



Addis Ababa University

College of Business and Economics

School of Commerce

Department of Marketing Management

Graduate Studies Program

**Factors Affecting Consumers' Online Purchasing Decision:
A study case on Deliver Addis**

**By
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July, 2021

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**A thesis submitted to the School of Graduate Studies of Addis Ababa
University in partial fulfillment for the award of the Degree of Master of Arts
in Marketing Management**

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Approval Sheet

Department of Marketing Management

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Approved by Board of Examiners

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Research Advisor	Signature	Date

Declaration

I, Nebiyat Abayneh, declare that this research paper entitled “Factors Affecting Consumers’ Online Purchasing Decision: A study case on Deliver Addis” is a work of my own and all references utilized for this study have been accredited. I have formed it on my own with the exception of the assistance and suggestions of my advisor.

By: Nebiyat Abayneh

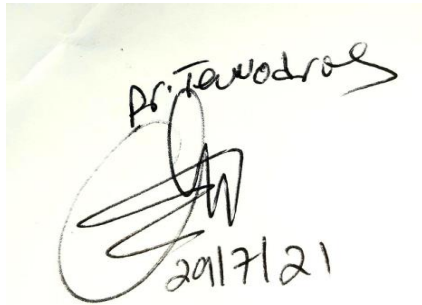
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Certification

This is to confirm that Nebiyat Abayneh's thesis work, "**Factors Affecting Consumers' Online Purchasing Decision: a Study Case on Deliver Addis**", completed at Addis Ababa University School of Commerce, is sole in nature and is fitting for giving in for the Master of Arts Degree in Marketing Management.

Research Advisor: Dr. Tewodros Mesfin (PhD)

A photograph of a handwritten signature on a piece of paper. The signature is written in black ink and includes the name "Dr. Tewodros" at the top, a stylized signature below it, and the date "29/7/21" at the bottom.

Signature: _____

Date: 29/07/21

Acknowledgements

First of all, I would like to thank God for every step from the beginning to end of this research.

Next, I would like to extend my deep gratitude and appreciation to my advisor, Dr. Tewodros Mesfin (PHD), for his constructive comments, technical support, welcoming approach and patience in every step of my work and helped me in shaping this study.

Thirdly, my cordial gratitude goes to my friends and my family, especially I want to say thank you for all my relatives and colleagues who have helped me while I was writing this thesis.

Last but not least, much appreciation is extended to all research participants/ respondents who were cordial to help me by giving their genuine response as per the questionnaire.

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List of Acronyms

TAM Technology Acceptance Model

ICT Information and Communication Technology

B2B Business-to-Business

C2C Consumer-to-Consumer

C2B Consumer-to-Business

B2C Business-to-Consumer

Abstract

Online food delivery service is an up-and-coming industry in today's world and it has been escalating extensively worldwide. Ethiopia has also been experiencing an increase in online food delivery service providers; however, it seems to be one of the countries behind from the rest of the world regarding online use for such services along with other forms of online shopping. Research study into the factors which affect consumers' online purchasing decision is thus of importance for the current and also emerging online food delivery services in order for them to use the right strategies in providing their services. This research investigates the factors that affect customers' online purchasing decision in the case of Deliver Addis. Technology acceptance model has been a theory that is largely used to clarify an individual's recognition of an information system. The variables in the study were built based on the contents of the Technology Acceptance Model. The studies carried out with Technology Acceptance Model in the country focus more on mobile banking, e-learning and e-Health systems. Specifically, this study focuses on how perceived ease of use, perceived usefulness, attitude and trust affect the behavioral intention to use online food delivery. This study will try to analyse the factors that affect online shopping with regards to food delivery in Ethiopia, analyzing variables such as perceived ease of use, perceived usefulness, attitude, trust and behavioral intention to use.

Keywords: *Technological Acceptance Model, Online Purchasing Decision, Behavioral Intention to Use, Perceived Ease of Use, Perceived Usefulness, Food Delivery Services.*

Chapter One

Introduction

1.1. Background of the Study

Consumers' response to the Internet has broadened opportunities for many businesses, ranging from small to large corporations. Unlike the offline environment, the online environment (Wind and Rangaswamy, 2001) offers more opportunities for interactive and personalised marketing. Out of the five marketing concepts (production concept, product concept, selling concept, marketing concept, and societal marketing concept) the fourth concept, marketing concept relates more to the concept of online food delivery marketing. This concept focuses attention on customers' needs, and delivers customer satisfaction with coordinated marketing. Customer satisfaction is one of the majority factor players in every business activity, one of them being in food- tech companies. It plays a major role in the endurance and future of the business.

The online food delivery system is one of the fastest growing marketing strategy for most business people, in away to gain the more profits. The online food delivery market has been of importance to both consumers and also owners of restaurants and other food providing places. In the consumers' case, it saves time and energy for the consumer and also the benefit of consumption within the comfort of one's home. In addition to these, due to the pandemic, most people were quarantined at home and have been trying to use more of the online food delivery services rather than eating out. As for the case of restaurant owners, the more people use the online food delivery services, the less people take up spaces within the restaurants which will reduce a crowded or a packed out space. Not only that, it would reduce the cost of having to hire more waiters to serve within the restaurant.

The advancement of information technology influences the development of the marketing world, one of which is the increasingly widespread online market. As indicated by one of the online markets, Amazon, by providing consumers with a world-class online purchasing experience find and discover anything they might want to buy online (Kotler, Armstrong, & Opresnik, 2018). The trend of advertising in social media has increased rapidly, and it took considerable attention (Alnemah, 2019). Even in recent years, some new approaches to marketing, ranging from imaginative websites and Smartphone applications to blogs, online

videos, and social media, aim to make it easier to reach consumers directly, privately and interactively (Kotler et al., 2018).

Technology has played a major part in significantly changing the food delivery service that is from phone-based to online ordering to satisfying consumers' ever-changing demands, making its way to the top. Customers' first choices have shifted as a result of their reliance on technology, which has led them to do practically everything online, even having cooked meals delivered to their door. Consumers value convenience above all else, as making an order requires only a few taps on mobile devices such as smartphones, tablets, and laptops. (Soo-Ryue et al., 2017)

Food-tech firms are now completely reliant on technology platforms. The Technological Acceptance Model (TAM) was created to learn how to recognize new technology from the perspective of its owners and users. (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989).

Because of the complexities and uncertainties, technology users have a wide range of response towards it when they intermingle with new systems or technologies. When it comes to approving of new technologies, the ease of use and usefulness of new technologies are the two factors in the Technological Acceptance Model. The worthiness of technology can be premeditated by utilizing extended technological acceptance model and when consumers engage with digital platforms, the ease of use can be examined. Due to issues such as intangible nature, highly perishable, and urgency in food ordering, this extended technological acceptance model may not be suitable in other systems and different e-commerce sectors may have different delivery services. (Salunkhe et al., 2018)

According to Surendran (2012), Technology acceptance model (TAM) has been based on theory of reasoned action and has been used to explain individual's acceptance behavior. The primary goals of the theory of reasoned action are to understand and therefore predict social behaviours. According to Godin (1993), to do the above, the behavior must be clearly specified under volitional control and performed in a given situation. According to the theory of reasoned action, the proximate determinants of the intent to adopt a given behavior are the individual's personal attitude toward performing the behavior in question and the influence of social factors toward the performance of the behavior.

In 1980, the Theory of Reasoned Action was renamed the Theory of Planned Behavior to foresee an individual's objective to engage in a behavior at a specific time and place. Theory of Planned Behavior helps to recognize how the behavior of people can be changed and suggests that human action is guided by three factors which are behavioral, normative and control beliefs. The theory was intended to explain all behaviours over which people have the ability to exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome. Theory of Planned Behavior includes some factors that are part of TAM.

Online shopping is a phenomenon gaining greater prominence and a rapidly developing process, which is becoming an integral part and future of the consumers' life. Therefore, inevitably our future is related to everything that is able to facilitate our lives, allows quick transition and implementation of innovative solutions, saves time and money, and offers maximum benefits. Latest future trends of online shopping highlights price and promotion sensitivity (Pappasa et al, 2017); trust and social interaction, which are factors that are positively related to intention to shop online(Xu-Priour et al, 2017), dynamic pricing practiced by sellers in response to segment and individual-level differences (Kelly, Bearden, 2006). Mentioned future trends can be defined as the most important motivations of shopping online.

The phenomenal growth of Internet shopping is driven by greater emphasis on consumers' efficient use of time, together with an increasing number of computer trained consumers (Kim and Kim, 2004). Since it began in 1995, e-commerce has grown to a 1.2 trillion Euros business-to-consumer and 12.4 trillion-Euros business-to-business (B2B) juggernaut (Laudon and Trevor, 2015). This has had a major effect on business firms, consumer behaviour and markets. Businesses all over the world: in Europe; in Latin America and in Asia are affected as much as the massive North American market. From the beginning, e-commerce was only a mechanism for online retail sales but now it has turned in to being something much broader (Laudon and Trevor, 2015). New unique services and capabilities have emerged that is physically impossible to achieve in the physical world.

Tampong and Islam, (2009) highly point that the growth of e-commerce has led to major investments within information technology among companies to ensure their viability in the future. There have been a lot of successful transformations to e-commerce sales for many

companies. However, there have been an even larger number of companies failing to adapt. E-commerce does not only include buying and selling, it also includes activities that support commerce through electronic connections, such as: hardware elements; software products; network elements and network services. The fact that the Internet is available in a large extent means that a lot of businesses and individuals are able to participate in e-commerce activities (Tampong and Islam, 2009).

