



**THE EFFECT OF VALUE PERCEPTION ON CONSUMER PURCHASE INTENTION
TOWARDS ONLINE FOOD DELIVERY SERVICE**

**BY
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**A RESEARCH PROPOSAL SUBMITTED TO THE DEPARTEMENT OF MARKETING
MANAGEMENT FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR MASTER'S OF ARTS DEGREE IN MARKETING MANAGEMENT**

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ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

ADDIS ABABA, ETHIOPIA

JUNE, 2022

Addis Ababa University

School of Commerce

Graduate program Department of Marketing Management

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Thesis Submitted to Addis Ababa University School of Commerce Marketing Management
Graduate Program in Partial Fulfillment of the Requirements for the Degree of Master of Arts in
Marketing Management

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Declaration

I, Samrawit Abebe, hereby declare that the thesis entitled "The effect of value perception on consumer purchase intention towards online food delivery service" is my own original work and that all sources of materials used for the study have been duly acknowledged.

Samrawit Abebe

Signature_____

Date_____

Statement of Certification

This is to certify that Samrawit Abebe has carried out her research work on the topic entitled “The effect of value perception on consumer purchase intention towards online food delivery service ” and it is her original work and is suitable for submission of the Award of Master’s Degree in Marketing Management.

BEZA LIBEYESUS (PhD)

Thesis Advisor

June, 2022

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Acknowledgments

First, I would like to thank Almighty God for helping me prepare this thesis from its beginning up to its end. Without him, none of this would have been possible.

I must also thank my entire family for their support and patience throughout the preparation of this thesis.

A thesis like this depended greatly on the research materials available and I am particularly grateful to the AAU library: I spent many pleasant days wandering through its countless collections.

Finally, much accolade should be given to my advisor Dr. Beza Libeyesus for her tireless support and professional feedbacks she provided me.

Abstract

The theory of consumption value (TCV) used to discover the association of consumer values perception and purchase intention toward online food delivery applications (FDA's) and food delivery services. A quantitative method of research approach conducted for cross sectional survey (pen and pencil) which was distributed to consumers who used restaurants in different areas of Addis Ababa. The finding of the study help those who are working in the food industry to have knowledge of consumers' values perception which can be used as an input to change non-users to users.

Key words: Theory of Consumption Value, Online Food Delivery Application, Purchase intention

Acronyms

FDAs-----Food Delivery Applications

OFD-----Online Food Delivery

FDS-----Food Delivery Service

OTA-----Online Travel Agency

TCV-----Theory of Consumption Values

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CHAPTER ONE

INTRODUCTION

The lifestyle of the people has been changed because of the availability of internet technology and retail e-commerce. The retail e-commerce market forms a market share of 3.53 trillion US\$ in 2019 and forecasted to grow up to 6.54 trillion US\$ by 2022 globally. Since online shopping is increasing on a regular basis, 95 percent of different purchases worldwide will be performed by e-commerce in 2040. Consumers prefer online shopping to brick and mortar due to competitive pricing, convenience, temporal and spatial barriers, wider choice, customized service, expert advice, greater access to information, and fast delivery. The products and services which are frequently bought through online shopping include: clothing, food, hotel rooms, car rentals and others. Because the online food delivery market has grown in its fastest pace globally, it is essential for the restaurant industry to consider the online food delivery in order to be competitive. It is estimated that by 2024, the global online food delivery market will increase to 182.3 billion US\$—up from about 136.4 billion US\$ today (Ali et.al, 2021).

Restaurant to consumer delivery uses either its own online platform or a third-party platform. The third-party platform (Platform to consumer delivery operation) has many partner restaurants which do not necessarily offer online delivery services (Li and Miroso, 2020).

This study focus on the platforms which are operated by the third party or platform to consumer delivery operations.

Background of the study

In food delivery service, an application which is downloaded on gadgets such as mobile phones or personal computers is owned by a third party who is working with different restaurants and responsible to deliver an ordered food with box or bag packaging. The application also helps customers to choose food items that the restaurants found near them prepare. Customers will finally rate the application based upon the quality of the service they earned.

During the Covid 19 era, it is essential to use the online food delivery service. Since the virus spreads through a direct contact such as during cash exchanges, people have changed their old ways of carrying cashes and get different services particularly from restaurants. Instead they find online food delivery system fast, efficient, reliable and healthy. In other words, a person can get what he wants without being infected by the virus because online food delivery system is compatible with the two most important covid 19 protocols namely avoiding overcrowd and avoiding cash exchange.

In Ethiopia the first online food delivery service was launched in 2015 by Delivery Addis. The establishment of this food delivery changes the way people dine by letting them to order food from restaurants. At Delivery Addis more than 20,000 registered customers are available. The people who view the official page of this company are around 400,000 per month and around 4,000,000 values of goods are sold per one month. Besides, there are other online food delivery companies that work almost similarly with delivery Addis. Beu delivery, Tikus delivery, Zoma delivery, Addis foodie delivery, Dasher delivery, etc are just some examples of online food deliverers.

The online food delivery service is an emerging sector especially in Ethiopia which requires further study to understand the behavior of consumers towards online food delivery services in order to convert nonusers to users.

1.1 Statement of the problem

In the 21st century a good understanding of technology and how it is applied in different sectors is very important so as to move forward with the pace of the fast-moving world. The online food delivery service is on a fledging stage in Ethiopia and requires further study. Nevertheless, there

are empirical studies which are performed in many developed countries and developing ones such as Bangladesh, India, and Vietnam.

The Covid 19 pandemic has caused massive crisis in all corners of the world particularly in sub-Saharan Africa (SSA) including Ethiopia. With regards to Ethiopia, the pandemic has tremendously affected the socio-economic aspects of the country as stipulated clearly by the UN report. Among from those stipulations by the UN, the following were included. These are:

The negative impact that the pandemic has on the labor market which ultimately affects remittance and causes many job losses all over the country.

The pandemic greatly affects the tourism sector worldwide. As in the case of Ethiopia for instance, the tourism sector generated around 3.55 USD from some 812,000 visitors in 2019.

The pandemic generally has a domino effect that it aggravates the inflation of the economy. This in turn enhances poverty and makes the FDI inflows into the country to decline in a devastating manner.

No cure has been gotten thus far for the pandemic. Yet The World Health Organization (WHO) often times recommends people all over the world to be prudent and properly implement the three “Cs” namely avoiding crowded places, avoiding close contact settings and avoiding confined and enclosed spaces. The Covid 19 pandemic requires the consideration of keeping social distancing by encouraging the society to use different technological innovations which reduce human interaction. In other words, it is vital to deliver food at consumers’ doorsteps.

As it has been mentioned above, the online food delivery service is an emerging sector in Ethiopia which is not given enough attention. This study used theory of consumption value (TCV) and tried to understand consumers’ perception by investigating their value (functional value, social value, conditional value and epistemic value) towards the food delivery applications (FDA’s). Moreover, it is a must to know the consumer’s value perception in order to understand the decision-making process. Hence, the finding of the study helps the online food delivery service providers to use the information to identify areas in which initiatives for improvement and to formulate their marketing strategy accordingly and able to become competitive in this lucrative sector.

1.2 Basic research question

Q.1. Does consumers' value perception has effect on purchase intention towards online food delivery service?

Q.2. which consumers' value perception (functional value, social value, conditional value and epistemic value) predominantly influence purchase intention towards online food delivery service?

1.3 Objectives of the study

The primary objective of the study is to investigate the effect of consumers' value perception towards purchase intention of online food delivery service.

The specific objective of the study is to analyze the influence of value perception (functional value, social value, conditional value and epistemic value) which has significant effect on the purchase intention towards online food delivery service.

Definition of Terms

Online food delivery service providers perform as intermediaries by using online platform (applications) to connect consumers with different restaurants.

According to Kotler et al. (1999) **service** is any activity or benefit that one party can offer to another which is essentially intangible and does not result in ownership of anything.

Sheth et al. (1991) defined the five values of consumers as follows:

Functional value - the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. It is measured on a profile of choice attributes.

Social value - the perceived utility acquired from an alternative's association with one or more specific social groups. It measured on a profile of choice imagery.

Emotional value - the perceived utility acquired from an alternative's capacity to arouse feelings or affective states. It is measured on a profile of feelings associated with the alternative.

Epistemic value - the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge.

Conditional value - the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional

value in the presence of antecedent physical or social contingencies that enhance its functional or social value.

