefore, the

quality of delivery affects the customer's willingness to purchase through online food delivery.

H3: There is a positive relationship between convenience and customers' willingness to purchase through online food delivery.

Hypothesis 3 attempts to invest whether convenience and customers' willingness to purchase through online food delivery has a positive relationship. Hypothesis 3 is supported and there is a positive relationship between convenience and customers' willingness to purchase through online food delivery with a beta value of 0.467.

The finding is supported by a study conducted by Dang, Tran and Nguyen et al. (2018), where the authors found that the main factors influencing online food purchasing behaviour are convenience (69.1%) and price (59.3%). Indeed, convenience wins the contributing factors when it comes to online food delivery service because of the direct to home service without the hassle to travel and dine in a restaurant. Furthermore, Li (2015) has found that there is no gender gap exists when it comes to "willingness to pay for online delivery convenience." During information search, information quality, website design, security and payment system play important roles in determining customers' trust in their online experiences. The customers want to get convenience, convenience affects the customer's customers' willingness to purchase through online food delivery.

5.2 Recommendation

The result from the research clearly identified three major factors that can strongly influence customers' willingness to purchase through online food delivery. The factors identified are delivery fee, quality of delivery and

convenience. This study can be further improved by introducing a new independent variable to explain the determinants that affect the customer's order. The relationship between the independent variable can also be explored since it may contain significant impact on each other. In addition, it can improve the social demographic data, to improve the results of the study (Nielson, 2015).

In terms of recommendation to HUNGRY, this study can possibly provide HUNGRY's marketing manager an insight while formulating marketing strategies, as some of the main factors affecting customers' willingness to purchase through online food delivery are identified. Furthermore, this paper would also provide some humble recommendations that is deemed relevant to HUNGRY in the following sections.

As HUNGRY is a relatively new entrant to food delivery service, HUNGRY must be able to establish its core competitive advantage as the company is facing fierce competition with other online food delivery service provider. Therefore, HUNGRY needs to establish a significant competitive advantage in order to outperform its competitors.

To consider the current scale and maturity of HUNGRY, it would be hard for the company to compete head-on with other well establish food delivery platform like Foodpanda and GrabFood. This paper would suggest HUNGRY to employ a cost focus strategy, where the company can differentiate the products and services to cater the specific needs of a niche market (Spillan, Parnell and Koseoglu et al., 2018). Since HUNGRY is not registered with Department of Islamic Development Malaysia (JAKIM), HUNGRY can focus on the niche market by providing vast variety of non-Halal food (HUNGRY, 2020).

HUNGRY can refer to the most cited Segmentation, Targeting and Positioning (STP) model while formulating a marketing strategy in order to excel in the non-Halal niche market. For example, it can segment the customers base on their ethnicity (eg. non-Halal consumer includes Chinese, Indians and other minor ethnic group), targeting the most attractive segments (such as younger generation that are keen on using online service) and develop a detailed plan to position the products in way that is well suited to each segments (eg. HUNGRY is able to provide unique alcohol-based beverage / dessert for young Chinese group).

5.2.2 Expand customer base

As Foodpanda and GrabFood also serve non-Halal food, HUNGRY needs to standout and perform better compare to them in terms of serving non-Halal food. Other than expanding the product range it serves, there are also other factors that influence customers' willingness to use an online food delivery service.

According to a study conducted by Nihal and Vivek (2019), the authors found that the main factors that can influence the customer from switching from one delivery service to another are web page or application configuration, offers, and availability of the service. Thus, this paper would advise HUNGRY to look into other factors that can influence the willingness of customer to purchase from its platform.

For example, the configuration and user interface in both website and mobile application should be more attractive and more user-friendly compared to its competitor. Better website alone would not be sufficient, thus HUNGRY need to incorporate more offers and special deals to attract more customers, such as offering discounts and perks for existing customer that successfully referred a

new user to use food delivery service provided by HUNGRY (Nihal and Vivek, 2019).

As the customer base is expanding, HUNGRY should always make sure of the availability of the service by expanding to more regions and connecting more merchant to provide vast range of non-Halal food. By doing so, HUNGRY stands a higher chance to persuade the customers to give HUNGRY a try (attracting the customer) and further develop strategies to retain the customer (build customer's loyalty).

5.2.3 Other considerations and recommendation

As hungry is a relatively new start up, the company should consider other macro-environmental factors that can possibly impact the company. By employing a PESTEL analysis would give HUNGRY a good grasp on what the company should be taking into considerations while growing the business.