The reasons why consumers choose online shopping are studied from the point of view of various aspects. This means that the business developers, who can quickly grasp and understand the consumer behaviour and factors influencing their shopping habits, will have an opportunity to attract more consumers, stabilise their position on the market and increase revenue. Moreover, online technological progress caused a remarkable growth of online trade and improved the level of web interaction: a possibility of online communication, posting and searching for information, and sharing experience on social networks, as a consequence of consumers' expectations an equivalent response for online shopping (Lai et al, 2014).

The online food delivery models have come a long way; from being an underdog to coming up with fresh-out-of-the-box renovations in their designs and layouts, there is just no stopping this industry. Ordering food online has become such a phenomenon that it has assumed the shape of a fully-functional and massive industry of its own. The industry continues to grow by the minute, and it keeps adding more features in a bid to draw more customers and enhance user experiences. It shall thus, be no exaggeration to conclude that the online food delivery system has come a long way since its inception and it keeps surprising people with the features it keeps adding on with every passing day.

As per Hong Lan et al. (2016), the online meal delivery sector is still in its infancy; there are certain clear issues, as evidenced by client complaints. We cannot rely solely on the self-discipline of online food delivery restaurants or the supervision and administration of online food delivery platforms to solve these difficulties. These issues can only be handled and a good online takeaway environment developed by using laws as the criterion, with the combined hard work of online food delivery platforms and restaurants, part of the government, consumers, and all parties in society.

1.2. Statement of the Problem

Organizations all over the world face the issue of trying to find out how to leverage the Internet as a business tool. According to Licker & Motts (2000) there is a big gap in Internet and e-commerce adoption between the developed and developing countries. In the case of this study, the adoption of technology will be focusing in the online food delivery sector.

According to Preetha and Iswarya (2018), food industry has evolved in e-commerce technology and it is more interesting to understand the influencing factors which lead to intention to buy food using online food delivering services using Technology Acceptance Model. This model encompasses of variables elucidating the behavioural intention and the intention to use technology directly or indirectly. Perceived Ease of Use explained as PEOU is the gradation which of factors related to use of technology which makes the person effortless (Davis 1989), Perceived Usefulness explained as PU is the gradation, where the person's job performance is enhanced by the use of technology. The resultant is the technology adaption.

Not many studies are done on factors affecting consumers' online use of food delivery services on developing countries like Ethiopia. The studies carried out with Technology Acceptance Model in the country focus more on mobile banking, e-learning and e-Health systems. Specifically, this study focuses on how perceived ease of use, perceived usefulness, attitude and trust affect the behavioral intention to use online food delivery.

Understanding these variables shall aid restaurants and delivery service giving companies to gain an insight as to how to put their products and services on the market for their customers. The fact that most people in the country haven't adapted to technology and not putting to use the energy & time saving services says a lot about the need to know more about the factors that affect consumers' use of online food delivery services. Online food delivery services in the country should know how the fore mentioned variables affect how their customers would utilize services from companies such as theirs because customers' needs is one core of a business after all.

Without learning of the factors affecting online customers it is complicated to improve online food delivery adaptation, and also to recognize what is required to attain and what criteria the concerned companies should be steady with. This study will try to analyse the factors that affect

online shopping with regards to food delivery in Ethiopia, analyzing variables such as perceived ease of use, perceived usefulness, attitude, trust and behavioral intention to use.

1.3 Research Question

1.3.1. General Research Question

What are the factors that can affect customers' online purchasing decision?

1.3.2. Specific Research Questions

This study attempted to study the factors that can affect the online purchasing decision of consumers in Deliver Addis. Thus, the following specific research questions are formulated.

1. How does perceived ease of use affect behavioral intention to use online delivery services in the case of Deliver Addis?
2. How does perceived usefulness affect behavioral intention to use online delivery services in the case of Deliver Addis?
3. How does attitude affect behavioral intention to use online delivery services in the case of Deliver Addis?
4. How does trust affect behavioral intention to use online delivery services in the case of Deliver Addis?

1.4 Research Objectives

1.4.1. General objectives

The study aims to investigate factors affecting customers' online purchasing decision in Deliver Addis.

1.4.2. Specific Objectives

The study was guided by the following specific objectives.

1. To determine the effect of perceived ease of use on the behavioral intention to use online delivery services in the case of Deliver Addis.
2. To determine the effect of perceived usefulness on the behavioral intention to use online delivery services in the case of Deliver Addis.
3. To determine the effect of attitude on the behavioral intention to use online delivery services in the case of Deliver Addis.
4. To determine the effect of trust on the behavioral intention to use online delivery services in the case of Deliver Addis.

1.5 Significance of the Study

By obtaining an understanding of the factors affecting customer's online purchasing decision in Deliver Addis, other delivery service providing companies can have a better understanding of how to reach customers and give topmost services that can satisfy the customers. It will try to provide knowledge regarding consumer purchase decision making for delivery service providing companies entering the e-commerce market, this by carrying out a survey to consumers on a representative delivery service company. Furthermore, researchers will also be using the findings as facilitator for further studies to be conducted.

1.6 Scope and Delimitations

The study to be conducted is broad in nature to consider all factors affecting consumer's online purchasing decision. Due to that reason, this study will focus on assessing factors that affect consumers' online purchasing decision in utilizing delivery services only. Conceptually the study will be covering the assessment of customers of Deliver Addis to be considered under study. The study will analyse the type of effects that perceived ease of use, perceived usefulness, attitude and trust has on customers' behavioral intention to use food delivery services. In geographical terms, the study will cover customers of Deliver Addis located in the capital city, which will be only in Addis Ababa, so the study will not be covering any consumer outside of the capital city.

Chapter Two

Literature Review

Introduction

This chapter presents a review of literatures and studies with regard to the concepts of factors affecting consumers' online purchasing decision. It discusses the different concepts studied in the past in relation to e-commerce, online food delivery and Technology Acceptance Model. It entails the progress of development in Technology Acceptance Model that was suggested by various scholars over the years and shows how the model was applied on the concept of online food delivery. It also discusses the variables that affect one another in regards to using online food delivery services and previous studies done on those variables. A set of hypotheses that address relationships between variables in interest of the current research are also set forth to the ending of the chapter.

2.1 Theoretical Framework

Technology Acceptance Model is one of the most popular theories that is used widely to explain Information System usage. So many studies have been conducted which has led to the changes in the originally proposed model. The various studies conducted by researchers have tried to modify the TAM by adding new variables to it.

In terms of this study, Technology Acceptance Model is essential for the reason that the variables within the model assist in identifying the influence of technology on consumers' intention to use online food delivery system. Especially in our country, most people are aware about the service but also sceptical about the technology use in ordering things online. The model assists in studying just how much the variables play a role in the consumers' intention to use technology in purchasing online, and in the case of this study, ordering food delivery online.

Agarwal and Prasad (1998) modified TAM by adding the construct of compatibility in the Technology Acceptance Model. Moon and Kim (2001) has added a new variable playfulness factors to study acceptance of the World Wide Web. Another study done by Agarwal and Karahanna added cognitive absorption, playfulness and self-efficacy to the TAM Model. Chau

(1996) in a study reviewed TAM by included two types of perceived usefulness: near-term and long-term. Vander Heijden (2000) after analyzing the individual acceptance and usage of the website added two new constructs to TAM: perceived entertainment value and perceived presentation attractiveness.

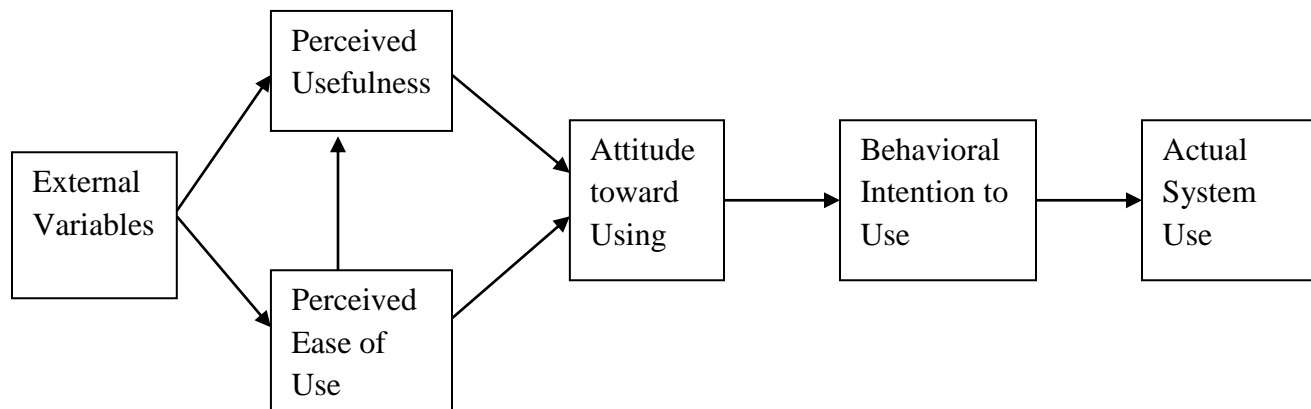


Figure 1: Technology Acceptance Model by Davis et al. (1989)

