CONSUMERS' ATTITUDES TOWARD ONLINE FOOD DELIVERING MOBILE APPLICATIONS: SPECIAL REFERENCE TO WESTERN PROVINCE, SRI LANKA

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INTRODUCTION

Online shopping is becoming more popular in the modern era all around the world. Accordingly, retail e-commerce sales will reach $2.290 trillion in 2018, accounting for 10.1 % of global retail sales. Throughout the forecast period, Asia-Pacific will continue to be the world's largest retail e-commerce market, with sales estimated to reach $2.725 trillion (Koththagoda & Herath, 2018). The development of Internet technology has had a significant impact on consumers' daily activities, and many previous offline activities have now migrated to the online world. As a result, internet retail purchasing has grown in popularity and become an essential aspect of consumer life. Internet penetration in Sri Lanka climbed by 30% in 2016 and has significantly impacted Sri Lankans' lives. Specifically, social media and e-commerce have increased online purchasing has proven to be a successful procurement method since it makes it simple for consumers to purchase goods or services (Colombo Digital Marketers, 2017). Manufacturers, suppliers, and marketers need not maintain physical stores or retail shops to display items; instead, to meet consumer demand, they need an effective supply chain and warehouses (Dias & Ranwala, 2015).

Most countries severely curtailed social life to slow the spread of COVID-19. Most retail establishments and services had to close in countries that imposed a shutdown (Koch et al., 2020). Even when Sri Lanka has recovered from the effects of COVID-19, there will be a lingering effect on shopping behavioural tendencies (Karunaratne & Karunadasa, 2021). In Sri Lanka, around 34.11% of the population had an internet connection in 2019., and it has increased over 2010 when only about 12% of Sri Lanka's population used the internet (Figure 1).

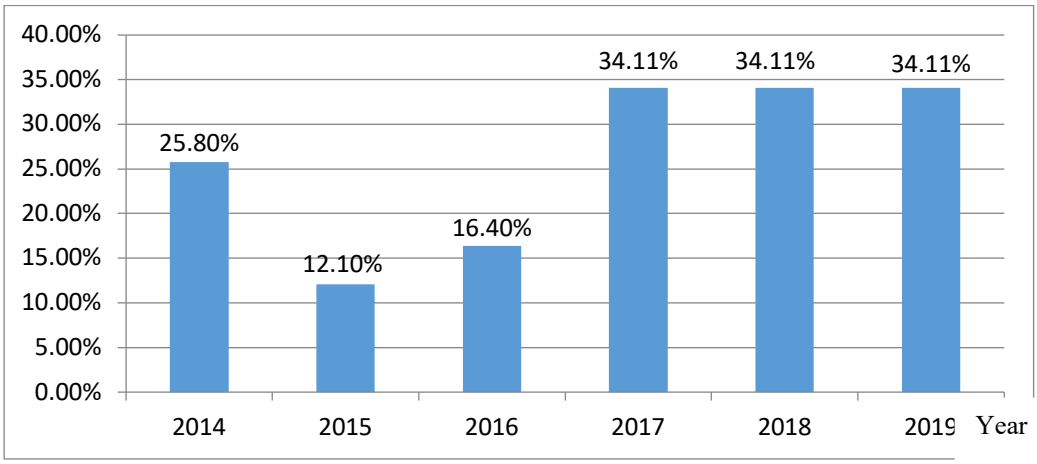

Figure 1 Internet penetration rate in Sri Lanka (Statista, 2021)

In 2022, the E-Commerce market of Sri Lanka is expected to generate $2,492 million in revenue, and it is estimated to grow at a 20.96% annual rate (CAGR 2022-2025), resulting in a market volume of US$4,410 million by 2025. In 2022, user internet penetration will be 35.2%, with 42.3% projected by 2025. The ARPU (average revenue per user) is predicted to be $327.83 (Statista, 2021). Limited research was available on consumers' attitudes towards online food delivery mobile applications in Sri Lankan Context. The researcher has conducted the research to fill up the above gap. Restaurant owners and food delivery app providers do not consider customer attitudes toward mobile applications much. This study provides a practical overview of the factors influencing consumer attitudes about online food ordering and mobile delivery apps. The previous studies broadly outlined some of the causes of mobile app adoption; nevertheless, the results show considerable changes between the variables impacting customer attitudes toward the m-commerce app compared to the same group of consumers at each research step.

METHODOLOGY

The study has the theoretical underpinnings of the Technology Acceptance Model (TAM) and, using secondary data, illustrates the current state of the use of food ordering apps in Western Province. The conceptual framework consists of four independent variables namely Perceived Usefulness. Perceived Ease of Use, Perceived Enjoyment, and Perceived Risks (Figure 1.). The study measures the relationship with the consumers' attitudes towards mobile food ordering and delivery apps. The study conducted a self-administered questionnaire (five-point Likert scale) survey online and physically. Since mobile shopping is a relatively new technology, its ease of use may contribute to its increased perceived value.

