

Original Article

Research on Online Order Buying Behavior on Shopee Food Platform

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Abstract: With the current technology boom, the trend of ordering and shopping online is increasing. In particular, the trend of ordering fast food through online platforms is increasingly popular. The digital age seems to open a new era for the F&B industry. According to the results of the “Market survey on consumer demand in the Vietnamese culinary industry” conducted by author Jane Ha of Kantar website in 2020, up to 43% of people in Ho Chi Minh City and 34% of people in Hanoi Order food online at least once a week. People are going to have a couple of choices when it comes to purchasing food: home delivery or takeout, especially in light of fears about an epidemic. However, ordering food for delivery to your house accounts for twice as much as ordering takeout.

Up to this point, when the epidemic in our country has been controlled, the choice of ordering food through the Shopee Food platform of students at Hanoi University of Natural Resources and Environment is still very popular and prevalent. , because it seems to have become the shopping habit of young people. Above all, the Shopee Food platform is constantly developing this platform and promoting customer attraction strategies through Marketing tools. So what effects does the Shopee Food platform bring to influence the decision to use the platform, and will these behavioral habits of students continue to be maintained in the future?

During the process of researching and synthesizing documents, the authors realized that no documents were researching the perceptions of students at Hanoi University of Natural Resources and Environment on the Shopee Food platform. Therefore, the group of authors agreed to choose the topic: “Research on factors affecting online ordering behavior on the Shopee Food platform of students at Hanoi University of Natural Resources and Environment.”

Keywords: Customer behavior, Online ordering, Hanoi.

I. THEORETICAL BASIS AND RESEARCH MODEL

A) Price

According to Needham (1996). “Product price is an amount of money that a customer must pay to the seller to get the right to use a specific product” According to Nguyen Thu Ha and Gizaw (2014) when researching private label purchases, the price has been proven. is an important factor that determines consumers’ purchasing decisions. Purchase decisions increase when customers perceive the cost they have to pay to purchase the product as appropriate. Price perception greatly affects consumers’ decisions to buy products. Price perceptions interpret information about a product and provide deep meaning to consumers (Kotler and Keller, 2016). Consumers will perceive price in two aspects: the monetary cost they have to spend and the opportunity cost when they have to decide to use that money to buy other products and services.

According to Jiang and Rosenbloom (2005), customers often rely on price to decide product quality because they cannot see the real product when purchasing online. In the model “Factors influencing online consumers”.

According to Hasslinger and colleagues (2007), consumers believe that shopping online will help save money and compare prices. For students and those with low to moderate income levels, considering the price of the product/service is one of the very important factors.

B) Quality

Quality is considered one of the key ingredients for a business’s competitive advantage. Therefore, the quality of the product or service is considered important to the business (Foster et al., 1996). Customer pleasure is thought to be built on the foundation of product quality (Bei & Chiao, 2001). According to Olanmi (2019), high-quality products boost consumer satisfaction and entice people to spend more online (Hondoko, 2016; Razak, Nirwanto, & Triatmanto, 2016). There are



approaches to determining quality, which are product-based approach, user-based approach, production-based approach and value-based approach (Garvin & David, 1984).

According to Gronross (1990), “A service is an activity or activities that are more or less intangible but not necessarily intangible, taking place in the process of interaction between customers and service providers, service, product, and or system service provision, carried out to meet customer needs”. Understood in another way, “Service is a business transaction that takes place between a service provider and a customer to produce results that satisfy the customer” (Ramaswamy, 1996). “Service quality” marketing theory has recently accepted the term as personal and subjective, where understanding the value of the user is an essential element. Research describes customer satisfaction as an antecedent of service quality (Bitner et al., 1990; Carman, 1990; Parasuraman et al., 1985), and others have argued that service quality Service is the antecedent of customer satisfaction (Amin & Isa, 2008; Cronin et al., 2000; Kashif et al., 2015; Sheng and Liu, 2010; Yap et al., 2012).

C) Convenience

Utility is the degree to which someone believes that using a particular system will improve their performance (Davis, 1985). Research by Elango and colleagues (2018) showed that the perception of convenience is considered a factor with a significant impact on consumers’ intention to use on-demand food ordering applications.

According to Gefen et al. (2005), researched the influence of perceived ease of use on trust in the field of online shopping. The study revealed that customers’ perception of ease of use positively impacts their trust since it encourages them to utilize an online purchasing service for the first time and increases their willingness to stick with the buyer-seller relationship.

D) Social awareness

Based on Ajzen’s (1991) theory of planned behavior, we see that subjective norms have an impact on behavioral tendencies. Subjective norms are people’s perceptions of social pressure to perform or not to perform (Ajzen & Fishbein, 1975). Social awareness can come from people around. People around will advise on whether or not to use it, which will have the effect of promoting or reducing the customer’s intention. This component reflects the social influence of significant stakeholders, including friends, family, coworkers, and so on.