As the Covid-19 becoming the major issues in current world, Malaysian government has imposed Movement Control Order (MCO) that restricts the people from unnecessary travelling. The demand of food and grocery deliveries has increased significantly during MCO period (Chung, 2020). As HUNGRY plays a front-liner role in delivering food and beverages to the household, the company should make good use of this situation to expand the team and product range (such as groceries) in order to meet customer's need.

The social factor such as increase in awareness to eat more healthily, but at the same time the busy society that has no time to prepare their own food posses a love-hate relationship towards online food delivery platform. As the proverb goes "kill two birds with one stone," HUNGRY can focus on this

consideration to come out with products that are both healthy and convenient for the customer. Furthermore, HUNGRY can also work with restaurants (merchant) that promote sustainability through green packaging. The company can also encourage the other existing merchant / restaurants to use packaging that are made from recyclable material.

Besides that, the company should consider some legal aspect when operating the business. As quality of deliver is one of the main factor that can influence consumer's purchasing behaviour, HUNGRY should conduct training and guidance on traffic laws and regulations to enhance the traffic awareness in the workers. Furthermore, HUNGRY can employ relevant safety reward and punishment systems to make sure the employees are using the delivery vehicle safely (Xing, 2017).

5.3 Conclusion

The aim of this research was to determine the relationship between delivery fee, quality of delivery, convenience and customers' willingness to purchase through online food delivery. After analyzing the collection data from 300 online questionnaire, Three proposed hypotheses were fully supported. The results revealed that delivery fee, quality of delivery, convenience had significant relationship with customers' willingness to purchase through online food delivery. Among all the influencing factors, convenience is the most important influencing factor, followed by quality of delivery, delivery fee.

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Appendix 1: Questionnaire

Customers' Willingness to Purchase Through Online Food Delivery in KL Malaysia: A Case on "Hungry"

Dear Sir/Madam:

During the increased food delivery market. More and more people like to order online. The purpose of the survey is to analyze the influencing factors of the customers' purchase willingness through "Hungry" online food Delivery in KL. All the information of the survey only for research use. We will be responsible for your information and keep it strictly confidential. Please answer the following questions objectively. Thank you for your sincere support and help to do this.

Questionnaire

PART I. Please read the following statements carefully and indicate your response by selecting the most appropriate choice by ticking one circle.

Q1. Please state your gender

- Male Female

Q2. Age

- 18– 20
 21 - 25
 26 - 30
 more than 31 years old

Q3. Average Monthly Income

- Less RM2000
 RM2000 - RM3500
 RM3500 - RM5000
 More than RM5000

Q4. Nationality

- Malaysia
 Others

Q5. Highest Qualification

- High school diploma
 Degree
 Master
 PHD

Part II. Please circle the best answer for each statement according to your level of agreement. You are required to rate your option on each scale item by using 5 point scale (1=strongly disagree, 2=Disagree, 3=Natural, 4=Agree, 5=Strongly agree) (20 questions)

A) The Willingness to Purchase

Q1. I am willing to use "HUNGRY" for online ordering.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q2. I think HUNGRY is a great choice.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q3. I think it is convenient to order food online from HUNGRY

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q4. I am willing to purchase from "HUNGRY" online merchants because it is simple and, easy to understand.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q5. I think "HUNGRY" have lots of attractive promotions.

Strongly Disagree 1 2 3 4 5 Strongly Agree

B) Delivery Fee

Q6. The delivery fee is satisfactory.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q7. Price is my main consideration when ordering food online.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q8. I prefer a discount on delivery fee when ordering food online.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q9. I am willing to pay higher delivery fees for more faster delivery.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q10: I am clear with the delivery fee incurred when ordering from Hungry.

Strongly Disagree 1 2 3 4 5 Strongly Agree

C) Quality of the Delivery

Q11. I am satisfied with the food hygiene and safety.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q12. The food quality of "HUNGRY" online merchants is up to standard.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q13. I am satisfied with the timeliness of delivery.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q14. I am satisfied with the service attitude of the delivery staff.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q15. Other customer's reviews on the quality of delivery are important to me.

Strongly Disagree 1 2 3 4 5 Strongly Agree

D) Convenience

Q16. "HUNGRY " online merchants have complete menu categories for me to choose easily.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q17. I am satisfied with the convenience of delivery.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q18. Ordering food online can save more time for me.