1.4 Significance of the study

This study tried to understand consumers' values perception and behavior towards online food delivery service which play a very significant role for those who are working in the online food delivery service industry. For the achievement of a web-based business site, the finding of the study helps them to have a complete knowledge of consumer's preference, buying intention and behavior. Moreover, it will be an input for the marketing manager for the preparation of marketing strategy and to drive the business successfully.

The finding of this study will also give an insight for future researchers.

1.5 Delimitation /Scope of the study

The study considered cross sectional survey for 384 consumers who used different restaurants in Addis Ababa, and this did not represent the whole Ethiopia.

It focus on the service aspect of marketing by presuming theory of consumption value (TCV) to test the relationship between the dependent variable (customers' intention towards FDAs) and independent variable (price value perception, health value perception, perception of food safety concern, prestige value perception, affordances value perception, and epistemic value perception).

1.6 Organization of the Research Report

This study is organized into five chapters: Introduction, Review of related Literature, Results and Discussion and Summary, conclusions and recommendations. The first chapter provides a general introduction of the study including background of the study, statement of the problem, Research questions, Objectives of the study, Definition of key terms, Significance of the study, Scope and delimitation of the study and organization of the study. Chapter two covers the theoretical framework, empirical literature, hypothesis and conceptual framework. The third chapter covers research approach, research design, population and sampling techniques, data collection method and procedure and method of data analysis. It also covers ethical considerations of the research. Chapter four depicts the data presentation, analysis, and

discussion. Finally, the fifth chapter discusses summary findings, conclusions, and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1.Theoretical Review

The concept of service and its importance of study

Product, price, place and promotion are considered as traditional marketing mix. The remaining three Ps are associated with service delivery process, physical environment and people. Seven of them are altogether referred to as the seven Ps of services marketing.

The interface between the service provider and the customer is intermediated by a channel. In electronic channel, the service is widely available with low cost of reaching to customers and enhances customer convenience, consistent and standardized service is offered. (Verma, 2012)

As per (Wirtz, 2016) service sector is widely spread around the globe. In emerging economies, the service output is growing rapidly and often represents at least half of the Gross Domestic Product (GDP). Besides, studying the service aspects of marketing help to generate new jobs and to gain personal competitive advantage.

Definition of need

A **need** can be defined as a feeling or a desire for something in which a customer's satisfaction is not met. It occurs by disequilibrium from an ideal or desired state. When a consumer feels disequilibrium from an ideal or desired state a need is recognized and experienced as a drive state. It is referred to as motivation. Motivation is the reason for behavior. A motive is an unobservable inner force that stimulates and drives a behavioral response. The terms *need* and *motivation* are often used interchangeably. (Solomon et.al 2006).

Characteristics of Needs

- Needs are dynamic- new needs emerge after one need is satisfied. Thus, satisfaction is only temporary and cannot be fully satisfied.
- Needs exist in a hierarchy - this is to mean that although several needs may be activated at any time, some assume that they are more important than others.
- Needs can be internally or externally aroused - many needs are internally aroused, yet some needs can be externally cued.

- There is a conflict of needs. These are the following: -
 - **An approach-avoidance conflict** occurs when an inner struggle about which offering to a purchase choice with both positive and negative consequences. In short, it exists when we want and avoid a goal at the same time.
 - **Approach-approach conflict** is an inner struggle about which offering to acquire between two attractive alternatives.
 - An avoidance-avoidance conflict occurs when a consumer facing a purchase choice between two equally undesirable options where neither option is desirable.

Types of Needs

- i. Social and nonsocial needs
- ii. Functional, symbolic and hedonic needs

Social needs - relate to other individuals and require the presence or actions of other people. Unlike social needs, *nonsocial needs* which involve only ourselves and do not require the presence or actions of other people. Needs for sleep, novelty, control, uniqueness, and understanding are examples of nonsocial needs.

Utilitarian need is a desire to achieve some functional or practical benefit. The objective and tangible attributes of the product will be emphasized by the consumer. So, it motivates the search for products that solve consumption-related problems.

Symbolic needs - are connected with our sense of self which affect how we perceive ourselves and how others perceive us. Achievement, independence, self-control, the need to avoid rejection, the need for achievement, status, affiliation, and belonging are examples of symbolic needs.

Hedonic needs - the level of fun and emotional content gained which reflect our inherent desires for sensory pleasure. Sensory stimulation, cognitive stimulation, and novelty (nonsocial hedonic needs) and needs for reinforcement, sex, and play (social hedonic needs). These **hedonic needs** reflect our inherent desires for sensory pleasure.

2.1.1 Maslow's theory of motivation

Abraham Maslow explains why people are driven by particular needs at particular times. Hawkins and Mothersbaugh (2010), it is based on four premises:

- A similar set of motives acquire through genetic endowment and social interaction.
- There are motives which are critical than others.
- Before other motives are activated, the more basic motives must be satisfied to a minimum level.
- More advanced motives occur after the basic motives become satisfied.

As it is explained in Hawkins and Mothersbaugh (2010), Maslow's hierarchy of needs is arranged in order of importance.

Physiological: Food, water, sleep are physiological need.

Safety: Seeking physical safety and security, stability, familiar surroundings are safety needs.

Belongingness: A desire for love, friendship, affiliation, and group acceptance.

Esteem: Feelings of usefulness and accomplishment, desires for status, superiority, self-respect, and prestige.

Self-Actualization: self-actualization motive is reflected in the desire for self-fulfillment.

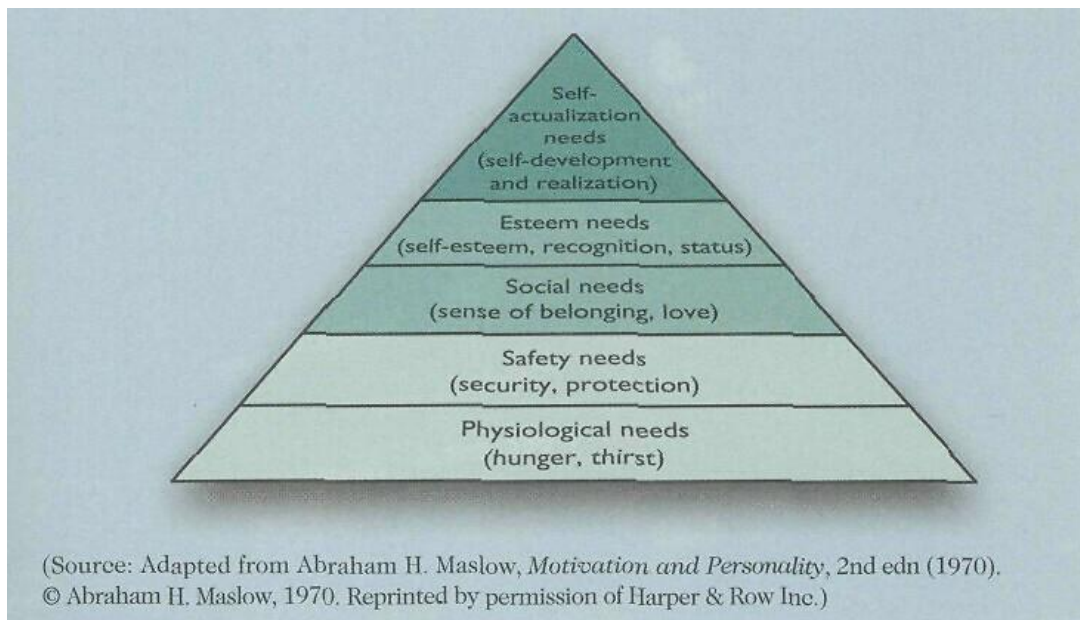


Figure 2. 1: Abraham Maslow, Motivation and Personality

2.1.2. Freudian Theory: The Psychoanalytical perspective

There are different motives which are the reason to behavior, yet these needs or wants are either unaware or unwilling to be recognized by the consumer. As it is mentioned in Hoyer, Macinnis, and Pieters (2012), according to Freudian theory, a person needs to be a responsible member of the society and at the same time s/he wants to satisfy his /her physical needs. This struggle creates three parts of the human personality: id, ego and superego.

The id is the ‘party animal’ and the most primitive part with selfish and illogical personality. It happens at birth and governed by instincts which require maximizing pleasure and avoiding pain. The ego is governed with the reality principle, which mediates between the id and superego by balancing these two opposing forces according to the reality principle. It is functioning in preconscious level and attempts to satisfy the desire of the id in acceptable manner.