A new model called combined TAM-TPB model which integrated the Technology acceptance model and theory of planned behavior was proposed by Taylor and Todd (1995). Venkatesh and David (2000) proposed a new version of TAM called TAM2 which added new variables to the existing model. In a study published in MIS quarterly, Venkatesh et al. (2003) projected the Unified Theory of Acceptance and Use of Technology (UTAUT) Model, as indicated below

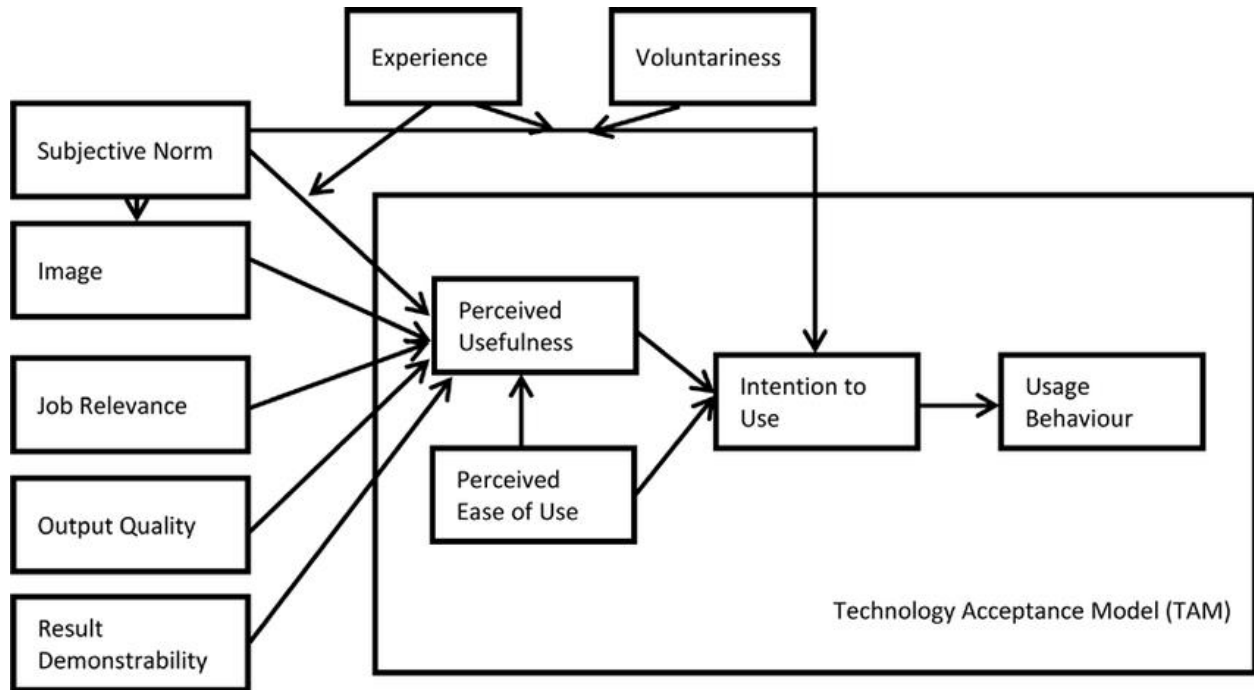


Figure 2: Technology Acceptance Model 2 by Venkatesh & Davis (2000)

TAM 2 declares that perceived risk and trust are key elements that were discovered to be useful while utilizing the system. (Venkatesh & Bala 2008). The technology acceptance model theory is an expansion of the theory of reasoned action that states that if a user chooses to operate, he or she will proceed unreservedly devoid of any restrictions (Fishbein and Ajzen, 1967). But afterwards, researchers discovered that in the real world, a variety of factors influence a user's attitude and behavior, making it impossible to compute a precise level of ease and utility in e-commerce. (Okafor, D. J., Nico, M. & Azman, B. B. 2016) discovered that perceived ease of use does not induce new online multimedia technologies to be implemented.

Diffusion of Innovation Theory was introduced in the early days to understand how new technology expands across borders (Everett Rogers 1962). Time, communication channels, society, and innovation itself are all important factors in consumer influence. According to the Diffusion of Innovation Theory, technology will reach a stalemate point where people would seek out substitute solutions to carry out their needs. Because this theory is most effectual when invention is first introduced, it is hard to learn about improved versions of advancements by this

theory since the internet and e-commerce were first introduced in 1994. As a result, diffusion of innovation theory may not be feasible to learn about consumer behavior and attitudes in online food ordering services.

From the consumer's perspective, food selection is a choice between convenience, taste, and health (Costa, Schoolmeester, Dekker and Jongen, 2007). Consumer attitudes and behavioral intentions have also been studied using the Theory of planned behavior (Icek Ajzen, 1985). This idea is frequently concerned with client behavior and interests. Making an online food order through several food delivery websites is an illustration in this situation. The recommended structure is to discover the determinants of such manner where consumer chooses a particular website among existing online food delivery services.

Extended Technology Acceptance Model For Online Food Ordering And Delivery System

Software is utilized at an institution to increase work efficiency. In general, the firm makes this decision, and everyone in the company is required to use the software to complete the organization's tasks. In this circumstance, the user has no other choice except to utilize the software that has been recommended. However, with online food delivery services, consumers may decide from a variety of options. (Fayada & Paperb 2015).

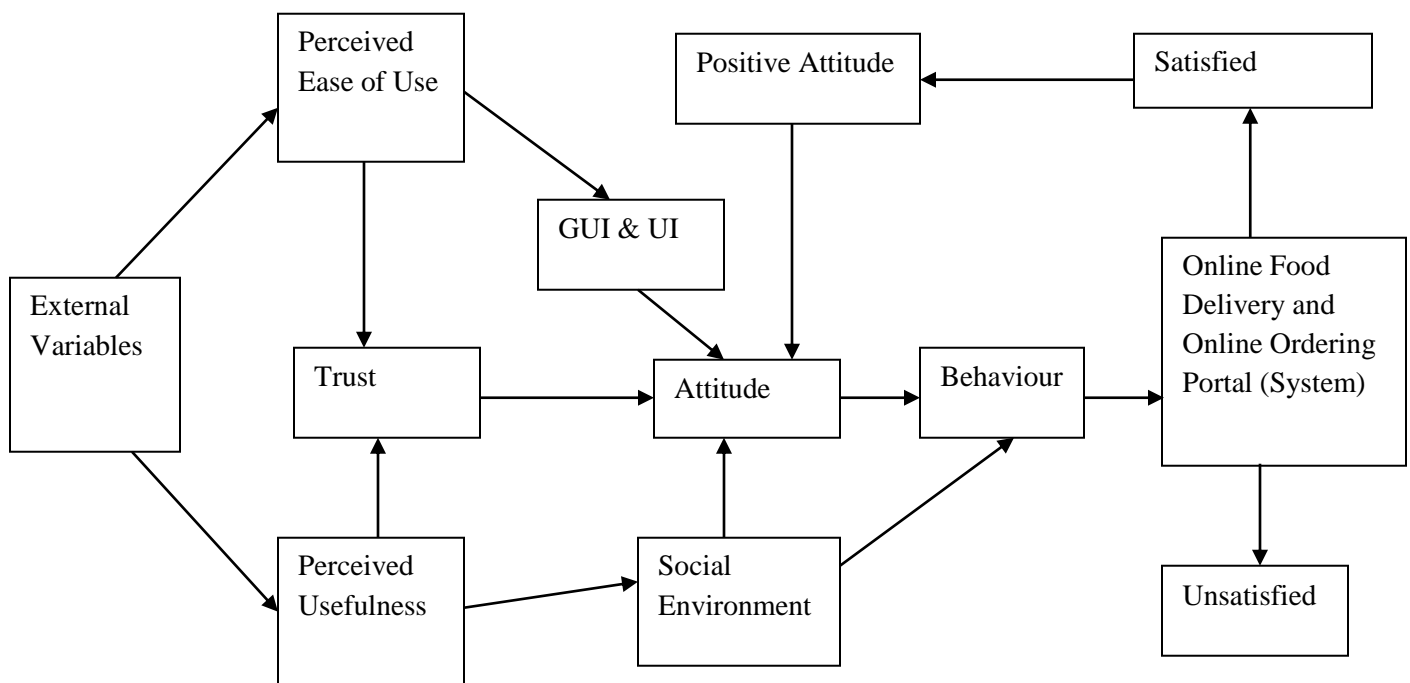


Figure 3 Extended Technology Acceptance Model for Online Food Ordering and Delivery System. (Suggested model by Salunkhe et al. 2018)

Perceived ease of use and perceived usefulness are two of the components that are consisted in the basic technology acceptance model. Following exploratory study and an analysis of the literature on the technology acceptance model, it was determined that many researchers have examined and used TAM in diverse technologies. Eungkyu Kima, Roman Urunovb, Hyungjoon Kima (2016) in their research concerning customer acceptance stated that national cultural values are major factors of a person in adopting new technologies.

While delving into the literature various elements came across and most general factor is trust which has a straightforward association with usefulness and ease of use. When a consumer decides to use the system, the first thing he or she will stumble on is the graphical interface. Graphical Interface is critical component for attracting and retaining customers. Online buyers expect a lot of information about the products and services they're buying. The use of graphics to display information about eateries, meals, and reviews is critical. Consumers must not make high efforts to find the proper information in website.

