

The Influence of Perceived Ease of Use on Malaysian Consumers' Behavior in Online Food Delivery Services

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Abstract: *The increasing reliance on Malaysian online food delivery services necessitates understanding the key determinants influencing consumer behaviour. This research examines the influence of perceived ease of use on Malaysian consumers' usage of online food delivery websites. By using Theory of Planned Behaviour, the research aims to determine if the ease and user-friendliness of these websites have any noteworthy impact on consumers' decisions. A quantitative approach was utilized with data collected through a Google Form survey of 200 respondents. SPSS analysis was conducted involving reliability testing, descriptive statistics and correlation analysis to determine the strength of association between perceived ease of use and consumer behaviour. This study contributes to the emerging body of consumer behaviour literature on digital platforms as it focuses on employing strong measurement measures. It also points to the need for future studies to explore additional behavioural determinants and combine qualitative methods in order to gain a deeper understanding of consumer motivation in Malaysia's online food delivery business.*

Keywords: Perceived Ease of Use, Consumer Behaviour, Theory of Planned Behaviour, Online Food Delivery

1. Introduction

The new internet and mobile technologies have transformed a majority of industries worldwide, and the food and beverage sector are not an exception. According to Meena and Kumar (2022) in the worldwide, includes Malaysia, online food delivery businesses have gained tremendous popularity. With their ease and accessibility, customers are able to order any food from any restaurant of their choice and have it delivered to their doorstep. Research on the dynamics that influence Malaysian consumers' behaviour in this age of technology is particularly fascinating because of the changing food consumption culture in Malaysia. One of the major determinants of technology adoption and utilization is perceived ease of use (PEOU). For online food delivery services, a key consideration in attracting and retaining consumers of these services will be how easy customers find the platform, ordering and payment processes. To increase customer loyalty and user satisfaction, businesses and service providers must have insight into how PEOU drives consumer behavior within the Malaysian online food delivery services market.

To possess a concrete theoretical foundation for examining the impact of perceived ease of use on the behavior of Malaysian consumers in Online Food Delivery (OFD) services, this study

adopted the Theory of Planned Behavior (TPB). TPB incorporates with attitudinal aspects, subjective norms (social influence) and perceived behavioral control as direct predictors of behavioral intentions, which consequently influence actual behavior (Ajzen, 1991). The inclusion of PEOU in the TPB model allows for a wider explanation of the cognitive and social processes that affect Malaysian consumers' intentions to use online food delivery services.

Technology and changing customer habits has driven the development of OFD in Malaysia, revolutionizing the food and beverage industry. However, consumer perceptions of OFD continue to vary depending on how much thought before making a purchase (Wijaya et al., 2022). The analysis of the major factors influencing consumer behavior could be explained through the examination of the key determinants of consumer behavior in the OFD context. According to previous research, factors that influence the adoption of OFDs include perceived ease of use (Dienur & Heny, 2021), however, not many are Malaysia-focused. Using the Theory of Planned Behavior, this article analyzes the impact of these influences on Malaysian consumers' intention to use and actual use of OFD.

This study contributes to the literature by providing empirical findings on the impact of perceived ease of use on Malaysian consumers' behavior towards the rapidly growing online food delivery services sector. The study's findings will help OFDS providers in Malaysia design easy-to-use platforms and marketing campaigns that increase perceived usability, thereby inducing adoption and retention. The objective of this study is to identify the relationship between perceived ease of use and consumer's behavior in online food delivery.

2. Literature Review

2.1 Consumer Behaviour

Cognitive and socio-technical theories that explain how attitudes, perceptions, and contextual clues influence purchasing decisions have long influenced consumer behavior research. Perceived usefulness and perceived ease of use (PEOU) are highlighted as important antecedents of attitude and intention in traditional frameworks like the Technology Acceptance Model (TAM). However, recent reviews and meta-analyses reveal that these constructs best explain behavior when embedded in larger networks of factors (e.g., trust, social influence, perceived risk, and platform quality). While PEOU consistently influences attitudes and intentions, its direct impact on actual behavior is typically less than perceived usefulness and is generally mediated by trust or satisfaction, according to extensive syntheses of TAM and related studies.