The superego prevents and controls the need of the selfish gratification of an id. It also triggers ego to consider not only considering the realistic standards but also the moralistic ones.

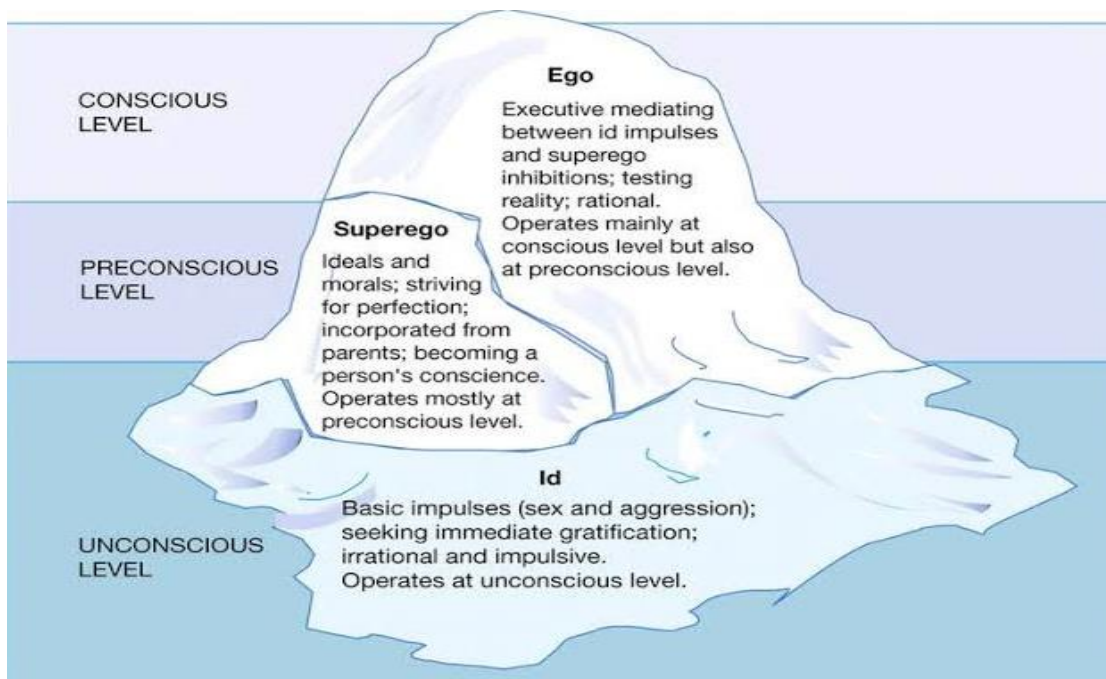


Figure 2. 2: Freud's view of the human mind: The mental Iceberg

2.1.3. Theory of consumption values

The theory of consumption values is suitable for a full range of product type. i.e., consumer durables, consumer nondurables, industrial goods and services. It also clearly stipulates why consumers choose to buy one product, product type or brand over another. According to the theory, consumer choice is the function of multiple independent consumption values. Above all, the consumption values make differential contributions in any given choice situation (Sheth and Newman, 1991).

The five consumption values

The following concepts of consumption values are mentioned by (Sheth and Newman, 1991):

- i. **Functional value** is the product function or utility so that it is a reason for buying a product or service. The functional value is derived from the perceived utility of the object in the choice situation and generally relates to performance, reliability, durability and price. It also clearly shows what the product does for the customer.
- ii. **Social value** deals with consumers' intention of acquiring a product because it is associated with a desirable reference group. Market choices such as product type, brand choices and purchase decisions are influenced by social value in that consumers perceive that various product classes are either congruent or incongruent with the norms of the reference groups to which they belong or aspire. So, it helps in achieving satisfaction on belonging or esteem needs.
- iii. **Emotional value** is the value derived by the service if the emotion and feeling of consumers stimulated by it. The market choice may be influenced by the individuals' emotional response to the product.
- iv. **Epistemic value:** This value is derived from a product or service when it makes a delivery on customer's needs for variety seeking or stimulation, knowledge and curiosity.
- v. **Conditional value:** Sometimes because of some constraints such as financial crunch, time pressure, or weather conditions, a particular product or service is chosen.

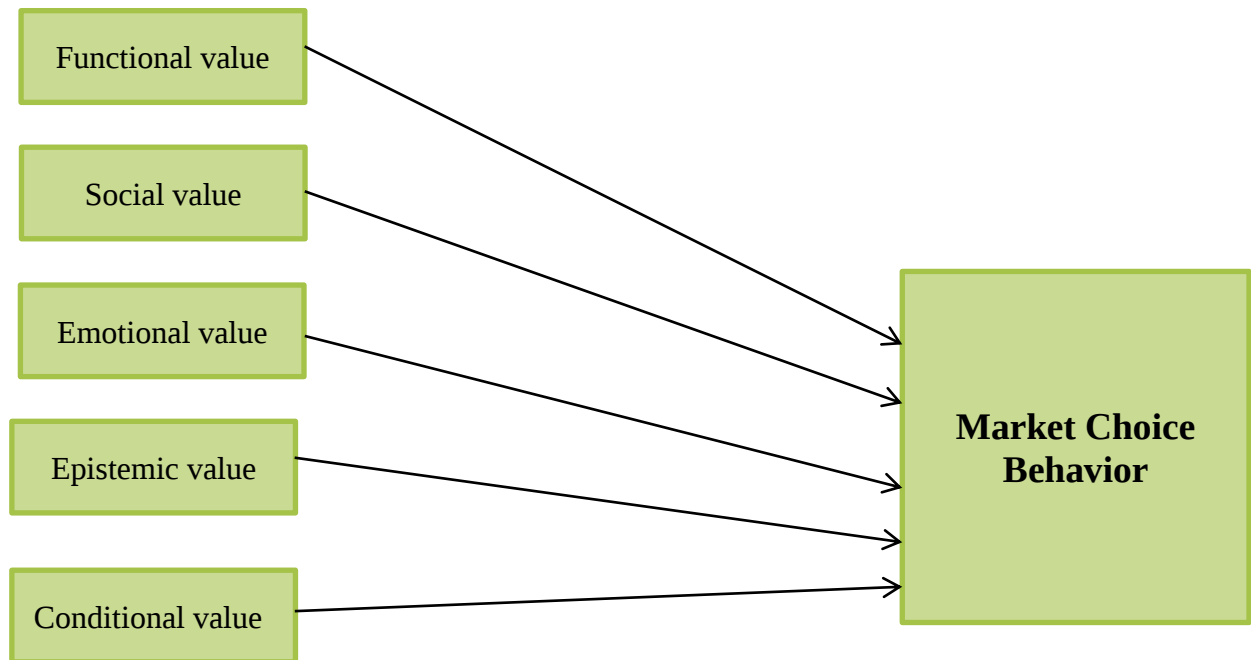


Figure 2. 3: Generic consumption value (Sheth and Newman, 1991)

2.2. Empirical Review

The TCV is a well-established theory that has been used successfully in various contexts to examine consumers' values perception.

The five generic theories of consumption values (the functional, emotional, social, conditional and epistemic value) extended as specific values perceptions which are used by different scholars to understand the purchase intention of consumers towards food delivery applications, online travel agencies (OTA), mobile apps, etc.

The study was done by (Talwar et al., 2020), on Indian online travel agencies (OTA), by considering hygiene consciousness, visibility perception, privacy and security and age as moderating variables. These variables help to understand the influence of individual differences. The finding of the study shows that functional value (consisted of monetary and quality of benefits of value), social status, information (epistemic value) and preference (conditional value) have positive association with purchase intention towards OTA's. But the study did not measure the social value by merely mentioning the prior studies.

As of Kaur et al. (2021), the epistemic value is considered as visibility in FDA-specific value. It is found that the main driver of purchase intention which is followed by affordance value.

As of Chandra and Cassandra (2019) and Preetha and Iswarya (2019), a food delivery application with more detailed information about comments, an updated price which is charged the same from what is in the application will be considered as an incentive by consumers.

According to the study of Chai and Yat (2019), Chetan et al. (2019) and Novital and Husna (2020), consumers prefer to use mobile delivery application because they don't have a cooking space to cook and they do not have enough time to have a meal at a restaurant. Besides, they face some inconveniences such as getting a parking lot around a restaurant, lacking a sufficient space in the restaurant to seat and eat and waiting for a long time in the restaurant until the food is served and the like. As such, the online food delivery application helps customers to be free of all the aforesaid hustles and get a freshly cooked food at the right time.