The way information is presented on a website determines how websites compete. As a result, website graphics have a direct relationship with consumer attitude improvement (Katrandjiev & Velinov 2014). Consumers' behavioral intentions are influenced by their social surroundings, culture, and beliefs. When a person uses an internet platform to order food, he or she is looking for a certain dish that is relevant to his or her culture and traditions. In addition, society and community to which a consumer belongs to can affect their behavior and intentions.

Like other ecommerce website consumers don't waste a significant amount of time looking. They simply dial the website's navigation number, choose their chosen restaurant's meal, and make their order. Customer satisfaction is one of the most essential elements in a business enterprise, one of them being in food- tech companies. To determine the level of consumer satisfaction with online food delivery services, elements such as delivery, service quality, customer service, and food quality must all be assessed. The consumer's previous experience is what establishes trust. If a consumer has had a positive experience in the past, he or she will

return to the same website to place their meal order. (Kedah, Ismail, A.K.M. ,Haque & Ahmed 2015).

One of the crucial aspect in the success of online meal delivery services as well as the long-term maintenance of customers is time. Hindrance in service creates negative blow on customer which then leads the consumer to use services elsewhere. Service is an intangible good that service providers supply to their customers. In a food delivery service, the delivery employee picks up tangible objects (food) and takes them to the customer's door. Although food quality plays a critical role in customer delight, meal delivery services cannot be accountable for the food's freshness.

2.2 Empirical Review

2.2.1 E-Commerce

“E-commerce” and “e-business” are application forms of the Internet economy. “e-business” can be defined as follows: business processes, commercial activities, or other economic tasks conducted over the Internet or computer mediated networks (Intranet, etc.). E-business processes are carried out using ICT equipment and applications. In this respect, e-business and ecommerce are components of ICT use. Among all the different definitions of “ecommerce” Wirtz (2001) is probably the most common, because it has been agreed on by all member countries. The definition is operational, that is, it is being used as a basis of statistics and indicators.

The emergence of the Internet has made e-commerce one of the most efficient and effective tools of doing business (Wen et al. 2014). The evolution of the e-commerce has brought new opportunities to marketers, operations managers and retailers to transfer their business from traditional brick-and-mortar stores, to ecommerce web sites. There are a lot of advantages when managing operations in ecommerce domains, for instance it is possible to reach customers 24/7 and further on ecommerce reduces: production and purchasing cycles; costs associated with brick-and mortar stores like labour costs; store rental, as well as inventory maintenance.

The major growth within e-commerce has led to increased competition between retail firms that rely on ecommerce as a positioning tool. The retailers do not only need to attract consumers away from the traditional B&M-stores, but they also need to understand what trigger consumers switching behaviour among online services, as they compete with other retailers in e-commerce

for market shares. According to Wen et al. (2011), companies should focus on online consumers repurchase intention and loyalty because the success of the online shopping experience depend more on customers continued web site usage.

According to Li et al. (2020), Consumers have made considerable progress online, and the e-commerce market has seen significant development over the last decade. A variety of variables have influenced this shift in customer shopping habits, some of which are market or region reliant, while others are taking place as a consequence of global transformations. An rise in disposable income, primarily in developing countries; longer serve and travelling times; expanded broadband availability and enhanced infrastructure of electronic payments; a reduction in trade obstacles; a rise in the number of resellers with an internet presence; and a deeper understanding of e-commerce by consumers are among the changes.

In B2B e-commerce telecommunication networks are used to connect business activities such as: procurement; inventory; supply and product development. The focus in this category is mainly on commercial activities among business organizations. When it comes to B2C e-commerce, telecommunication networks are used for communication and product/service delivery between individual consumers and businesses. This category mainly focuses on transactions and commercial activities between business organizations and consumers, for instance between Amazon.com and their consumer group. In C2C e-commerce telecommunications networks are used as a central point of consumer groups. Transactions or electronic exchanges between consumers are usually mediated through a third party, like eBay.com or similar electronic ads. Lastly, within 3 the fourth category, C2B, telecommunication networks are used to enable consumers to present themselves as prospective buyers to business organizations.

2.2.2 Online Food Delivery

Online meal delivery services, as per Pigatto et al. (2017), can be thought of as major sectors that provide order services, payment, and process control but are not responsible for the food's basis Face-to-face dealings are being substituted in online retail sales by communication via mobile phone applications and web based communication tools such as e-mail, chat, and SMS, or company websites, where buyers may explore, retrieve, and make purchases (Cai and Jun, 2003). According to Chen et al. (2009), firms that want to sell services and products successfully

are experimenting with alternative delivery mechanisms as a way to differentiate themselves and provide more benefits to consumers.

The food-delivery business from restaurants to customers' homes is experiencing significant change as new online platforms race to capture markets and customers across the globe. Consumers have more alternatives and convenience thanks to online meal delivery services, which allow them to order from a vast array of venues with a simple swipe of their phone. (Hirschberg et al., 2016).

Customers are enticed to complete a purchase in an offline setting after viewing a product or service online. This is known as online to offline e-commerce. The utilization of online meal delivery services is one area of online to offline commerce that is quickly escalating. According to Li et al. (2020), all around the world, the rise of online food delivery has altered the way that numerous customers and food suppliers intermingle, and the sustainability of this alteration has yet to be scrupulously assessed.

2.2.3 Online Shopping

Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet and shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer (Gnanadhas, 2014). Online shopping can be defined as the process of sellers delivering products or service to clients, and the elements of information flow, capital flow, logistics that are relevant to this delivering process and every links of overall process are finished with the help of internet iResearch, (2009).

As the development of internet technology and the improvement of e-commerce market, online shopping becomes a brand-new individual consumption pattern for buyers and receives a growing number of attentions from public. In recent years, there is a great deal of scholars doing research on influencing factors for customer online purchasing behavior from different aspects.

2.2.4 Technology Acceptance Model

TAM is a theory of information systems which puts in detail how user recognizes new technology. According to Salunkhe et al. (2018), technology acceptance model also aids in identifying a number of elements that influence a user's decision to accommodate new technology. The ease of use and usefulness of technology or information systems are two critical

factors in the basic technology acceptance model. The user's attitude toward a certain technology and how his or her job will be accomplished successfully are defined by usefulness. The user's acceptance that his or her work will be completed without much effort is defined by ease of usage. (Davis, 1989).

2.2.5 E-Logistics

As e-commerce is a new way of doing business it also set new standards for the affiliated logistics, e-logistics (Singh, 2014; Zhang and Zhang, 2013). Since all business transactions within e-commerce are carried out electronically right from the beginning, from order placement to payment collection, the information flow is much faster compared to conventional business transactions. According to Singh (2014), this has been a motivation factor for the development of e-logistics, which has led to several enlarged benefits to sellers, buyers and service providers. The benefits include: improved communication; improved customer satisfaction; transparency in supply chain; cost reduction; on time delivery and improved efficiency.

Singh (2014) highlight the importance for e-commerce firms to cautiously consider their policies for order cancellation, postponement and substitutions. Furthermore, operate reverse material flow and by that evolve a product return policy is fundamental for e-vendors. This policy handles cases like when the consumer does not like the product, if the product is damaged or if the performance of the product is below the expectations of the consumer. If issues like these ones arise, the firm need to make it possible for the consumer to get their money back or to exchange the product (Singh, 2014). Regarding this matter it is important for e-vendors to be transparent and clear, to display the responsibilities of both the seller and the buyer regarding return of products on the web site to avoid consumer dissatisfaction.

Consumer Decision Making

In the modern world, where consumers are alert to market changes around the globe, marketers must grasp the complexities in the process of consumer decision-making. Although the procedure and intrinsic and extrinsic elements that influence decision making differ from person to person and from scenario to situation within the same person, the study of consumer behavior tries to draw some patterns. A decision is defined as choosing an option out of the few/many available. Schiffman and Kanuk, (1997) explained decision making is the process of choosing

between two or more alternatives, it is the selection of an alternative out of the few/many choices that are available.

The current consumer behavior research focuses on how people decide how to spend their limited resources, such as time, money, and effort, on consumption-related goods and services. Consumer behavior, according to Solomon (1996), is the study of the processes involved when individuals or groups choose, purchase, utilize, or dispose of products, services, ideas, or experiences to meet their needs and preferences. Du Plessis et al., (1991) explained that consumer decision making could be defined as the “behavior patterns of consumers that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services”. Belch (1998) states ‘people go through a series of steps when looking for, selecting, purchasing, utilizing, evaluating, and discarding products and services to meet their requirements and aspirations.’

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. A consumer purchase is actually a response to a problem. Making decisions about product and service offers is referred to as consumer decision making. From the perspectives of consumer buying decision there are many models that how the varying orientations impact the buying decision process and overall buyer behavior. Models aim to depict the purchase decision-making process and its influential factors and various models have been proposed by numbers of researchers regarding consumer buying decision for all kinds of products/ services. The well known model, Howard-Sheth Model is the most acceptable and empirically tested model which was developed in 1969. As Horton (1984) explained the Howard-Sheth model explains the decision-making process in order but was not perfect as it does not explain all buyer behavior however, as an outcome of empirical research, a thorough theory of consumer behaviors has been constructed. This model discusses the significance of inputs in the customer purchasing process and proposes methods for ordering these inputs before reaching a final conclusion.

