

No More Starving with Food Delivery Applications, But Why Should I?

ABSTRACT

Food delivery applications are rapidly expanding and have become popular and successful in many countries. However, this sector is still in its initial stage, particularly in developed and emerging markets. This research aims to evaluate factors that affect consumers' intention to use food delivery applications in Malaysia. First, create customer encounters with food delivery by smartphone devices by introducing a diffusion of the innovation model. Five characteristics: relative advantage, compatibility, observability, complexity, and trialability, were used to assess consumer intention in food delivery applications. A total of 218 valid samples were obtained from Malaysian consumers. This research shows a positive influence on the intention. A five-attribute perception was used to determine the intention to use food delivery applications. Together, these results have a critical managerial impact on core players, for example, food delivery companies or restaurants. One of the main implications is that food delivery companies must make their applications easy to access, smooth, and enjoyable.