Even though the possibility for the spread of COVID-19 was very less through OFDs, lack of awareness resulted in high-perceived threat, creating uncertainty around the purchase, thus, affecting the purchase decision (Mehroliya and Solaikutty, 2021).

To the best of my knowledge, no research has been done to catch the behavior of consumer towards the online food delivery application and services in Ethiopia. So, there is a need to investigate the influence of consumer values perception (FDA-specific values) on the purchase intention.

2.2.1. Functional value (price, health consciousness, and food safety concerns)

Price value perception

The intangibility characteristics of service creates knowledge vacuum for the customer. The customer is not able to know the thing that is being bought. Above all, services are low on search attributes and high on experience and credence attributes. Because of this, price as one of the important aspects that shape expectations in a service transaction (Verma, 2012).

Price is the value for money and benefits that FDA users perceive they derive by ordering food that is reasonably priced (Kaur and Dhir, 2020). Consumers will be concerned with prices and discounts that they can acquire through purchasing (Yeo and Goh, 2017).

H₁: Price value perception is positively correlated with consumers' purchase intentions toward FDAs.

Health value perception

The COVID-19 virus can live on surfaces for extended periods of time, including the two most commonly used materials in food delivery: paper bags and cardboard boxes. However, the best ways of protecting oneself from the virus are through disposing the paper bag properly and washing hands thoroughly. In addition to this, there is no evidence of COVID- 19 transmission from food (Mehroli and Solaikutty, 2021).

H₂: Health value perception is positively correlated with consumers' intentions toward FDAs.

Food safety concerns perception

Fresh and well-cooked food might be considered as standard quality. On the other hand, any deviation from this will result in dissatisfaction. Poor delivery service is another bottleneck in the online shopping that results in damaged product arrival (Saad, 2021).

Food-safety concern can seriously damage quality value due to concerns about the safety of food ordered from FDAs (Kaur and Dhir, 2020).

Therefore, the hypothesis is as follows:

H₃: Perception of food safety concern and representing quality value are negatively correlated with consumers' purchase intentions toward FDAs.

2.2.2. Social value / Prestige value

As it has been suggested (Kaur et al., 2021), social value represents the prestige and self-image of consumers derived in social settings by using FDAs. Prestige is the boost in self-image that consumers derive in their social settings by ordering food from FDAs. In relation to FDA use, social value implies gaining social approval, making a positive impression, and appearing to be smart by using the latest technology. On the other hand, the study of (Tandon, et al., 2021) and Flores, J., & Castaño, M. (2020), shows that there is no association between social status values with purchase intention in USA and Philippines respectively. However, this study focuses on the case of Ethiopia, so that it is important to consider the reverse scenario.

H₄: Social values perception is positively correlated with consumers' purchase intentions toward FDAs.

2.2.3. Epistemic value /Visibility

Epistemic value (visibility) represents informational aspects, such as promotional advertisements, the feeling of curiosity incited by seeing others use the FDA, and the sense of novelty of a technology-driven product whose benefits are being enjoyed by others. So, advertisement and observation of peers' use of FDAs affect consumers' perceptions of different forms and degrees of value derived through their consumption of FDAs. The epistemic value (visibility) is the chief driver of purchase intentions toward FDAs (Kaur et al., 2021).

As of (Tandon, et al., 2021), considers visibility (consumers observe the usage of the product by others and the effects of advertising) as an important factor and antecedent of the consumption values which influence the purchase intention. There is a positive relationship between epistemic values perception and customers' intentions (Talwar et al., 2020).

H₅: Epistemic value perception is positively correlated with consumers' purchase intentions toward FDAs.

2.2.4. Conditional /affordances values perception

It is the feature, advantage, or merit that can drive value when they order food from FDAs, which include certain conditions, such as listing of preferred restaurants that may enhance consumption value (Kaur et al., 2021).

Consumers will be concerned about prices and discounts that they can acquire through purchasing online and in this case, specifically in attitude towards OFD services. Having certain discounts or promotions may also attract price-sensitive consumers, as they are likely to choose the channel which provides them the best value for money (Yeo and Goh, 2017).

H₆: Conditional value perception is positively correlated with consumers' purchase intentions toward FDAs.

2.3 Conceptual Framework

From the above theoretical and empirical literature, the following model can be developed:

Specific Consumption Values Perception

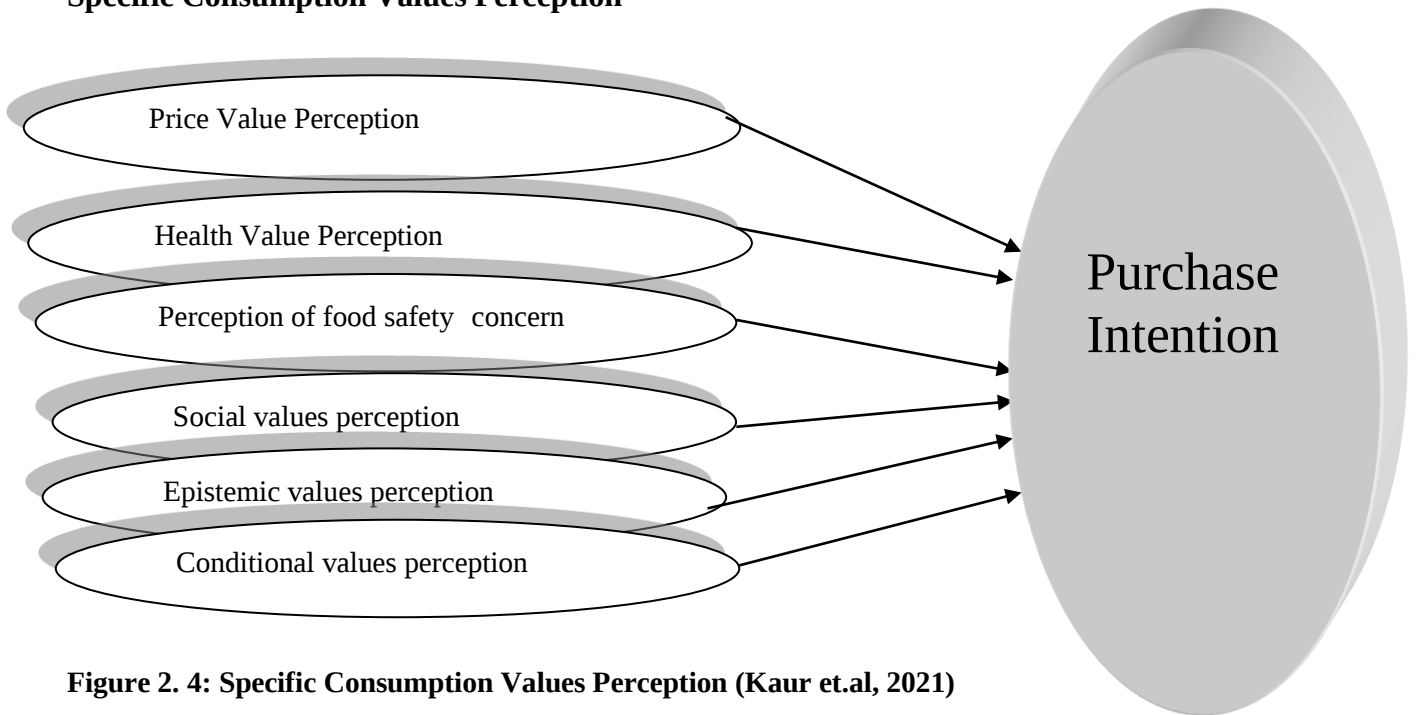


Figure 2. 4: Specific Consumption Values Perception (Kaur et.al, 2021)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter includes research approach, research design, population and sampling techniques, data collection method and procedure and method of data analysis. It also includes the reliability, validity and ethical considerations of the research.

3.1. Research Approach

‘Quantitative research design is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures’ (Creswell, 2009).

Based on the objective of the study, quantitative research design used because it attempts to discover if there is a relationship that exists between the dependent and independent variables. It also used mathematical computations and statistical procedures in order to measure the degree of correspondence by considering both the direction and the strength of the relationship.

