

FACTORS INFLUENCING PURCHASE INTENTION TOWARD ONLINE FOOD DELIVERY SERVICE: A CASE STUDY OF EXPERIENCED CONSUMERS IN HUNAN PROVINCE, CHINA

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Abstract

The purpose of this research was to identify the factor influence online food delivery service purchasing intention who live in Hunan province, China. The variables that had been used in this study framework were Price value, Health consciousness, Food safety concern, Prestige value, Affordances value and Visibility. The questionnaire was conducted and selected from 200 respondents in Hunan province by using the non-probability sampling method as purposive sampling. The Multiple Linear Regression was applied for hypothesis testing. The result revealed that Food Safety Concern ($\beta = 0.31$, $p=.02$). was the most influence factor toward consumers' purchasing intention of online food delivery service. Thus, it showed that Food Safety Concern towards online food delivery service was the most important in determining online food delivery service of Hunan province consumers. The finding suggested that by enhancing the consumer purchasing intentions, the online food delivery service owners should rather focus on Food Safety Concern factor.

Keywords: *Affordances value, Food safety concern, Online food delivery service, Purchase intention, Price value*

1. INTRODUCTION

Online Food Delivery Service (OFDS) is a new way to purchase food. Through the Internet, consumers can easily order Food by themselves without leaving home (Cho et al., 2019). This innovative technology combines the social and personal needs of customers. OFDS have become more common in the past few years (Alalwan, 2020). OFDS occur through platforms that allow customers to purchase a variety of products or services online or from physical stores (Cho et al., 2019). These platforms, such as Meituan, Eleme, Baidu and others in China, allow users to buy food from multiple different restaurants through apps or websites.

As of June 2019, the number of online food delivery users in China reached 421 million, accounting for about half of the total number of Internet users, according to the 44th