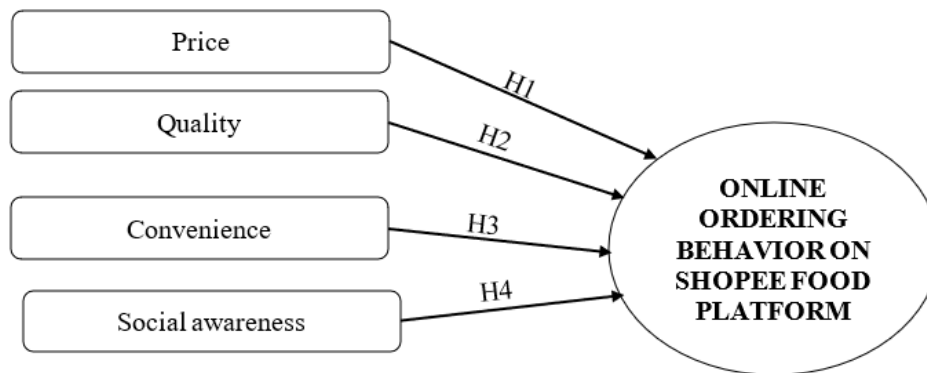


Figure 1. Proposed research model

Hypothesis H1: There is a positive relationship between price and online ordering behavior on the Shopee Food platform of students.

Hypothesis H2 : There is a positive relationship between Quality and online ordering behavior on the Shopee Food platform of students.

Hypothesis H3 : There is a positive relationship between convenience and online ordering behavior on the Shopee Food platform of students.

Hypothesis H4 : There is a positive relationship between Social Awareness and online ordering behavior on the Shopee Food platform of students.

II. RESEARCH METHODS

According to the theoretical basis mentioned above, the authors conducted a survey of subjects who have been using online food ordering services. The content of the survey is designed in 4 parts. First part...

In this study, there are 06 independent variables and 01 dependent variables with a total of 28 observed variables. So, the minimum sample size for EFA exploratory factor analysis is calculated according to the formula of Hair et al. is $5 \times 28 = 140$

observations (Hair et al., 2006). According to Tabachnick and Fidell (2007), the minimum sample size needed for regression analysis is $50 + 8 \times 6 = 98$ observations.

Thus, to satisfy the above two requirements, the minimum sample size needed is 140 observations. According to the experience of researchers, a sample size of $n = 250$ observations will ensure the representativeness of the whole. However, during the process of filtering the votes, the authors discovered that 20 were invalid and not reliable enough, leaving 230 valid votes. Therefore, the authors plan to choose a sample size of $n = 230$ observations to run the data.

Table 1. Description of the study sample

Classification criteria		Amount of people	Ratio (%)
What is your gender?	Male	100	43.5%
	Female	130	56.5%
Which course do you study?	DH10	50	21.7%
	DH11	sixty four	27.8%
	DH12	59	25.7%
	DH13	57	24.8%
How much is your income?	Under 1 million	58	25.2%
	From 1-3 million	seventy three	31.7%
	From 3-5 million	39	17.0%
	Over 5 million	40	17.4%
	Other	20	8.7%
How often do you use the Shopee Food app?	Regularly (5-6 times/week)	40	17.4%
	Occasionally (3-4 times/week)	75	32.6%
	Rarely (1-2 times/week)	115	50%

Source: Compiled by the authors

III. RESEARCH RESULTS

A) Cronbach Alpha Reliability Test of the Independent Variable Scale

Table 2. Statistical reliability of the independent variable scale

Cronbach's Alpha	N items
.794	16

Source: Compiled by the authors

Observed variables GC1, GC2, GC3, and GC4 all have variable-total correlation (Corrected Item - Total Correlation) greater than 0.300. Thus, the price scale is reliable, the observed variables are closely correlated to measure prices, and all have good explanatory meaning for the GC factor. Therefore, the observed variables of the price variable are accepted and will be used in the next factor analysis.

Table 3. Results of assessing the reliability of the price scale

Observed variables	Average scale if the variable type	Scale variance if the variable type	Total variable correlation	Cronbach's Alpha if variable type
GC1	10.67	4,491	.622	.735
GC2	10.53	4,635	.635	.729
GC3	10.63	4,777	.559	.766
GC4	10.70	4,649	.604	.744
CL1	10.67	4,736	.609	.747
CL2	10.62	4,831	.582	.760
CL3	10.71	4,660	.622	.741
CL4	10.60	4,661	.623	.740
TI1	10.95	4,853	.621	.720
TI2	10.90	4,897	.638	.712
TI3	10.88	5,147	.555	.753
TI4	10.97	5,021	.562	.750
NT1	10.81	5,393	.572	.812
NT2	10.60	4,966	.662	.772
NT3	10.67	4,780	.729	.741
NT4	10.63	5,037	.635	.785

Source: Compiled by the authors

The observed variables CL1, CL2, CL3, and CL4 all have variable-total correlation (Corrected Item - Total Correlation) greater than 0.300. Thus, the quality scale is reliable; the observed variables are closely correlated with each other to measure quality, and all have good explanations for the CL factor. Therefore, the observed variables of the quality variable are accepted and will be used in the next factor analysis.