3.2. Research Method

Basic research deals with natural phenomenon, relating to pure mathematics and concerning to human behavior and making conclusion. Thus, basic research finds information that has a broad base of applications and adds this information to existing body of knowledge (Kothari, 1990). Moreover, it advances fundamental knowledge and focuses on refuting or supporting theories. It is also the source of most new scientific ideas and ways of thinking (Mohammed, A. and Denu, B., 2014).

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose is to describe the state of affairs as it exists at present (Kothari, 1990).

The online food delivery applications and services are new and recent business ideas. The research tries to understand the perception levels of consumers. Hence, the finding of the study helps those who are working in the industry to know the prioritized values of consumers.

3.3. Population and Sampling Techniques

The entire customers in the restaurants of Addis Ababa taken as a population. However, it is not logical and impractical to consider all in the study.

The probability of sampling techniques is unbiased, and quantification is possible. A simple random sampling technique used by every member of the population to have an equal chance to be selected. So, consumers who used different restaurants in Addis Ababa selected randomly.

According to Cochran (1977), a large population's sample size can be calculated by using the formula:

$$n = Z^2 pq / e^2$$

n- Sample size which will be drawn

Z-is determined based on confidence level.(95% confidence level =1.96)

p- Population proportion assumed to be 50% or 0.5.

q- (1-p) =1-0.5=0.5

e- Margin of error in which true value of the population will be estimated.

The sample will be applied for a large population whose degree of variability is not known by assuming maximum variability of 50% with 95% confidence interval and 5% precision.

$$n = 1.96^2 \times 0.5 \times 0.5 / 0.05^2 = 384$$

3.4. Data collection method and procedure

There are two ways of data collection. i.e., primary and secondary. The secondary data are collected from journal articles, books, research papers, website of companies and the internet. The advantage of seeking information from secondary data sources is to save time and money spends in acquiring the information. However, secondary data as a sole source of information has a drawback of becoming obsolete, and not meeting the specific needs of a particular situation (Sekaran, 2003). Hence, it is important to consider the primary source of data. A written survey administered in person to gather information through a questionnaire. The survey questionnaire enables to cover extensive amount of information which includes demographic characteristics, behavioral habits, awareness and perception of a large number of people in a limited amount of time.

The questionnaire prepared by referring to a previous study. A standard questionnaire was developed by Kaur et.al, 2021 in the case of a developing country called India. A five-point Likert scale ranging from strongly disagree, disagree, neither agree nor disagree, agree and strongly agree distributed among consumers who were using different restaurants in Addis Ababa. The questionnaire was presented in English and Amharic languages. The respondents chose their preferred language accordingly.

3.5.Method of data analysis

The data analyzed, interpreted in a simple manner and present in a meaningful way by using descriptive statistics (minimum, maximum, mean and standard deviation). From inferential statistics, the linear multiple regression technique used because it predicts the purchase intention from functional, social, epistemic and conditional values perception. The sign of the regression coefficient also shows the direction of the effect of these values' perception on the purchase intention of consumer. On top of this, the degree of the regression coefficient implies the effect of each value perception on the purchase intention.

Moreover, SPSS and Microsoft excel used to analyze data from a questionnaire.

3.6 Validity and Reliability

Validity tests 'how well an instrument that is developed measures the *particular concept* it is intended to measure' (Sekaran, 2003).

A composite reliability (CR) score is greater than 0.7 and an average variance extracted (AVE) is greater than 0.5. The discriminant validity is confirmed by checking the square root of the AVE for each construct which exceeds the correlations between the constructs.

Reliability tests '*how consistently* a measuring instrument measures whatever concept it is measuring' (Sekaran, 2003).

All measurement factor loadings are above 0.59 which is within acceptable cut off 0.50. The researcher concluded that the measures of the models are well validated and reliable (instruments already reputed to be "good") to ensure that the research is scientific.

3.7 Ethical considerations

The research conducted without any bias i.e., every participant treated equally. The respondent had a clear understanding of the objective of the study and gave his consent before he directly participates in the research. Every information that the respondent provided kept confidentially. The questionnaire prepared by two languages according to the literacy level of the respondents (English and Amharic). This helped the respondents to properly answer what they feel. Finally, the result reported according to the finding.

CHAPTER-FOUR

DATA PRESENTATION AND ANALYSIS

The objective of the study is to analyze the effect of consumers' value perception on the purchase intention of online food delivery application/ service. Descriptive and inferential statistics were used in analyzing the data collected. Based on the primary data collected, data presentation, analysis and discussion of the sample population are included in this chapter. The demographic facts of the respondents were summarized using frequency distribution. The reliability study, descriptive analysis of the variables, test for normality and regression analysis are presented. Moreover, SPSS version 25 was used to analyze data. Out of 384 questionnaires, 365 (95.05%) were properly filled and returned. In addition to this, 310 were non-users and 55 were users.

4.1. Reliability of the study

The goodness of a measure in reliability is explained by stability and consistency by which the instrument measures. Cronbach's coefficient alpha is the popular method to test of inter item consistency reliability for multipoint-scaled items. To measure better, the instrument should have high coefficient (Sekaran, 2003). Values 0.7 and above as good, 0.8 and above as great and values 0.9 and above considered as excellent (Tabachnick and Fidell, 2013).

Table 4. 1: Reliability Statistics

Specific Consumption Values Perception Dimension	Cronbach's Alpha	Number of Items
Price	0.574	3
Health Consciousness	8.000	5
Food Safety Concern	0.440	2
Prestige value	0.719	7
Affordance value	0.716	5
Visibility	0.520	4
Purchase intention	0.729	4
Reliability of Total Scale	0.821	30

As it is explained above, Cronbach's coefficient alpha was used to measure the reliability of the study. Food Safety Concern (with value 0.440), price (with 0.574 value) and visibility (with 0.520 value) which have less items that are not correlated each other and considered as unreliable so that the three dimensions were not considered for further analysis.

4.2.Descriptive Statistics of users of FDA'S

As it is mentioned above, out of 365 respondents, 310 were non-users of online food delivery service/application and 55 of the respondents were users. According to the objective of the study, it focused on analyzing the perception of non-users.

4.2.1. Gender of FDA users

Table (4.2) shows, the largest share of the gender composition is represented by female representing 65.5% and 34.5% were male.

Table 4. 2: Gender Distribution

	Frequency	Percent
Female	36	65.5
Male	19	34.5
Total	55	100.0

4.2.2. Age of FDA Respondents

Table (4.3) shows users of FDAs age group, 52.7% (29) found to be in age from 21-30, 30.9% (17) were less than 20, 10.9% (6) of the respondents between 31-40. Whereas 1.8% (1) of the respondents between 41-50 and the remaining 3.6% (2) of the respondents were more than 50 years old. The following table shows the age distribution of the respondents:

Table 4. 3: Age of respondents

	Frequency	Percent
21-30	29	52.7
31-40	6	10.9
41-50	1	1.8
Less than 20	17	30.9
More than 50	2	3.6
Total	55	100.0

4.2.3. Educational Background of FDA respondents

Regarding the educational background of the users of FDAs, the majority of the users were bachelor degree holder 50.9% (28) followed by Diploma 25.5 % (14), masters and above 18.2% (10) and certificate and below 5.4% (3).

Table 4. 4: Educational status of FDA users

	Frequency	Percent
Bachelor Degree	28	50.9
Certificate and below	3	5.4
Diploma	14	25.5
Masters and above	10	18.2
Total	55	100.0

4.2.4. Net Income of FDA respondents

Net income of users of FDAs is presented below:

Table 4. 5: Net income of users

	Frequency	Percent
1,000-2,500	23	41.8
2,501-5,000	11	20.0
5,001-7,500	7	12.7
7,501-10,000	6	10.9
More than 10,000	8	14.5
Total	55	100.0

4.2.5. The status of FDAs

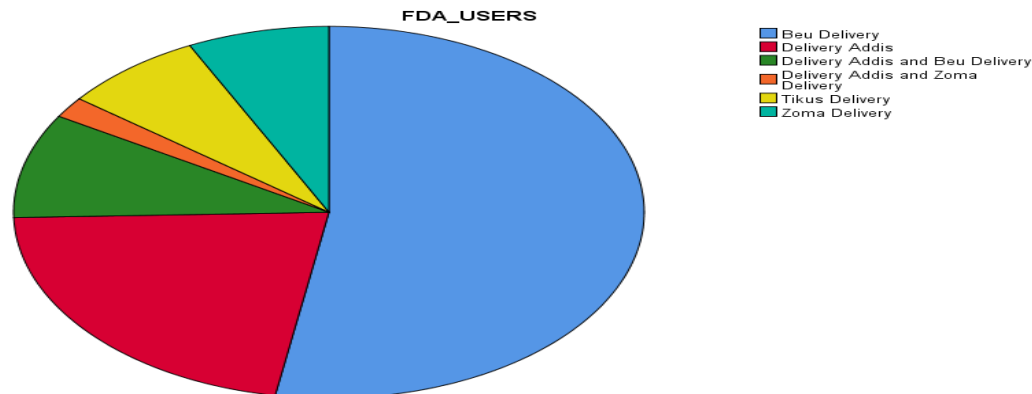


Figure 4. 1: Pie Chart of FDAs users

As of the above pie chart, the majority of FDAs users were Beu Delivery (52.7%) followed by Delivery Addis 21.8%, 9.1% of the food delivery application users jointly use Delivery Addis and Beu Delivery. Delivery Addis and Zoma Delivery users accounted for 1.8%, the remaining users are tikus (7.3%) and Zoma Delivery (7.3%).