Strongly Disagree 1 2 3 4 5 Strongly Agree

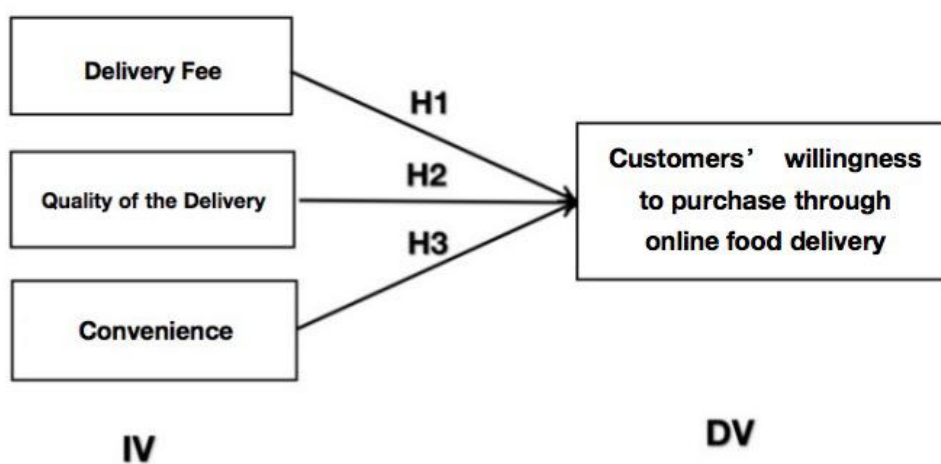
Q19. It is convenient to make online payment when I order food online.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Q20. It is convenient for me to order food online compared to eating outside.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Appendix 2 : Concept Framework



Appendix 3: Frequency Table

Frequency Table

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	128	42.7	42.7	42.7
	Female	172	57.3	57.3	100.0
	Total	300	100.0	100.0	
Age	18-20	45	15.0	15.0	15.0
	21-25	86	28.7	28.7	43.7
	26-30	78	26.0	26.0	69.7
	More than 31 years old	91	30.3	30.3	100.0
	Total	300	100.0	100.0	
Average Monthly Income	Less RM2000	33	11.0	11.0	11.0
	RM2000 - RM3500	70	23.3	23.3	34.3
	RM3500 - RM5000	110	36.7	36.7	71.0
	More than RM5000	87	29.0	29.0	100.0
	Total	300	100.0	100.0	
Nationality	Malaysia	188	62.7	62.7	62.7
	Others	112	37.3	37.3	100.0
	Total	300	100.0	100.0	
Highest	High School	77	25.7	25.7	25.7

Qualification					
Diploma					
Degree	99	33.0	33.0	58.7	
Master	96	32.0	32.0	90.7	
PhD	28	9.3	9.3	100.0	
Total	300	100.0	100.0		

Appendix 4: Reliability Test

Reliability Statistics

Variables	Items	Mean	Standard Deviation	Cronbach's Alpha	Strength
Delivery Fee	Q6	3.85	0.938	0.850	Good
	Q7	3.82	0.949		
	Q8	4.31	1.004		
	Q9	2.27	1.258		
	Q10	3.55	1.015		
Quality of Delivery	Q11	3.59	1.004	0.627	Acceptable
	Q12	3.94	1.025		
	Q13	3.87	0.957		
	Q14	3.68	1.032		
	Q15	3.71	0.945		
Convenience	Q16	3.95	0.903	0.846	Good
	Q17	3.60	1.056		

	Q18	3.67	0.822		
	Q19	3.75	1.037		
	Q20	2.55	1.090		
Customers' willingness to purchase through online food delivery	Q21	3.55	0.993	0.705	Acceptable
	Q22	3.48	0.967		
	Q23	3.71	1.032		
	Q24	3.54	0.939		
	Q25	3.54	1.006		

Appendix 5: Correlation Analysis

Correlations Relationship between Independent Variable and Dependent Variable

Correlations

		Delivery	Quality	Convenience	Willingness
Delivery fee	Pearson Correlation	1	.603**	.489**	.580**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
Quality of the delivery	Pearson Correlation	.603**	1	.707**	.721**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
Convenience	Pearson Correlation	.489**	.707**	1	.720**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300

Willingness	Pearson Correlation	.580**	.721**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 6: Coefficients

Table of Coefficients of Independent and Dependent Variables

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.024	.249		.098	.922
	Delivery fee	.230	.077	.189	2.984	.003
	Quality of the delivery	.323	.078	.326	4.161	.000
	convenience	.467	.084	.397	5.557	.000