Vast numbers of studies have investigated the issue of decision making and many models have been developed accordingly theories of consumer decision making have evolved over time. Among the theories one is based on rational choice theories known as the economic view, assuming that individuals act completely rationally to maximize their benefits in a purchase situation Schiffman and Kanuk, (1997). This view supposes a rational decision maker who has well-defined preferences and a clear choice set. Each alternative in the choice set has a utility

that is only dependent on the option. Any consumer is able to compute which option will maximize his or her utility and makes a choice accordingly. The consumer buying decision models refer to varying orientations and perspectives with which consumers approach the marketplace and how/why they behave as they do. They refer to how the varying orientations impact the buying decision process and overall buyer behavior.

Purchase decision-making processes

Online purchase decision making process can be characterized as being to some extent ad-hoc, including both formal and informal sub-processes, as well as being unstructured and highly dynamic. Online purchase decision making is unstructured as consumers do not follow a predefined set procedure. “The context of subsequent choice events can be shaped by both the consumer and the marketer depending on the outcome of previous encounters. Internet choice behavior is diverse and comprises of a progressing number of connected choices, where both the buyer and the salesperson can influence the context of subsequent choice events.” Bucklin et al., (2002).

According to the theory of consumer behavior, traditional buying process is divided into five stages, which are Need Recognition, Looking for information, Assessment of Alternatives, Purchase, and Post-Purchase Behavior, Kotler and Armstrong, (2011). Online shopping process begins with purchasing motivation, which formed by the effects from both internal and external stimulations Fagerstrom et al, (2011). On one hand, customers’ demand for a sort of commodity or service is the prerequisite of consume confirmation; on the other hand, such as web design and friends’ recommendation are the external poignant factors (Rohm et al, 2004). After the composition of buying motivation, rational clients will filter the effective information from messages of sufficient product lists to achieve transaction. There are plenty of factors influencing consumer decision making process.

2.3 Conceptual Framework and Hypothesis of the Study

Behavioral Intention (BI)

Behavioral intention was explained as a degree of intention of an individual to execute a specific behavior (Davis et al., 1989). In recent time, numerous empirical studies have used various modified versions of the actual TAM model proposed by F. D. Davis (1989) for establishing critical analysis and understanding of the theory, where researchers have certainly

used behavioral intention as the main perceived construct to be determined by the primary predictor constructs such as; perceived ease of use and perceived usefulness of an implementing system as well as by the external secondary factors, such as; social norms, facilitating conditions and user personality traits etc. As a matter of fact, numerous empirical theories have consistently reported TAM model that explains a substantial proportion of the variance (typically about 40%) in behavioral intentions of technology users.

Behavioral intention is also explained as the users willing to use a technology (Carlsson, Carlsson, Hyvonen, Puhakainen & Walden, 2006; Harsono & Suryana, 2014). The theory of reasoned action (TRA) is one of the model describes that performance of an obvious behavior is presented by the intention to carry out the behavior itself (Warshaw, 1980).

Perceived Ease of Use (PEOU)

The scope of an individual's acceptance that employing a certain innovation would be simple was defined as perceived ease of use (Püschel, Mazzon and Hernandez, 2010). Perceived ease of use is known as a determinant influencing perceived usefulness (Mathieson, 1991). The main theory that uses perceived ease of use to predict the adoption of new information technologies by individuals is the technology acceptance model (TAM) by Davis (1989).

The degree to which a person anticipates mental or physical challenges when adopting a new technology is referred to as perceived ease of use (Pinho and Soares, 2011). Recent study has revealed that convenience motivation, which falls under the individual level factors, is able to positively moderate the relationship between esatisfaction and e-loyalty (Anderson and Srinivasan, 2003).

In addition, many studies both theoretical and empirical have used Perceived Ease of Use (PE) as one of the key determinants for finding user's behavioral intention towards an information system. Many theories on information system studies have developed and modified numerous theory models to examine the adoption process since their introduction.

On the basis of these findings, it is believed that Perceived Ease of Use is important to find the Behavioral Intention of consumers towards using online food delivery services.

H1: The perceived ease of use of online food delivery services has a positive and significant impact on behavioral intention to use.

Perceived Usefulness (PU)

The Perceived usefulness is referring to the degree of consumers' beliefs that their performance was enhanced by adopting particular technology (Davis, 1989). Likewise, Venkatesh and Davis (2000) have identified perceived usefulness as an important driving factor of behavioral intention to use an information system. Similarly, many mixed theories of technology adoption have found significant relationship between perceived usefulness and behavioral intention to use a technology or an information system. In addition, Rauniar et al. (2014) in his empirical study about social networking sites acceptance have established a positive relationship between perceived usefulness and behavioral intention.

From the consumer perspective, perceived usefulness refers to how consumer performance would improve by adopting a given technology. Post-usage usefulness reflects the long-term belief of usefulness, as compared to Davis' perceived usefulness, which is just perception (Bhattacharjee et al., 2008). It is argued that this variable has more utility in the sense that it is more stable, as it will only occur after a user has adapted it for a longer time of period, therefore having a more dominant effect.

Perceived usefulness also described the using of innovation would improve job performance. (Alalwan, Dwivedi, Rana, and Williams, 2016; Davis, 1989). The main theory using perceived usefulness as a crucial antecedent of the adoption of new information technologies by individuals is the technology acceptance model (TAM) by Davis (1989).

On the basis of these findings, it is believed that Perceived Usefulness is important to find the Behavioral Intention of consumers towards using online food delivery services.

H2: The perceived usefulness of online food delivery services has a positive and significant impact on behavioral intention to use.

Attitude

Theoretically, attitude is one of the central construct that identifies the individual's positive or negative approach that reflects a certain behavior towards an adopting system. Reasons motivating consumers to buy from an online medium are important for food retailers. As Ajzen and Fishbein (1977) have argued, a person's attitude may influence the response to a stimulant. The criteria of a behavior depend on observable actions by the individual. The authors go on

further to say that an individual who has a positive attitude to an action will be more leaning towards performing a specific behavior (Rezaei et al., 2016).

Consumers prefer to use online services because convenience, usage usefulness and other motives (Kimes, 2011) or prior online experiences (Rezaei et al., 2016). Food is in the category of low involvement products, thus, consumers tend not to remember the prices, indicating that consumers make food-price choices rationally at the given time without much consideration of past transactions (Monroe and Lee, 1999).

Limayem et al. (2000) revealed that attitude towards online shopping is the strongest towards intention to shop online. The longitudinal study has indicated that there is a need to further examine the antecedents of attitude that leads to the intention to shop online. A separate study examined the antecedents divulge consumer demographics and lifestyle to positively affect attitude and ultimately towards intention to shop online (Taylor and Todd, 1995).

On the basis of these findings, it is believed that Attitude is important to find the Behavioral Intention of consumers towards using online food delivery services.

H3: Attitude towards online food delivery services has a positive and significant impact on behavioral intention to use.

Trust

Trust refers to a positive belief about the reliability and dependability of a person or an object Everard & Galletta, (2006). Trust builds when the customer has confidence in a service provider's reliability and integrity Kim et al. (2009). Consumers' trust in the service providers can help reduce their cognitive risk and insecurity and thus enable the maintenance of the long-term relationship Gefen (2000). Kaouther et al. (2014) explained that, the more a customer trusts a website, the lower the perceived online transaction risk, and the greater the decision to purchase on that website.

Intention to buy a product from the website is affected by the level of trust. Mukherjee and Nath (2007) suggest that perceived value over privacy and security features of the websites is the crucial antecedent of trust which eventually positively influences the behavioural intention of the consumers. Privacy is treated as the key element for generating the online trust (Hoffman et al.

1999) while security indicators such as Better Business Bureau and trustee seals adopted by the websites have positive association with trustworthiness.

Trust is earned based on previous experience of the customer. In the e-commerce environment, if the customer has positive experience from his or her previous use of a product or service, then he or she will choose the same website to place the order. Likewise, in the case of online food ordering, customers will revisit the website if they trust it. Yoon (2002) found that there are four factors that are crucial in the formation of trust such as transactional security, website properties, search functionality, and personal variables. These four factors formulate trust and if they are fulfilled then the overall satisfaction is increased (Yoon, 2002).

On the basis of these findings, it is believed that Trust is important to find the Behavioral Intention of consumers towards using online food delivery services.

H4: Trust towards online food delivery services has a positive and significant impact on behavioral intention to use.