4.3.Descriptive Statistics of non-users of FDAs

4.3.1. Gender of non-users

Out of the total 310 non-users, 57.1 % (177) were female and 42.9% (133) were male.

Table 4. 6: Gender status of non-users

	Frequency	Percent
Female	177	57.1
Male	133	42.9
Total	310	100.0

4.3.2. Age of non-users

As shown the non- users of FDAs age group, 48.1% (149) found to be in age from 21-30, 24.8% (77) between 31-40, 8.1% (25) of the respondents between 41-50. Whereas 11.3% (35) of the respondents were less than 20 and the remaining 7.7% (24) of the respondents were more than 50 years old.

Table 4. 7: Age status of non-users

	Frequency	Percent
21-30	149	48.1
31-40	77	24.8
41-50	25	8.1
Less than 20	35	11.3
More than 50	24	7.7
Total	310	100.0

4.3.3. Educational Background

According to table 4.8, of the non- users of FDAs, the majority of the non-users were bachelor degree holder 62.3% (193) followed by Diploma 20 % (62), masters and above 11.6% (36) and certificate and below 6.1% (19).

Table 4. 8: Educational background of non-users

	Frequency	Percent
Bachelor Degree	193	62.3
Certificate and below	19	6.1
Diploma	62	20.0
Masters and above	36	11.6
Total	310	100.0

4.3.4. Net income of non-users

The frequency and percentile net income of non-users of FDAs is presented below:

Table 4. 9: Net income of non-users

	Frequency	Percent
1,000-2,500	77	24.8
2,501-5,000	69	22.3
5,001-7,500	65	21.0
7,501-10,000	33	10.6
More than 10,000	66	21.3
Total	310	100.0

4.4.Descriptive Analysis of Variables

4.4.1. Analysis of Health Consciousness (HC)

Table (4.10) shows that the mean value of health consciousness is 2.41, “I take responsibility for the state of my health” has the highest mean value of 2.49 followed by “I’m alert to changes in my health”, “I’m usually aware of my health”, “I’m very self-conscious about my health” and “I reflect about my health a lot” with mean value of 2.45, 2.41, 2.39 and 2.35 respectively.

Table 4. 10: Descriptive analysis of health consciousness

	Minimum	Maximum	Mean	Std. Deviation
I reflect about my health a lot	1	5	2.35	1.313
I’m very self-conscious about my health	1	5	2.39	1.344
I’m alert to changes in my health	1	5	2.45	1.320
I’m usually aware of my health	1	5	2.41	1.325
I take responsibility for the state of my health	1	5	2.49	1.402
		Total	2.41	

4.4.3. Analysis of Prestige value (Prv)

Prestige value represents the social value and self-image of consumers derived in social settings by using FDAs. The table below shows the mean value of prestige value is 2.53 which is the highest value under specific consumption value perception. “I would feel like a smarter person if I were using FDAs” has a mean value of 2.71 which is followed by “The use of FDAs changed the way that I am perceived by others”, “Using FDAs enhances my self-image to others”, and “The use of FDAs helps to make a positive impression on other people” with mean value of 2.56, 2.54 and 2.49 respectively. Both “The use of FDAs helps me to gain social approval” and “I

would feel like I make a personal contribution to advancing the role of technology in human life if I were using FDAs” has a mean value of 2.48. “The use of FDAs helps me to stand out among my peers” has lowest mean value of 2.45 from this dimension.

Table 4. 11: Descriptive analysis of Prestige value

	Minimum	Maximum	Mean	Std. Deviation
Using FDAs enhances my self-image to others	1	5	2.54	1.203
The use of FDAs helps me to gain social approval	1	5	2.48	1.281
The use of FDAs helps to make a positive impression on other people	1	5	2.49	1.343
The use of FDAs changed the way that I am perceived by others	1	5	2.56	1.303
The use of FDAs helps me to stand out among my peers	1	5	2.45	1.242
I would feel like a smarter person if I were using FDAs	1	5	2.71	1.329
I would feel like I make a personal contribution to advancing the role of technology in human life if I were using FDAs	1	5	2.48	1.289
		Total	2.53	

4.4.4. Analysis of Affordance Value (AV)

Consumers will be concerned about prices and discounts that they can acquire through purchasing online and in this case, specifically in attitude towards OFD services. Affordance value has the lowest mean value of 2.33 under specific value consumption perception. According of the descriptive analysis of affordance value, the highest value under this dimension belongs to “I would use FDAs if they were cheap” which is 2.47 followed by “I would use FDAs if they were offer free delivery”, “I would use FDAs if they were reduce the delivery time” and “I

would use FDAs if more restaurants of my preference were join these platforms” with mean value of 2.45, 2.29 and 2.24 respectively. “I would use FDAs if they were offer promotional incentives” has the lowest mean value of 2.20 from this dimension.

Table 4. 12: Descriptive analysis of affordance value

	Minimum	Maximum	Mean	Std. Deviation
I would use FDAs if they were cheap	1	5	2.47	1.286
I would use FDAs if they were offer free delivery	1	5	2.45	1.362
I would use FDAs if they were offer promotional incentives	1	5	2.20	1.153
I would use FDAs if they were reduce the delivery time	1	5	2.29	1.351
I would use FDAs if more restaurants of my preference were join these platforms	1	5	2.24	1.300
		Total	2.33	

To summarize the descriptive analysis of the above variables, prestige value which has the highest mean value of 2.53, is the dominant specific value consumption perception dimension that has strong relation with purchase intention followed by health consciousness with mean value of 2.41 and affordances value with mean value of 2.33.

4.4.6 Analysis of Purchase intention (PI)

As illustrated under table 4.13, 39% and 11% of the respondents agree and strongly agree respectively for “I’d be happy to use FDAs” .The other 40.3% and 14.2% of the respondents agree and strongly agree respectively for “I plan to use FDAs in the future”, 33.5% and 8.7% of the respondents respectively agree and strongly agree for “I intend to use FDAs soon” and 41.3% and 5.5% of the respondents agree and strongly agree respectively for “I would like to

use and reuse FDAs”. So the overall result indicates that the percentage of non-users who intends to use FDAs is slightly higher than those who disagreed.

Table 4. 13: Descriptive analysis of purchase intention

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I'd be happy to use FDAs	9.3%	12.3%	28.4%	39%	11%
I plan to use FDAs in the future	3.9%	18.4%	23.2%	40.3%	14.2%
I intend to use FDAs soon	8.7%	18.1%	30.0%	33.5%	8.7%
I would like to use and reuse FDAs	7.7%	16.8%	28.7%	41.3%	5.5%

4.5. Tests for normality

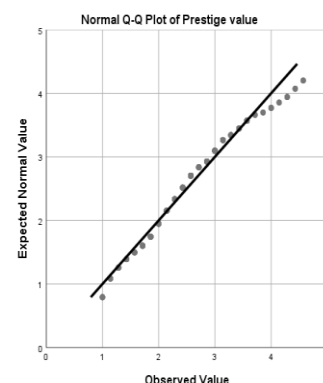
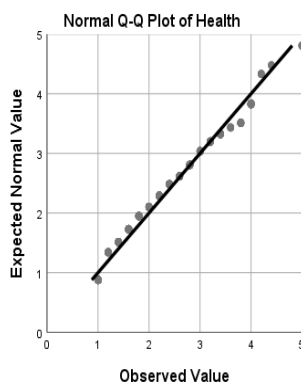
4.5.1 Using Q-Q plot

Quantile is the percentage of points below a given value in our data set often referred to as percentiles.