Appendix 7: Hypothesis Testing

Results of Hypothesis Testing

Variable	Pearson Correlation	Significant = P Value	T - Value	Hypothesis
Delivery fee	0.580	0.003	2.984	Acceptance
Quality of the delivery	0.721	0.000	4.161	Acceptance
Convenience	0.720	0.000	5.557	Acceptance

Appendix 8: Initial Research Paper Proposal

STUDENT NAME and ID NO	ZHANG XINGSHI I19016490
BROAD AREA	Marketing
Concise Title	An analysis of the influencing factors of consumer's purchase decision on food delivery.
Problem Definition	Evaluation, analysis, selection and implementation of drunkenness by consumers referred by consumer purchasing decision. So that can meet certain needs and under the control of certain purchasing motives in two or more alternatives. Purchase plan, and the process of evaluating the product after purchase. It is a systematic decision-making process, including the determination of consumer needs, the choice of purchase motives, the choice and implementation of the purchase plan, evaluation, and so on. Procurement planning, evaluate the products after purchasing process. It includes the consumers' requirement determination, the motivation of the purchasing choice, the purchasing plan choice, implement and evaluate. This is a systematic decision process.
Research Questions OR Objectives	At present, the demand in the take-away market continues to grow, and the direct competition between the take-out platform and the take-away merchants is becoming increasingly fierce. Therefore, it is of great significance to explore how to compete for market share and enhance its competitive advantage, and to sell platforms and take-away businesses. This article will take the HUNGRY take-out as an example to analyze and explore the purchasing behaviours and influencing factors affecting consumer choice, and provide reference for the take-out platform.

Scope of study	<p>This paper studies the decision-making factors that influence customers' purchase and take-out from three aspects, namely price factor, selection factor and psychological factor, and conducts research on customer consumption behaviour. Through the questionnaire analysis method, this paper summarizes the factors that influence the customer's purchase and take-out, records the behaviour characteristics, and puts forward relevant suggestions.</p>
Significance of the Research	<p>In recent 2 years, Malaysia's e-commerce developed very fast .The huge increased area is online ordering business. It is an important way for the catering industry to get involved in e-commerce. This study can be used for reference so as to maximize consumers' willingness to order online and further improve the catering industry's e-commerce business.</p>
Literature Review	<p>Food Delivery is an in-depth application of the Internet. Online ordering refers to a form of online ordering in which users can order their own meals and foods (including meals, vegetables, boxed meals, drinks, etc.) easily and leisurely through the Internet without leaving home.</p> <p>* Consumer definition of willingness to purchase -Dependent Variable. By studying consumer buying behaviour, companies can grasp the rules of purchase intentions and then develop effective marketing strategies to achieve their marketing goals.</p> <p>* Independent Variable : Selling Price is one of the biggest competitive advantages. Low price can win more customers' favor. Most of the consumers of take out service hope to have good quality and low price food ; Choice diversification is one of the determinants of consumers' purchase intention. Diversified videos meet the</p>

	<p>needs of different consumers, thus affecting consumers' purchase intention ; Consumer psychology will affect consumers' choice, reference others' evaluation, etc., it will affect customers' purchase intention.</p> <p>H1: There is a positive correlation between the selling price and the customer's willingness to purchase.</p> <p>H2: There is a positive correlation between the choice of diversity and the customer's willingness to buy.</p> <p>H3: There is a positive correlation between the psychology of the consumer and the willingness of the customer to purchase.</p>
Research Methodology	<p>To identify the main factors that reflect a customer's decision to order on food distribution platform, this is the goal of the study. The research is quantitative. The research methods include design, population, sample size, data collection, research tools, questionnaire development, and data analysis methods.</p> <p>A total of 200 respondents in this study were selected using the purpose sampling method. This is because the researchers are mainly concentrated in schools, shopping malls and companies in the Kuala Lumpur area. In addition, online journals, news, articles, and statistics help to provide information about research.</p> <p>Raw data can be collected in many ways, such as observation, interview and questionnaire. The quantitative method was used in this study. In order to determine the results of the study, the main sources of data collection were used. By summarizing valuable information, researchers can easily draw conclusions and make suggestions for decision-making in reality. It refers to the process of</p>

	evaluating data in analytical, statistical and logical ways to check the data provided.
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Appendix 9: MBA Project Log


Student Name	Zhang Xing Shi
Supervisor's Name	Siti Intan Nurdiana Wong Abdullah
Dissertation Topic	Customers' Willingness to Purchase Through Online Food Delivery in KL Malaysia: A Case on "HUNGRY"