2.2 Perceived Ease of Use

Perceived ease of use is defined as an individual's beliefs about the latest technology will be easy and effortless (Davis, 1989). According to (Dienur & Heny, 2021), it refers to the extent to which consumers believe that using an online food delivery service is simple and does not require a significant effort. Perceived ease of use is a significant aspect of consumer behavior because people prefer to use technology in their daily life. Some of the most important parts of perception of use include a user-friendly app design, simple and intuitive navigation, seamless ordering processes and rapid payment facilities. These features that the apps have such as one-click ordering, stored the payment details and a real-time order tracking can reduce the complexity for them to use the online food delivery platforms.

Moreover, if a platform is convenient to use, with easy navigation, easy ordering and speedy payment options, consumers will adopt and use the service habitually. In addition, as the

Theory of Planned Behavior (TPB) suggests, an easy system enhances consumers' perceived behavioral control and they feel assured to make transactions easily. This will ease habitual use, foster trust and increase customer loyalty. Furthermore, if it is easy to order, customers are likely to purchase on impulse and experiment with new items, which positively influences their behavior. Ultimately, by lowering complexity and enhancing user experience, ease of use increases participation, satisfaction and long-term consumer loyalty in online food delivery services, making it a key factor for the companies to increase customer retention and market competitiveness. Therefore, this study assumes that:

H1: There is a positive relationship between perceived ease of use and consumer's behavior in online food delivery.

The conceptual framework for this study involves examining consumer behavior and perceived ease of use on Malaysian consumers in online food delivery services.



Figure 1: Conceptual Framework

Figure 1 shows the conceptual framework that involve independent and dependent variables of the research. The independent variable is perceived ease of use, while the dependent variable is consumer behavior. This conceptual framework illustrates how independent variables influence or relate to dependent variables.

2.3 Theory of Planned Behaviour

Theory of Planned Behavior (TPB) (Ajzen, 1991) presents a usable theory in understanding consumer behavior towards online food delivery since it discusses the connection of attitudes, subjective norms and perceived behavior control towards in decision making. Perceived ease of use outlines perceived behavioral control, determining on how confident consumers are about using the online food delivery sites or applications.

The degree to which a consumer thinks a certain system or application would be simple to use is known as perceived ease of use. Customers are more likely to view online foods delivery services favourably if they believe they are user-friendly. Furthermore, because users feel more competent and secure about their ability to utilise the platform effectively, high perceived ease of use might raise perceived behavioural control. Consequently, by favourably affecting attitude and perceived behavioural control, PEOU indirectly influences behavioural intention. In the context of online food delivery services, a more rational explanation of consumer behaviour is made possible by the inclusion of perceived ease of use in the TPB theory.

3. Methodology

The study implements a quantitative research design to investigate factors influencing Malaysia's consumer behavior in online food delivery. This survey-based approach is incorporated to gather the numerical data that quantifies the relationship between perceived ease of use with Malaysia's consumer behavior in online food delivery.

The population of this study is consumers who use online food delivery applications in Cheras, Kuala Lumpur. The respondents will include individuals aged 18 and above, ensuring different

demographics including students, working professionals and homemakers who would torrentially use online food delivery platforms. Data will be collected using online questionnaire methods from respondents who are available and willing to participate. Since participants for this method can be sourced in a particular place within a specific time, it is efficient at collecting responses. The sample size of this study is 200 respondents. This number is usually chosen to allow for enough population representation without being unmanageable to collect data. Sample size enables a significant statistical analysis and reliable representation of consumer behavior trends in the online food delivery industry in Cheras, Kuala Lumpur.

The data for this study is collected using an online questionnaire as primary research instrument. The questionnaires were designed with the Google Form aiming to access the influence of perceived ease of use on Malaysian consumer behavior in online food delivery services. The Google Form questionnaire is distributed through various online social networking platforms such as WhatsApp, Telegram, Facebook, Instagram, to reach diverse adult consumer audiences living in Cheras, Kuala Lumpur. Leveraging online distribution methods enhances the study's reach and accessibility, allowing a broader sample of respondents to participate in our study. Hence, this enables the resulting finding to accurately represent the Malaysian consumers behavior in online food delivery services. On top of that, this approach ensures respondents' confidentiality, enabling them to answer the survey anonymously without intervention from researchers. The statistical analysis performed by using IBM SPSS Software to test the study hypothesis.

