A Study on Factors Impacting Consumers' Intention to Use On-demand Food Delivery Applications in Bangkok, Thailand

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Abstract
Purpose – The purpose of this paper is to investigate the factors impacting on behavioral intention to use On-demand food delivery application in Bangkok, Thailand.

Design/methodology/approach – A survey of 392 users of On-demand food delivery applications was conducted in Bangkok, Thailand through an online questionnaire using convenience and snowball sampling techniques. Multiple linear regression (MLR) was used to test research hypotheses.

Findings – The results indicated that Personal innovativeness (PI) and Perceived Self-efficacy (PSE) have significant impact Perceived on ease of use (PEOU), while Personal innovativeness (PI) and Perceived ease of use (PEOU) have significant impact Perceived usefulness (PU) of On-demand food delivery applications. Perceived self-efficacy (PSE), Perceived usefulness (PU), and Social influence (SI) have significant impact Behavioral intention (BI) to use On-demand food delivery applications.

Practical Implications – This study advises service providers to pay particular attention to Social influence, Perceived self-efficacy, and Perceived usefulness when designing the business model or the marketing strategy.

Originality/value – There is no existing research found to comprehensively study of factors impacting intention to use On-demand food delivery applications services in the Thai context.

Keywords: Innovation adoption, Technology adoption, Behavior intention, Intention to use, On-demand food delivery applications, Online food delivery apps