Section A - Monitoring Student Dissertation Process


Activity	Milestone							
	6-Feb	11-Feb--16-Mar	9-Mar	26-Mar	29-Mar	7-Apr	8-Apr	9-Apr
Send initial declaration form								
Chapter 1 to Chapter 3 amendment								
Proposal defence presentation								
Re-Proposal defence presentation								
Development of questionnaires								
Final data collection and analysis								
Research report submission 1st draft								
VIVA presentation								

Section B – Recording of Communications


Communication 1

Date of Email	6-Feb—11-Feb
Progress Made	Submit IRPP and Project Proposal
Agreed Action	<ol style="list-style-type: none"> 1. In Chapter 1. Change title and make a proper background, strongly justified the problem statement. 2. In Chapter 2. IV should take from the LR of DV. Change the framework, hypothesis, make strongly theoretical grounding. 3. In Chapter 3. Explain in detailed and with proper justifications and citations. 4. Reference. Change the format to Harvard referencing.
Supervisor's Signature	


Communication 2

Date of Email	19-Feb
Progress Made	Submit the revised project
Agreed Action	Only minor changed, need to revise again
Supervisor's Signature	


Communication 3

Date of Email	21-Feb—26-Feb
Progress Made	Submit the revised project
Agreed Action	Still have lots of mistakes, focus on Chapter 1 first. The mistakes still same as the 11-Feb.
Supervisor's Signature	


Communication 4

Date of Email	28-Feb—7-Mar
Progress Made	Submit the revised Chapter 1
Agreed Action	Change the Chapter 1 follow the previous email comment.
Supervisor's Signature	


Communication 5

Date of Email	9-Mar
Progress Made	Proposal Defense.
Agreed Action	Fail the proposal defense. Waiting for Re-PD
Supervisor's Signature	


Communication 6

Date of Email	10-Mar
Progress Made	Revised Chapter 1-3
Agreed Action	1. Can proceed the rest Chapter. 2. Prepare the Re-PD ppt.
Supervisor's Signature	


Communication 7

Date of Email	15-Mar
Progress Made	Submit the Re-PD ppt.
Agreed Action	1. Change the introduction, make it relevant with the DV 2. Literature review need to summarize clearly and main findings and source for each variable that leads to the hypothesis and framework
Supervisor's Signature	


Communication 8

Date of Email	23-Mar
Progress Made	Submit the revised Re-PD ppt.
Agreed Action	Ready to Re-PD, arranged at 26-Mar 10am.
Supervisor's Signature	


Communication 9

Date of Email	26-Mar
Progress Made	Re-PD
Agreed Action	1. Introduction- Problem statement need to strengthen. Should mentioned hypothesis. 2. Literature Review- Use the latest years 3. Methodology- Get the valid instruments to measure the DV, also need to justify the 300 samples
Supervisor's Signature	


Communication 10

Date of Email	27-Mar — 29-Mar
Progress Made	Submit the survey question
Agreed Action	Change the survey question statement.
Supervisor's Signature	


Communication 11

Date of Email	7-Apr — 8-Apr
Progress Made	Submit the VIVA presentation ppt.
Agreed Action	<ol style="list-style-type: none"> 1. Add more recommendations. 2. Remind in Chapter 5 need to compare your results with other past studies' results with citations.
Supervisor's Signature	

Communication 12

Date of Email	9-Apr
Progress Made	VIVA presentation
Agreed Action	Pass the VIVA presentation, submit the final report within 7 days.
Supervisor's Signature	

Communication 13

Date of Email	12-Apr
Progress Made	Submit the 1 st draft of the report.
Agreed Action	<ol style="list-style-type: none"> 1. Delete the factor analysis in Chapter 4 which is not mentioned in Chapter 3. 2. For discussions, need to compare and contrast with past similar studies (with citations). Each recommendation must be explained in detailed.
Supervisor's Signature	

Appendix 10: Turnitin Report

MBA thesis			
ORIGINALITY REPORT			
19%	6%	3%	17%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to Universiti Malaysia Pahang Student Paper		8%
2	Submitted to ABES Engineering College Student Paper		1%
3	Submitted to Napier University Student Paper		1%
4	anzmac.wildapricot.org Internet Source		1%
5	Submitted to University of Nottingham Student Paper		<1%
6	Submitted to HELP UNIVERSITY Student Paper		<1%
7	Submitted to University of Central England in Birmingham Student Paper		<1%
8	www.cbmsbm.com Internet Source		<1%
9	Submitted to Universidad Francisco de Paula		