4. Findings and Discussion

Based on Figure 3, the age group which had the highest representation in the survey was in the range of 23 years to 27 years (36.8%), while those aged 41 and above accounted for 28.9%. Respondents aged 37 - 40 years old were the least likely to respond to this survey (1.5%). This implies that younger respondents were more likely to take part in the study. Also, respondents consists of 60.7% female and 39.3% male. Females appear to have been more active in the survey than males. Most of the respondents surveyed possess a Bachelor's degree, 59.7%, while diploma holders form the next group, 14.4%. A smaller number of respondents hold a Master's degree, 10.0%, or a Doctoral degree, 2.0%. The remaining portion of the respondents have an SPM, 8.5%, or professional certifications, 5.5%. A greater proportion of the respondents completed higher education and this distribution evidence that notion. Many respondents, 43.8%, fall into the income bracket of RM0 - RM1,500, followed by those earning more than RM6,001, which constitutes 24.4% of respondents. Such a broad range of incomes allows for differing views on price sensitivity and spending pattern behaviors.

Profile		Percentage (%)
Age	18 - 22 years old	19.4
	23 - 27 years old	36.8
	28 - 32 years old	10.4
	33 - 36 years old	3.0
	37 - 40 years old	1.5
	41 years old and above	28.9
Gender	Male	39.3
	Female	60.7
Education Level	SPM	8.5
	Certificate (eg: Professional, Vocational, Technical)	5.5
	Diploma	14.4
	Bachelor's Degree	59.7
	Masters Degree	10.0
	Doctoral Degree	2.0
Income Level	RM0 - RM1,500	43.8
	RM1,501 - RM3,000	13.9
	RM3,001 - RM4,500	12.4
	RM4,501 - RM6,000	5.5
	Above RM6,001	24.4

Figure 3: Demographic Profile of Respondents

Scale	Cronbach's Alpha	Acceptable (≥ 0.6)	Result
Perceived Ease of Use Scale	0.81	Yes	Reliable
Consumer Behaviour Scale	0.75	Yes	Reliable

Figure 4: Reliability Analysis (Cronbach' Alpha)

This Figure 4 presents both variables, Perceived Ease of Use scale are reliable (0.81) and Consumer Behaviour scale (0.75). It shows that the questionnaire used is good and reliable.

Variables	Perceived Ease of Use	Consumer Behaviour
Perceived Ease of Use	1.00	0.49
Consumer Behaviour	0.49	1.00

Figure 5: Pearson Correlation of Consumer Behaviour and Perceived Ease of Use

Figure 5 shows the Pearson correlation between perceived ease of use and consumer behaviour is 0.49. It indicates moderate positive relationship between Perceived Ease of Use (PEOU) and Consumer Behavior (DV) at the 0.01 significance level (2-tailed). This suggests that as PEOU

in online food delivery become better their consumer behaviour tend to rise. This means that the more consumers perceive that an online food delivery service is easy to use, the greater the likelihood they will use and engage with the service. However, the relationship is moderate, implying that other variables may also influence consumer behaviour. Normally, more online food delivery websites make their platforms easier to use, ordering simpler, and navigation and payment complexities are reduced, the more they tend to facilitate habitual use and positive engagement among consumers. Therefore, H1 is accepted because the correlation is moderately positive ($r=0.49$).

5. Conclusion

In conclusion, this study is intended to address the relationship between consumer behavior and perceived ease of use. Based on the findings that gathered into this research, it is confirmed that the relationship between these variables is significant. Therefore, the hypothesis for H1: There is a relationship between consumer behavior and perceived ease of use is accepted. The findings can serve as a basis for companies to enhance customer satisfaction and optimize their services. To sum up, PEOU is used to create a positive attitude towards online food delivery service but independently is not a determinantal variable to dictate customer behavior. This puts emphasis on incorporating additional determinants like trust, usefulness and reward incentives so with better understanding and advocating customer involvement towards this internet-service environment. Future research can explore other variables or utilize qualitative analysis to learn more about consumer behavior in this emerging industry (Rahiman et al., 2021).

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Conflict of Interest Statement

There is no conflict of interest regarding the publication of this study. This study was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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