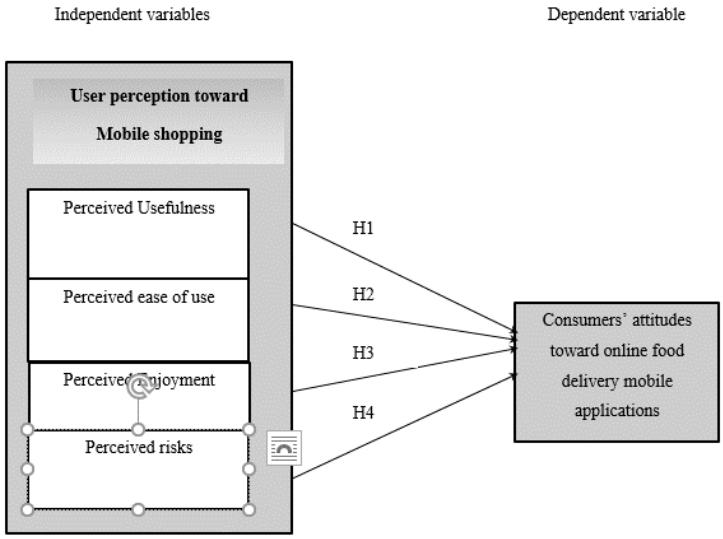

Figure 1 Conceptual Framework

Accordingly following hypothesises were tested.

H_1: Perceived usefulness (PU) positively impacts consumers' attitudes (CA) toward mobile food ordering and delivery apps.

H_2: Perceived ease of use (PEU) positively impact consumers' attitudes (CA) toward mobile food ordering and delivery apps.

H_3: Perceived Enjoyment (PE) positively impacts consumers' attitudes (CA) toward mobile food ordering and delivery apps.

H_4: Perceived Risk (PR) negatively impacts consumers' attitudes (CA) toward mobile food ordering and delivery apps.

The target population of this current study was consumers using mobile food ordering and delivering apps in Western Province, Sri Lanka. In Sri Lanka, there are a significant number of people that use mobile food ordering apps. Online food buyers in the Western province were identified as the research population because it is the country's first-level administrative division. Furthermore, the western province is the country's most heavily inhabited and serves as the country's administrative and business hub. According to the Registrar General Department of Sri Lanka, the mid-year population of the western province is approximately 6,219,000 in 2021. The researcher used convenient sampling to collect data. The sample size was determined using the table for determining sample size from a specified Morgan table. The sample size of 384 out of 6219000 consumers was drawn out with a proportionate random sample based on criteria (Sekaran & Bougie, 2003).

RESULTS AND DISCUSSION

Table 1 Reliability and Validity testing

Construct	Cronbach's Alpha	No of Items
Perceived Usefulness	0.685	3
Perceived Ease of Use	0.718	4
Perceived Enjoyment	0.659	4
Perceived Risk	0.848	7
Consumer Attitudes	0.798	3
All Variables	0.940	21

Internal consistency reliability for Consumer attitudes about mobile food ordering applications was 0.798, and Cronbach's alpha for perceived usefulness was 0.751, according to Cronbach's Alpha.

Table 2 Correlation analysis

	PU	PEU	PE	PR	CA
PU	1				
PEU	.805**	1			
PE	.749**	.840**	1		
PR	.776**	.804**	.783**	1	
CA	.757**	.803**	.765**	-.591**	1

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

The relationship between the independent variables and the dependent variable is indicated by multiple correlation analysis (Table 2). There is a significant link between the variables if the p-value is smaller than the essential p-value of 0.05. The p-values for all independent variables other than technical hurdles are smaller than the threshold p-value of 0.05 at the 95 percent confidence level, according to Table 2 Multiple Correlation Test.

Table 3 Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.574	.140		-4.105	.000
PU	.484	.060	.386	8.114	.000
PEU	.624	.069	.517	9.044	.000
PE	.446	.064	.357	6.955	.000
PR	-.458	.056	-.403	-8.218	.000

a. Dependent Variable: Consumer Attitudes

To identify the most impacted variable, the researcher has analyzed multiple regressions Analysis and found Perceived ease of use as the most impacted variable on Consumer attitudes.

Table 4 Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.861[a]	0.742	0.739	0.35043

a. Predictors: (Constant) Perceived Risk, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness

R^2 is the percentage of total variance explained by independent variables on dependent variables and represents the predictability of the research model. The researcher has used Technology Acceptance Model, and the results interpret 0.742 of the R^2 value. The significance value of the overall model was found to be less than a 5% significance level. Accordingly, the null hypothesis of the model not being significant is rejected, leading to the conclusion that the overall model is significant.

CONCLUSIONS AND IMPLEMENTATIONS

The primary purpose of this research was to identify the impact of consumer attitudes towards online food ordering and mobile delivery applications in the Western province of Sri Lanka. The population of this study was online food ordering and delivering app users of the western province. Measure user perception of mobile shopping, four factors that determine consumer attitudes towards online food ordering and delivery applications; perceived usefulness, perceived ease of use, perceived enjoyment, and perceived risk on consumer attitudes, through the measured relevant dimensions and indicators of the independent and dependent variables. The researcher tries to find the influence of the above-mentioned independent and dependent variables. According to Morgan (1970), the researcher has selected 384 respondents from the Colombo, Gampaha and Kaluthara districts. The confidence level was determined as 95%, as recommended. Data were collected through a self-administrated questionnaire and sent in Google form via e-mail, WhatsApp, Facebook messenger, and other social media platforms. Collected data were entered into IBM SPSS 25 software to analyse and calculate the final results. Before running the significant functions, the first reliability and validity tests were done, and the results were up to the recommended level. Then descriptive statistics were done, and the standard deviation and mean were obtained. According to correlation values and regression values, four hypotheses were accepted ($p<0.05$) and verified a positive influence of perceived usefulness, ease of use, enjoyment, on the dependent variable of Consumer attitudes.

Keywords: Consumer attitudes, food ordering and delivering applications, online shopping, TAM

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