A Q-Q plot answers the following questions:

- If two data sets come from populations with a common distribution.
- In the distributions have a similar shape.
- If they have common location and scale.
- If they have similar tail behavior.

The Q-Q plots of each variable result below shows that the distribution is approximately normal.



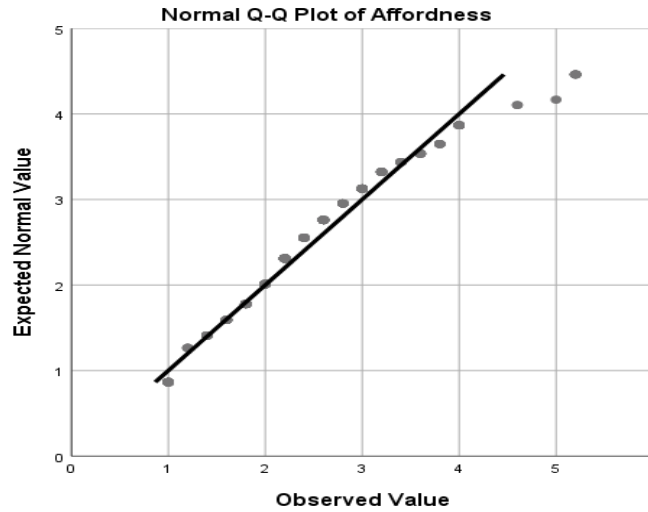


Figure 4. 2: Normal Q-Q plot of independent variables

4.5.2 Using P-P plots and Histogram

The standardized residual histogram and normal p-p plots can be used to check normality. In normal distribution the following can be observed:

- A bell-shaped symmetrical histogram curve with maximum score in middle and lesser at edge. Additionally, a standardized residual with a straight diagonal line appears.

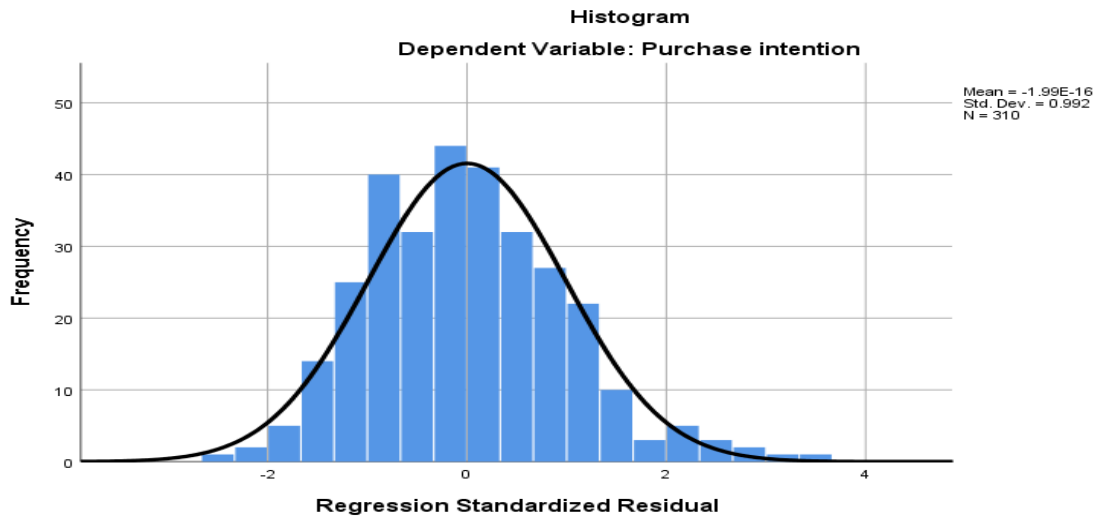


Figure 4. 3: Histogram and P-P Plot

So, according to Fig.4.3, it can be concluded that the data has no normality problem.

4.6. Multi-collinearity Test

By examining variance inflation factor (VIF), any value greater than 10 indicates high variance inflation meaning that variable is redundant with the other variable. According to the table below, there is no any variable which is above 10. So, there is no issue of multicollinearity.

Table 4. 14: Coefficients of multicollinearity

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.412	.207		1.993	.047		
Health	.137	.050	.133	2.725	.007	.978	1.023
Prestige value	.218	.068	.166	3.225	.001	.879	1.138
Affordances value	.448	.055	.418	8.104	.000	.875	1.143

a. Dependent Variable: Purchase intention

4.7. The test of homoscedasticity and autocorrelation

The result of homoscedasticity test shows that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. Additionally, the variance of the residuals is homogenous across levels of the predicted values. Thus, this leads to a conclusion that the regression model doesn't have heteroscedasticity problem.

The Durbin Watson (D.W) is an indicator of autocorrelation, with the help of Durbin Watson statistics a regression model has autocorrelation or not. So, the result of the model shows that the value with 2.013 (approximately to 2) so that there is no issue of autocorrelation.

4.8. Regression Analysis

Regression analysis is a statistical technique which helps for modeling and analyzing the linear relationship between dependent variable and one or more predictors called independent variables.

4.8.1. Health Consciousness

The balanced amount of variation in purchase intention is explained by health consciousness which is presented by coefficient of determination (R-squared). So, 4.2% variation in purchase intention is explained by health consciousness in the linear regression model. So, 4.2% of the variation on purchase intention is explained by health consciousness.

Table 4. 15: Model Summary for Health

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.206 ^a	.042	.039	1.00866
a. Predictors: (Constant), Health				

Source: Survey, 2022

4.8.2. Prestige Value

Based on the result of coefficient of determination (R squared), 10.5% of the variance in the purchase intention (outcome variable) explained by prestige value (predictor variable). Hence, 10.5% of the variation on purchase intention is explained by prestige value.

Table 4. 16: Model Summary for Prestige Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324 ^a	.105	.102	.97527
a. Predictors: (Constant), Prestige value				

Source: Survey, 2022

4.8.3. Affordance value

As of the model summary for affordance, 24.2% of the variance in the purchase intention (outcome variable) explained by affordance value (predictor variable). So, 24.2% of the variation on purchase intention is explained by affordance value.

Table 4. 17: Model Summary for Affordance Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.492 ^a	.242	.240	.89727
a. Predictors: (Constant), Affordance Value				

Source: Survey, 2022

4.9. Overall Regression Analysis

In the model summary of below table shows the strength of the relationship between the three reliable independent variables (Affordances value, Health value and Prestige value) and the dependent variable (purchase intention). A Pearson correlation ($R=.536$) between predicted values and actual values of dependent variable. The multiple correlation coefficients (R^2) depict the amount of variance in purchase intention explained by the combination of three independent variables.

Table 4. 18: Model Summary for specific consumption values perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.287	.280	.87322

a. Predictors: (Constant), Affordances, Health, Prestige value

Table 4. 19: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	93.917	3	31.306	41.056	.000 ^b
Residual	233.329	306	.763		
Total	327.246	309			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Affordances, Health, Prestige value

The result of the above table shows whether the model significantly predict purchase intention, the result of ANOVA table is .000 ($p<0.05$) the regression model fit to a good degree of prediction because the regression mean square is greater than residual mean square with F value 31.306.

Table 4. 20: Coefficients for specific consumption values perception

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.412	.207		1.993	.047
Health	.137	.050	.133	2.725	.007
Prestige value	.218	.068	.166	3.225	.001
Affordances	.448	.055	.418	8.104	.000

a. Dependent Variable: Purchase intention

From the above table we can observe that α is .412 and the interpretation is, if all the independent variables were to be zero then 41.2 % of purchase intention will be predicted by the model. The β value represents the slope of the regression line. The β value for health (13.7%), prestige value (21.8%) and affordances (44.8%) for which an increase in one unit of these respective variables can result in an increase in consumer purchase intention by the mentioned percentage.

From the above regression analysis table the following linear model equation can be derived: -

$$PI = 0.412 + (0.137) HC + (0.218) PrV + (0.448) AV$$

Hypothesis testing

H₁: Health Consciousness value perception (HC) is positively correlated with consumers' purchase intentions toward FDAs.

According to the report of the regression analysis, health value perception is positively correlated with consumers' purchase intention and statistically significant with value of .007 ($P < 0.05$). So, the study fails to reject rather accepts H₁.

H₂: Perception of social value (prestige value) is positively correlated with consumers' intentions toward FDAs.