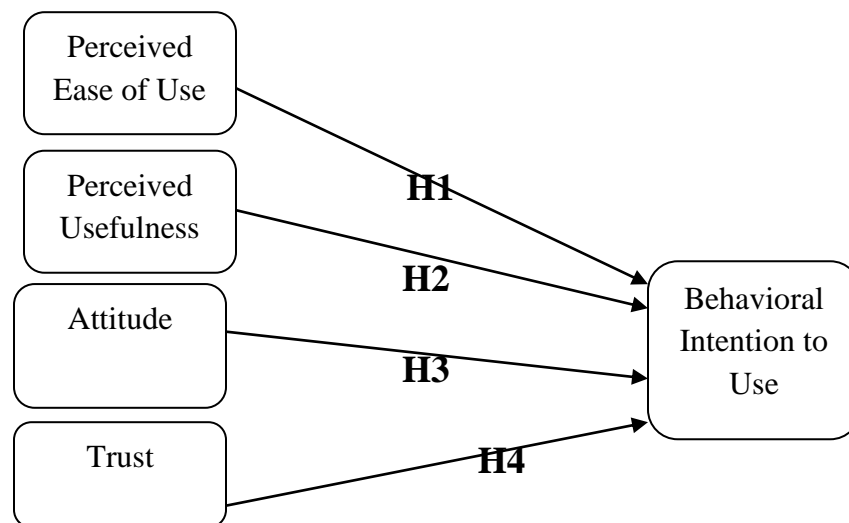


Figure 4 Conceptual Model (Derived from TAM by Davis et al. 1989 & Extended TAM by Salunkhe et al. 2018)

Hypothesis of the Study

S/No.	Hypothesis
1	H1: The perceived ease of use of online food delivery services has a positive and significant impact on behavioral intention to use.
2	H2: The perceived usefulness of online food delivery services has a positive and significant impact on behavioral intention to use.
3	H3: Attitude towards online food delivery services has a positive and significant impact on behavioral intention to use.
4	H4: Trust towards online food delivery services has a positive and significant impact on behavioral intention to use.

Chapter Three

Methodology

3.1 Introduction

This chapter centres on the theoretical point of view of the research and explains the selection of the relevant methodology and the methods that were implemented in attaining the specific aim and objectives of this study. The methodologies that were used in the study starting with topics related to research design, research approach; data type and sources, target population, sampling procedures and sample size, data collection technique, method of data presentation and analysis, issues of reliability and validity and finally the ethical concerns in carrying out this research. The following sections discuss each step in detail.

3.2 Research Approach

The study utilized a deductive research approach. A deductive research represents the most common perception of the relationship between theory and practice when doing research (Bryman and Bell, 2011). By using the theoretical knowledge from previous studies and literature within a certain area the researcher deduce one or several hypotheses to be empirically scrutinized, which means that a deductive research approach receive its starting point from existing theories (Bryman and Bell, 2011).

3.3 Research Method

To analyse the factors affecting online customers purchasing decision in delivery services, this study used quantitative type of research methodology. Researchers use quantitative tools, integrate findings, and draw conclusions from the quantitative components in quantitative methods research. According to Kumar (2011) there are overall a lot more alternatives of study designs within quantitative research than within qualitative research. Researchers have been using quantitative techniques study for decades, but it has only lately gained popularity as a research tool. Quantitative research fields are more established and researchers have agreed upon designs, sampling techniques, and so on.

3.4 Research Design

A research design is a plan where structure and strategy to collect and analyse the data needed to answer the research questions or problems is created (Kumar, 2011). There are three types of research designs: exploratory research; descriptive research; and causal research (Churchill and Iacobucci, 2005). Exploratory research emphasize the discovery of ideas and insights, for instance if a firm is about to launch a new product, an explanatory research needs to be done in order to assess consumers' reactions. Descriptive research is generally concerned with deciding the frequency with which something occurs or the relationship between two variables; furthermore it is often guided by one or several hypotheses. Causal research considers the cause-and effect relationship through experiments within a study.

To respond to the problem statement and achieve the objectives of the study, the study contains a combined focus between descriptive and explanatory research. The methodology employs a system in obtaining information about their decision behaviour in delivery services through a survey that leads at a sample of the general consumer population. The survey questionnaire designed and distributed to target respondents.

3.5 Population and Sampling

3.5.1 Population

The study was conducted on Deliver Addis. The unit of analysis in this study are individual respondents who are customers of the delivery service provider, Deliver Addis.

3.5.2 Sampling Technique

The study utilized convenience non-probability sampling techniques. This technique, to draw a sample from the targeted population, was chosen because of the expected large number of sample unit, time and cost constraint.

3.5.3 Sample Size

As stated above, the study used convenience non-probability sampling method from the target population. Thus, the researcher should consider available fund and time used by similar past studies and own judgment to determine the sample size. The sample was selected customers from Deliver Addis, using the below stated formula:

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

Where n = required sample size

Z = is a measure of degree of confidence level at 95% (i.e 1.96)²

q = Probability of negative response (0.5)

p = is a measure of probability of inclusion positive response (0.5)

e = Tolerable error (0.05)²

$$(1.96)^2 (0.5 * 0.5) / (0.05)^2 = 384.16 \sim 384$$

Given that, the sample size for this study is determined by using the estimation formula developed by Cochran (1963). The reason for choosing this formula was that; it is mostly used by other researchers to measure customer's decision making process and the total number of population of this enquiry is also infinite. The research questionnaire was distributed to 384 customers of Deliver Addis, out of these 358 questionnaires were effective.

3.6 Data Collection

3.6.1 Source of Data

According to Churchill and Iacobucci (2005) secondary data is data that already exists, that researchers have collected for previous studies. In contrary, primary data are originated by researchers for the purpose of using it immediate in their investigation (Churchill and Iacobucci, 2005). The study employs both primary and secondary sources of data collection.

3.6.2 Data Collection Instrument

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents (Kabir, 2016). This mechanism was chosen for the study because it permits the collection of information with much ease for the respondents. In addition to that, to reduce the non-response bias, the questions in the instrument were kept short and precise and the responder was informed in advance the estimate of how long it would take to fill out the data. And Likert-Scale was used as an option for the respondents. Not only that, but the respondents were well-versed of how taking the survey is also beneficial to them. The questionnaire was distributed through different groups in multiple social media platforms, mostly in expat groups.

3.7 Reliability and Validity

Hair et al. (2010) define reliability as the uniformity of multiple measurements of variables. Internal consistency is a typical method of measuring reliability, in which the scale is used to assess the correlation between variables. When all of the items in an instrument are highly linked, it means that the instrument is designed to measure the same concept, Hair et al. (2010). The Cronbach's alpha was used in this study, which is a typical tool for estimating the instrument's internal consistency. For an exploratory or pilot study, it is suggested that reliability should be equal to or above 0.60 (Straub et al., 2004).

Validity explains how well the collected data covers the actual area of investigation (Ghauri and Gronhaug, 2005). Validity basically means “measure what is intended to be measured” (Field, 2005). Application of construct validity can be effectively facilitated with the involvement of panel of ‘experts’ closely familiar with the measure and the phenomenon.

3.8 Data Analysis

Taheri et al. (2016) suggest that to present a sample in an illustrative way one can either use descriptive statistics (numbers) or graphs, or both, some prefer descriptive statistics because they are quantifiable while others prefer graphs because they are more intuitive. The study utilizes a both descriptive and inferential statistics tool, which is regression analysis and correlation analysis, to analyze the data collected. All of the data gathered was entered into the Statistical Package for the Social Sciences (SPSS).

3.9 Ethical Consideration

The issue of confidentiality and anonymity is closely connected with the rights of beneficence, respect for the dignity and fidelity (Mantzorou & Fouka, 2011). The researcher, in accordance with this, took meticulous steps to make sure that no respondent's name or identity who participated in this research work have their names be mentioned in any way and made sure that acquiescence was given. While performing this study, no respondent were forced into answering any questionnaires without willingness. In addition to that, the participants were informed in advance about the nature of the study, that is, they were informed of the purpose and aim of the study.

Chapter Four

Results and Discussions

The study's findings are presented in this chapter. The findings are also analyzed and discussed.

4.1 Chapter Overview

This quantitative study made an effort to evaluate and assess the elements influencing customers' online purchasing decisions in the case of Deliver Addis. The IBM SPSS Statistics 25.0 software version was used to display, assess, and interpret the data collected. The descriptive analysis describes the demographic profile of respondents and the summary of responses in each item with tables. Given that all of the study's independent and dependent variables were measured on an ordinal scale, and given that the investigation's goal was to investigate the association between the study's independent and dependent variables; therefore, Pearson's correlation testing and the multiple linear regression model seem to be the most applicable statistical tools for testing the study's hypothesis.

4.2 Respondents response rate

26 of the 384 completed questionnaires were eliminated because the responses were not complete; the remaining 358 questionnaires have been completed and returned, representing a 93.2 percent response rate. This response rate was high enough for the study's conclusions to be drawn.

4.3 Findings on Respondent's Profile (Demographic profile of respondents)

The purpose of this section is to compile basic information about the subject. Gender, age, education level, occupation, and frequency of use are among the details sought. All of these variables aided in determining the impact of each segment on consumers' online shopping decisions.

4.3.1 Gender of the Respondents

The study made known that there was a gender disparity between the female and male respondents. About 48% of the respondents were female, while the rest 52% were male.

Table 1: Respondents' Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	185	51.7	51.7	51.7
	Female	173	48.3	48.3	100.0
	Total	358	100.0	100.0	

4.3.2 Respondents' age group

In relation to age, as table 2 below shows, about 50% of respondents' age is between the range of 18-30 years; about 43% of respondents' age is between the range of 31-40 years, while around 5% of respondent's age is between 41 and 50 years, the age group above 50 years accounts for the remaining 2%.

Table 2: Age group of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	179	50.0	50.0	50.0
	31-40	155	43.3	43.3	93.3
	41-50	16	4.5	4.5	97.8
	Over 50	8	2.2	2.2	100.0
	Total	358	100.0	100.0	

4.3.3 Respondents' Educational Level

As per table 3, more than half of the respondents have bachelor degree i.e. 52.2% or 187 respondents. There are also significant numbers of respondents from each group of educational level. 4.7% or 17 respondents are on high school or below level, while the remaining 43% or 154 respondents have a minimum of second degree.

Table 3: Respondents' Educational Level

Level of Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school and below	17	4.7	4.7	4.7
	First Degree	187	52.2	52.2	57.0
	Second Degree and above	154	43.0	43.0	100.0
	Total	358	100.0	100.0	

4.3.4 Occupation Status

As shown in the below table 4, the respondents who participated in the survey have engaged in different occupation. Most of the respondents' occupation was employment i.e. 58.7% or 210 respondents, where as 34.1% of the respondents were business men/women and the remaining of the respondents i.e. 7.3% or 26 of them were students.

Table 4: Occupational Status

Type of Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Man/Woman	122	34.1	34.1	34.1
	Student	26	7.3	7.3	41.3
	Employee	210	58.7	58.7	100.0
	Total	358	100.0	100.0	

4.3.5 Frequency of Use

The below table shows how often the participants were utilizing the delivery service. Although there were five options, only three of them were able to be included. Participants who were using only about once a month couldn't be included because they were not eligible to the study. As for the choice of 'daily' users, none of the participants were daily users of Deliver Addis. The table underneath displays how frequent the qualified respondents were using the online food delivery service.

Table 5: Frequency of Use

How Frequently participant uses Deliver Addis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every two weeks	131	36.6	36.6	36.6
	About once a week	193	53.9	53.9	90.5
	About three times a week	34	9.5	9.5	100.0
	Total	358	100.0	100.0	

4.4 Reliability

The Cronbach's alpha coefficient was utilized to verify the present instrument's internal consistency. The Cronbach's alpha coefficient is a statistical tool that was developed by Lee Cronbach in 1951, it evaluates the confidence through the inner consistency of a questionnaire. Reliability reflects consistency and replicability over time. Furthermore, reliability is seen as the degree to which a test is free from measurement errors, since the more measurement errors occur the less reliable the test (Fraenkel & Wallen, 2003). For the utilization of this coefficient, it is a requirement that all the items of an instrument use the same measurement scale. Masdia Masri (2009) claims that the closer the reliability coefficient is to 1.00, the better. Reliabilities less than 0.60 are generally deemed bad, while those between 0.60 and 0.80 are thought to be acceptable. All of the independent variables and dependent variables in this study matched the above stated criteria. In the table below, the alpha value for each variable is outlined:

Table 6: Reliability Statistics

Reliability Statistics			
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perceived Ease of Use	0.718	0.742	7
Perceived Usefulness	0.732	0.730	4
Attitude	0.712	0.714	4
Trust	0.607	0.641	5
Behaviorial Intention to Use	0.725	0.724	3

4.5 Correlation Analysis

The measure of a linear relationship between two variables is referred as correlation. A correlation coefficient has a value ranging from -1 to 1. Values that are closer to the absolute value of 1 indicate that there is a significant link between the variables being correlated while values closer to 0 shows that there is little or no linear association Robinson et al., (2009). When the data are measured at the ordinal level, the Pearson correlation coefficient is an effective approach to measure the correlation. The Pearson correlation coefficient was computed for the purpose of determining the relationships between the variables. The correlation is a widely used metric for determining the magnitude of an effect: values of ± 0.1 represent a small effect, ± 0.3 is a medium effect and ± 0.5 is a large effect (Domingo et al., 2020).

Table 7: Correlation between Independent Variables and Dependent Variable

		Correlations				
		Perceived Usefulness	Perceived Ease of Use	Attitude	Trust	Behavioral Intention to Use
Perceived Usefulness	Pearson Correlation	1	.328**	.054	.272**	.678**
	Sig. (2-tailed)		.000	.305	.000	.000
	N	358	358	358	358	358
Perceived Ease of Use	Pearson Correlation	.328**	1	.071	.399**	.618**
	Sig. (2-tailed)	.000		.178	.000	.000
	N	358	358	358	358	358
Attitude	Pearson Correlation	.054	.071	1	.276**	.122*
	Sig. (2-tailed)	.305	.178		.000	.021
	N	358	358	358	358	358
Trust	Pearson Correlation	.272**	.399**	.276**	1	.378**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	358	358	358	358	358
Behavioral Intention to Use	Pearson Correlation	.678**	.618**	.122*	.378**	1
	Sig. (2-tailed)	.000	.000	.021	.000	
	N	358	358	358	358	358
**, Correlation is significant at the 0.01 level (2-tailed).						
*, Correlation is significant at the 0.05 level (2-tailed).						

From the above correlation matrix, it is made known the correlation results of factors affecting customers' behavioral intention to use online food delivery. The relationship between perceived usefulness and customers' behavioral intention to use is that perceived usefulness of online food

delivery has a large effect or association on customers' behavioral intention to use ($r=.678$, $p=.000$) this tells us that perceived usefulness is with a large degree of association with customers' behavioral intention to use.

Another result that can be understood in the correlation matrix is that Customers' behavioral inclination to use online meal delivery is greatly influenced by perceived ease of use. The findings revealed that perceived ease of use and customers' behavioral intention to use have a significant connection, where the values are ($r=.618$, $p=000$).

Attitude towards technology has less degree of relationship with customers' behavioral intention to use online food delivery. However it showed that it has a medium degree of relationship with perceived usefulness. The correlation result showed that attitude is with a very small degree of relationship with customers' behavioral intention to use online food delivery with the values ($r=.122$, $p=.000$).

Looking to the correlation matrix ($r=0.378$, $p=.000$), it explains there is a medium degree of relationship between trust and customers' behavioral intention to use online food delivery.

Therefore from the factors listed in the study, perceived usefulness and perceived ease of use have a large effect on customers' behavioral intention to use online food delivery that is, online purchasing decision. While trust has a moderate association with customers' behavioral intention to use online meal delivery, attitude has the least relationship.

4.6 Regression Analysis

A multiple linear regression was carried out to determine the most important dimensions because. The researcher has no notion which variables will result in the most accurate prediction equation. Perceived Ease of Use, Perceived Usefulness, Attitude and trust are the independent variables and the customers' Behavioral intention to use is the dependent variable.

The main purpose here is to see whether the dependent variable (customers' Behavioral intention to use) can be predicted better from a combination of the above dimensions. First and foremost, before to regressions, it is a good idea to assess the correlations among the predictor variables to see if they are sufficiently connected that multicollinearity is unlikely to be a problem.

4.6.1 Multi Collinearity Test

Ho (2006) defines multicollinearity as a situation in which the independent/predictor variables are highly correlated. To determine whether there is similarity between the independent variables in a model, it is necessary to have multicollinearity test. Raykov and Marcoulides (2006) state that in a regression analysis the presence of multicollinearity implies that one is using redundant information in the model, which can easily lead to unstable regression coefficient estimates. Similarities between the independent variables will result in a very strong correlation. Multicollinearity tests were also performed to avoid bad habits in the decision-making process when it came to the partial effect of independent factors on the dependent variable. Kline (2005) illustrates how tolerance and its reciprocal, the variance inflation factor (VIF), can be used to discover multicollinearity. Multicollinearity is a concern if the tolerance value is lower than 0.1 and the VIF value is 10 or higher at the same time.

Table 8: Multicollinearity test result

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Perceived Ease of Use	.787	1.270
	Perceived Usefulness	.869	1.151
	Attitude	.922	1.085
	Trust	.759	1.318
a. Dependent Variable: Behavioral Intention to Use			

As can be seen from the above table of coefficients, VIF values of 1.270, 1.151, 1.085 and 1.318, were acquired for each independent variable, it can be determined that there are no multicollinearity issues if the VIF values obtained are between 1 and 10. There is no multicollinearity concern if the tolerance value of all independent variables is bigger than 0.1.

Evaluating the Model

Table 9: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.637	.17998
a. Predictors: (Constant), Trust, Perceived Usefulness, Attitude, Perceived Ease of Use				

The Model Summary table provides the R (.801) and R square (.641). R square value is 'corrected' using Adjusted R square statistics to provide a better indication of the underlying population value. The R square value indicates how much variance in the dependent variable (customers' online purchase decisions) is described by the four independent variables in the model. In this case the value is .641 expressed as a percentage it becomes 64.1%, this indicates that the model explains 64.1% of the variance in customers' Behavioral intention to use online food delivery service. This means that the independent variables account for 64.1 percent of the dependent variable. When a small sample is involved, the R square value in the sample tends to be a rather optimistic overestimation of the true value in the population (Kline, 2005). But in this case the researcher has taken enough samples and the adjusted R square value is not optimistic overestimation.

Table 10: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.448	4	5.112	157.821	.000 ^b
	Residual	11.434	353	.032		
	Total	31.882	357			
a. Dependent Variable: Behavioral Intention to Use						
b. Predictors: (Constant), Trust, Perceived Usefulness, Attitude, Perceived Ease of Use						

To measure the statistical significance of the end outcome it is crucial to look in the table above. This examines the null hypothesis that the population's multiple R equals zero. As can be seen from the above table, Customers' Behavioral intention to use an online meal delivery service is notably predicted by the independent variables, $F = 157.821$, $p < .000$. The F statistic depicts the model's general significance. The independent variables strongly predict customers' Behavioral intention to use online food delivery service at high degree of significance, with a F value of 157.821.

4.6.2 Evaluating the Independent Variables

The next step is to determine which of the model's variables contributed to the dependent variable's prediction. Looking to the following table, the column labelled beta under standardized coefficients.