Based on the above equation, prestige value is positively correlated with consumers' purchase intention and statistically significant with value of .001 ($P < 0.05$). So, the study fails to reject rather accepts H₂.

H₃: Conditional value (affordance value) perception is positively correlated with customers' intentions toward FDAs.

Conditional value perception (affordance value perception) is positively correlated with customers' intentions toward FDAs as of expected. In addition to this, it has a value of .000 so that it has a significant impact on purchase intention. Thus, the study fails to reject rather accepts H_3 .

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1. INTRODUCTION

The last chapter summarizes the finding of the study, presents conclusion and recommends based on the finding of the study.

5.1.1. Summary of major findings

The result of the standard questionnaire which clearly showed that from 365 respondents, 310 were non-users and 55 of them were users. Majority of the respondents of users were female (65.5%) at the age of 21-30 (52.7%) and Beu Food Delivery Application (52.7%) was the most widely used. On the other hand, just like the users, female (57.1%), at the age of 21-30(48.1%) were the majority of non-users.

For reliability test Cronbach's coefficient alpha was used to measure the reliability of the study. Food Safety Concern, price and visibility which have less items that are not correlated each other and considered as unreliable so that the three dimensions were not considered for further analysis.

The descriptive analyses of the variable mean result showed that majority of the consumers were concerned for their health status followed by prestige value and affordances value. Additionally, majority of them had a plan to use the FDAs and would be happy using it.

The finding from the regression result shows that the three dimensions of specific value perception (affordances value, health consciousness and prestige value) have a positive and significant impact on purchase intention. The affordance value is the main specific value perception dimension which affects the purchase intention followed by prestige value. The R square value result showed that specific consumption value perception dimensions explain 28.7% of variation on purchase intention.

The first hypothesis is focused on Health Consciousness value perception is positively correlated with consumers' intentions toward FDAs. According to regression analysis result, health

consciousness value perception has a positive influence on consumer purchase intention and statistically significant effect on purchase intention which has sig. value .007 which is less than 0.05.

The second hypothesis is social value (prestige value) is positively correlated with customers' intentions toward FDAs. The result of the regression analysis show that social value (prestige value) perception has a positive influence on consumer purchase intention and statistically significant effect on purchase intention at $p < 0.05$ level as a regression output has sig. value .001. The last hypothesis is Conditional value (affordance value) perception that is positively correlated with customers' intentions toward FDAs. The result of the above regression analysis table shows that conditional value (affordance value) perception has a positive influence on consumer purchase intention and statistically significant effect on purchase intention at $p < 0.05$ level as a regression output has sig. value .000.

5.1.2. Conclusion

The purpose of this study is to assess the effect of consumers' values perception towards online food delivery application. The study identified specific consumption value perception (price, health consciousness, food safety concern, prestige value, affordances value and visibility) as influencing factors and investigates each factor based on its magnitude and influence. The data was obtained randomly from total population of different restaurant users in Addis Ababa. It was used descriptive statistics to analyze the demographic profiles of the users and non-users of food delivery applications. A regression analysis was conducted to determine the effects of independent variables on dependent variable. The major conclusion of the study is presented as follow:

Based on the result of the collected data, the non-users of FDAs were 84.93% and the remaining 15.07% were users of FDA. Beu Delivery was the prominent FDA which was chosen by 52.7% of the respondents. The finding of the study shows that food safety concern, price and visibility were the unreliable variables with 0.440, 0.574 and 0.520 Cronbach's coefficient alpha value respectively which is not good and unable to proceed for further statistical analysis.

Dealing with health consciousness, in alignment with the literature, health consciousness has a positive significant impact on consumers purchase intention towards online food delivery application or service.

With regard to prestige/social value perception, various studies in developing countries showed that using food delivery application boost self-image and create positive impression and the same is true for this study. Hence, as of the mean result, prestige value has the highest which means that majority of the consumers feel like a smarter person and perceived by others if they would use FDAs. Moreover, most of the consumers would use FDAs if they were cheap and offer free delivery.

The overall mean result of consumers purchase intention showed that majority of the consumers would like to use FDAs in the near and far future.

5.1.3. Recommendation

The following recommendations are forwarded to for those who work in this sector to convert non-users to user:

Based on the result of the study majority of the respondents (84.93%) were non-users. Additionally, in the literature review section of this study, the previous studies showed that consumers observe the usage of product through promotion and the effect of advertising. So, the online food delivery providers aggressively use different types of media outlets such as TV, social media and billboards to create awareness of what it is and how the application is user friendly. On top of this, with regard to the pandemic, WHO has not announced the disappearance of the pandemic yet. Hence, the online food delivery service providers should remind consumers to be alert and to use FDAs to protect one-self from Covid 19.

The online food delivery service providers should perform cost-benefit analysis and discuss with their partner restaurants to revise price and offer free delivery. Moreover, according to the study, consumers gave emphasis for social value. Therefore, there is a need to show by the providers how the use of applications enhances one's self-image.

Finally, other online food delivery application service providers should learn a lot from beu delivery for its use of different social media platforms particularly Facebook to sell its products to its consumers by giving gifts and by offering discounts seasonally.

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ANNEXURE

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MARKETING MANAGEMENT PROGRAM
POST GRADUATE PROGRAM

Dear respondent,

My name is Samrawit Abebe. Currently I'm conducting research for the partial fulfillment of the requirements for the degree of Masters in Marketing Management (MA) at Addis Ababa University School of Commerce. The main objective of the study is to investigate the effect of consumers' value perception towards purchase intention of online food delivery service. So, your careful and genuine responses are very vital for the success of this study. I can assure you that the information that you provide in this questionnaire will be used only for research purpose and will not be disclosed to anyone.

No need to write your name. Please answer each question by putting a tick mark (✓) inside the box or write your answer on the blank space provided.

Thank you very much for your cooperation.

Part I-Demographic profiles of the respondent

A. Gender

Male ☐

Female ☐

B. Age

Less than 20 ☐

21-30 ☐

31-40 ☐

41-50 ☐

More than 50 ☐

C. Educational level

Certificate and below ☐

Diploma ☐

Bachelor Degree ☐

Masters and above ☐

D.Monthly net income

1,000-2,500 ☐

2,501-5,000 ☐

5,001-7,500 ☐

7,501-10,000 ☐

More than 10,000 ☐

Part II. General Information Questions

E. Have you ever used the online food delivery applications?

Yes ☐

No ☐

F.If your answer is yes, which online food delivery applications you used?

Delivery Addis ☐

Beu Delivery ☐

Tikus Delivery ☐

Zoma Delivery ☐

Others_____.

If your answer is **NO**, please answer your right feeling towards the food delivery applications in the following section.

Part III. Scale questions

NB: FDAs –Food Delivery Applications

Dimensions	Rating Scale				
	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither Agree Nor Disagree/Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>
<i>Price (FV)</i>					
FDAs maintain a high level of benefits					
FDAs charge a reasonable price					
FDAs offer good value for money					
<i>Health Consciousness (HC)</i>					
I reflect about my health a lot					
I'm very self-conscious about my health					
I'm alert to changes in my health					
I'm usually aware of my health					
I take responsibility for the state of my health					
<i>Food-Safety Concern(FSC)</i>					
The quality and safety of food nowadays concerns me					
I'm very particular about the quality and safety of food which I intend to consume					
<i>Prestige Value (PrV)</i>					
Using FDAs enhances my self-image to others					
The use of FDAs helps me to gain social approval					
The use of FDAs helps to make a positive impression on other people					
The use of FDAs changed the way that I am perceived by others					
The use of FDAs helps me to stand out among my peers					
I would feel like a smarter person if I were using FDAs					
I would feel like I make a personal contribution to advancing the role of technology in human life if I were using FDAs					
<i>Affordances Value (AV)</i>					
I would use FDAs if they were cheap					
I would use FDAs if they were offer free delivery					

I would use FDAs if they were offer promotional incentives					
I would use FDAs if they were reduce the delivery time					
I would use FDAs if more restaurants of my preference were join these platforms					
Visibility (VIS)					
I have seen advertisements about FDAs					
It is common to find people who use FDAs					
I have seen others availing the benefits of FDAs					
All my friends are using FDAs					
Purchase Intentions (PI)					
I'd be happy to use FDAs					
I plan to use FDAs in the future					
I intend to use FDAs soon					
I would like to use and reuse FDAs					

THANK YOU FOR YOUR TIME!