Table 11: Coefficients of the Independent Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.915	0.164		5.584	0.000
	Perceived Ease of Use	0.284	0.024	0.422	11.751	0.000
	Perceived Usefulness	0.423	0.028	0.522	15.266	0.000
	Attitude	0.040	0.027	0.049	1.472	0.142
	Trust	0.038	0.025	0.054	1.480	0.140

a. Dependent Variable: Behavioral Intention to Use

From the above table, it is revealed that the biggest beta coefficient is 0.522 which is perceived usefulness. When the variance represented by all other variables in the model is controlled for with a sig. of 0.000, this variable makes the strongest significant contribution to explaining the dependent variable.

With a beta coefficient of 0.422, the second variable with a larger beta coefficient is perceived ease of use. This demonstrates that perceived ease of use plays an important role in explaining the dependent variable. Where in the study made by Lee, et al., (2017) revealed that perceived usefulness and perceived ease of use affect the consumers' behavior in the intention to use food delivery mobile apps. This backs up the study's findings, which show that perceived ease of use and usefulness have a significant impact on the dependent variable.

Attitude on the other hand has a lower coefficient of 0.049 with a sig. of 0.142. It is a less significant variable in determining consumers' Behavioral intention to use online food delivery application services. Trust also has a lower coefficient of 0.054 with a sig. of 0.140. It is the

other less significant variable in determining consumers' Behavioral intention to use online food delivery application services.

4.7 Hypothesis Testing

Table 12: Hypothesis test summary

S/No.	Hypothesis	Beta Value	Sig.	Direction of Relationship	Result
1	H1: The perceived ease of use of online food delivery services has a positive and significant impact on behavioral intention to use.	0.422	0.000	+	Fail to reject null hypothesis
2	H2: The perceived usefulness of online food delivery services has a positive and significant impact on behavioral intention to use.	0.522	0.000	+	Fail to reject null hypothesis
3	H3: Attitude towards online food delivery services has a positive and significant impact on behavioral intention to use.	0.049	0.142	+	Reject null hypothesis
4	H4: Trust towards online food delivery services has a positive and significant impact on behavioral intention to use.	0.054	0.140	+	Reject null hypothesis

Chapter Five

Conclusion and Recommendations

The conclusion and recommendations based on the research findings are provided in this chapter. Furthermore, it interprets the findings and provides some implications that necessitate certain recommendations.

Summary of research findings

As per the collected and analyzed data, the findings are summarized as follow.

- ❖ Perceived ease of use has a positive and significant effect on consumers' Behavioral intention to use online food delivery services such as Deliver Addis.
- ❖ There is also a positive and significant relationship between perceived usefulness and consumers' Behavioral intention to use online food delivery services such as Deliver Addis.
- ❖ There is a positive but statistically insignificant relationship between attitude and consumers' Behavioral intention to use online food delivery services such as Deliver Addis.
- ❖ Trust has also a positive but insignificant effect on the customers' Behavioral intention to use online food delivery service.

The basic interest of this study was to find out the factors affecting customers' online purchasing decision: the case of Deliver Addis. The researcher created a conceptual framework based on the factors gathered from TAM Model-related literature. The data was gathered from 358 Deliver Addis customers using a quantitative study methodology and convenience sampling technique. The analysis was performed using Spss version 25.0 using descriptive statistics (such as frequency and percentage) as well as inferential statistics (correlation and multiple linear regressions).

The two predictor factors had a favourable and significant effect on customers' online shopping decisions (Behavioral intention to use)/dependent variable, as expected at the

beginning. Whereas, the rest two are with no significance on the customers' online purchasing decision.

Conclusion

The intention of this research was to inspect the factors affecting customers' online purchasing decision. The researcher looked to this objective by learning customers' online purchasing decision from perspectives; perceived ease of using food delivery application, perceived usefulness of online food delivery apps, attitude towards online food delivery services and the trust consumers have on online food delivery service providers.

The most important aspect, however, is perceived usefulness; most online meal delivery service consumers pay attention to and consider the perceived usefulness of the online food delivery application when making a purchasing decision. Most of the consumers had a positive reaction to the time efficiency in using online food delivery applications, its importance in providing a two-way communication channel, its significance in reducing order errors and last but not the least, its value in saving one's energy by ordering through online food delivery service.

The second significant factor in the study is perceived ease of use in utilizing the food delivery application. Most of the consumers had a positive reaction towards ease of ordering through online food delivery apps, flexibility in using the online apps, ease in finding information on these online applications, ease in learning to use the online applications and flexibility in interacting with the service providers. The one issue in this variable, perceived ease of use was regarding the ease of payment, which is the online payment system for the delivery services. More customers had a disagreement regarding the ease of online payment system than there was a positive reaction.

The remaining two variables – attitude and trust have got less contribution to the customers' behavioral intention to use online food delivery applications. Although both had a positive relationship with consumers' behavioral intention to use online food delivery services, they had a lower coefficient thus having a weak contribution towards explaining the dependent variable, behavioral intention to use and in addition having a significance value that was not statistically acceptable.

Recommendations

In terms to the research findings the researcher would like to recommend some opinions from the mentioned findings. Though many factors influence a customer's online shopping decision, the above-mentioned predictors also play an important role in the behavioral intention to use online meal delivery services.

With regards to perceived ease of use, of course as it gets easier to utilize the food delivery service applications the more consumers will be using the online apps. As mentioned in the above section in the conclusion, the ease of online payment was an issue most consumers had a disagreement on. From that finding, the researcher recommends that online food delivery service providers in the country to improve the mode of payment by which consumers can pay for the services given online. Although there is an issue with regards to the online payment system in general, it is suggested that the service providers work together with the banking system to find a way to make it easier to make an online transaction for the customers.

Another recommendation that the researcher makes is that although trust was not accepted as a significant variable, the content within trust that is regarding to the time of delivery was a big issue discussed by consumers on multiple social media platforms. It is suggested that food delivery service provider, Deliver Addis, solve the problem with regards to time of delivery by expanding the number of delivery motor vehicles and spreading them out to standby to the number of restaurants it's working with.

Recommendations for further research

For additional studies, the research suggests the following:

1. This study has merely scratched the surface of the problem. Due to the limitation of time, only customers of Deliver Addis were contacted.
2. The study has only been done on consumers of a single online food delivery service provider, Deliver Addis, which is only in Addis Ababa, while further study in other delivery service providers and other regions could provide more interesting result on the customers purchasing decision.

3. This study was conducted with a quantitative research approach. The researcher argues that the factors impacting consumers purchase decision can further be analyzed in order to more thoroughly unravel why they have an impact. This could be executed by using a qualitative approach to achieve comprehensive in-depth knowledge

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Appendix

Questionnaire

Dear Respondent,

I am a student conducting a study on “Factors affecting consumers’ online purchasing decision in the case of Deliver Addis” at Addis Ababa University, School of Commerce studying a graduate program in Marketing Management. As a user of Deliver Addis, you have been selected to form part of this study. This is to kindly request to be accorded a few minutes of your time to conduct the questionnaire. The information obtained will be use exclusively for academic purposes and the findings of the study shall upon your request be made available to you.

All information collected during this study will be kept confidential. In the case of any further questions about the research, please do not hesitate to contact through this Email: nebiyatabayneh98@gmail.com

Thank you in advance for your valued contribution to my academic pursuit.

Best Regards,

Nebiyat Abayneh

Marketing Management Student

Part 1: Demographic Information

1) Gender:

Male Female

2) Age:

18- 30 31 – 40 41 – 50 51 or 50

3) Education Level:

High school and Below First Degree Second Degree

4) Occupation:

Businessman Student Employee

5) How frequently do you use Deliver Addis to order food?

- Once a month
 Every two weeks
 About once a week
 About three times a week
 Daily

Part 2: Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree. There is no right or wrong answer; all that the researcher interested in is a number that best shows your perception about online food delivery.

Questionnaire Items	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Perceived Ease of Use	1	2	3	4	5
1 Ordering food online is easy for me.					
2 I find online food delivery application flexible to use.					
3 I find its easy to find information on the online food delivery web application.					
4 Learning to use online food delivery services was easy for me.					
5 It is easy to pay online for the food delivery services.					
6 I find the application flexible to interact with providers.					
7 I often find it difficult to use online food delivery applications.					
Perceived Usefulness	1	2	3	4	5
1 I believe using online food delivery service is time efficient					
2 Using online food delivery provides me with a two-way communication channel.					
3 I find that using online food delivery reduces order errors.					
4 It saves me energy to order on an online food delivery.					

Attitude		1	2	3	4	5
1	I feel that using technology makes everything work better.					
2	I like to use this food app technology because I believe its a positive development.					
3	I am confident in using an online platform to order food.					
4	I have a good feeling when ordering food online because its modern and advanced.					
Trust		1	2	3	4	5
1	Making online payments for ordering food is safe and secure.					
2	The food I order online is healthy and safe to consume.					
3	The service I order online deliver food with the quality just as it promises online.					
4	The food delivery service delivers the food at the time they promise to do.					
5	I find that personal information taken online on the application is protected.					
Behaviorial Intention to Use		1	2	3	4	5
1	I predict that I will be using Deliver Addis service more in the future.					
2	I expect to use the online delivery services more as long as some improvements are made in the service providing.					
3	I will definitely be ordering food from Deliver Addis and other online food delivery services more.					

Thank You for taking part in the survey!!!