Observed variables TI1, TI2, TI3, and TI4 all have variable-total correlation (Corrected Item - Total Correlation) greater than 0.300. Thus, the utility-scale is reliable, the observed variables are closely correlated to measure utility, and all have good explanatory meaning for the TI factor. Therefore, the observed variables of the utility variable are accepted and will be used in the next factor analysis.

Observed variables NT1, NT2, NT3, and NT4 all have variable-total correlation (Corrected Item - Total Correlation) greater than 0.300. Thus, the scale of social awareness is reliable; the observed variables are closely correlated with each other to measure social awareness, and all have good explanations for the NT factor. Therefore, the observed variables of social perception variables are accepted and will be used in the next factor analysis.

B) EFA exploratory factor analysis

a. EFA exploratory factor analysis for the independent variable

Table 4. KMO coefficient and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	2852.187
	DF	276
	Sig.	.000

Source: Compiled by the authors

According to the results of the KMO Coefficient table and Bartlett's Test, the KMO coefficient = 0.760 > 0.5 factor analysis is appropriate for the research data. The result of Bartlett's test is 2852.187 with significance level sig = 0.000 < 0.05, so the hypothesis of the factor model is not appropriate and will be rejected; this proves that the data used for factor analysis is completely appropriate.

Table 5. Results of total variance extracted -Total Variance Explained

Total variance extracted									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,440	30,998	30,998	7,440	30,998	30,998	2,890	12,042	12,042
2	2,257	9,405	40,403	2,257	9,405	40,403	2,883	12,012	24,054
3	1,868	7,784	48,187	1,868	7,784	48,187	2,785	11,604	35,658
4	1,611	6,712	54,898	1,611	6,712	54,898	2,520	10,500	46,158
5	1,459	6,077	60,975	1,459	6,077	60,975	2,474	10,306	56,465
6	1,359	5,664	66,639	1,359	5,664	66,639	2,442	10,175	66,639
7	.748	3,119	69,758						
8	.713	2,971	72,729						
9	.657	2,736	75,465						
ten	.611	2,548	78,013						
11	.589	2,452	80,465						
twelfth	.566	2,358	82,822						
13	.536	2,234	85,057						
14	.513	2,139	87,196						
15	.485	2,021	89,218						
16	.447	1,864	91,081						

Source: Compiled by the authors

The result of total variance extracted -Total Variance Explained, there are 6 factors extracted with the criterion eigenvalue greater than 1 with a total cumulative variance of 66.639% \geq 50%. It can be said that this 1 factor explains 66.639% variation of data. This shows that the EFA model is appropriate.

b. EFA exploratory factor analysis for the dependent variable

Table 6. KMO coefficient and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	235,216
	DF	6
	Sig.	.000

Source: Compiled by the authors

KMO coefficient and Bartlett's Test, KMO coefficient = 0.786 > 0.5 factor analysis appropriate to research data. The result of Bartlett's test is 235,216 with a significance level of sig = 0.000 < 0.05, so the data used for factor analysis is completely appropriate.

Table 7. Results of total variance extracted -Total Variance Explained

Total variance extracted						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,410	60,259	60,259	2,410	60,259	60,259
2	.567	14,166	74,425			
3	.557	13,923	88,347			
4	.466	11,653	100,000			

Source: Compiled by the authors

There is only one factor extracted at an eigenvalue equal to 2.410 > 1. This factor explains 60.259% of the data variation of the 4 observed variables participating in EFA: HV1, HV2, HHV3, and HV4.

IV. SOLUTION

The author group has some basic suggestions to support Shopee Food to improve and enhance the quality of its products as follows:

Firstly, Shopee Food needs to continuously capture customer behavior, such as the average time of ordering customers' food, habits, and food trends that customers often choose,... From there, control and adjust flash sale hours of stores and supplement cooperation with eateries and restaurants to improve product service quality and customer experience.

Second, the current market economy still has many difficulties and challenges. Shopee Food should reconsider product prices and costs in a more suitable way for customers to maintain stable orders in the long term.

Third, Shopee Food needs to constantly innovate technology and services. This will help the platform increase the number of customers and maintain a loyal customer base.

As a "big man" of the online ordering platform in Vietnam, Shopee Food still has certain limitations. Let's take a look at some of the limitations below. Shopee Food needs additional requirements and terms to limit driver orders received at the same time to provide quality products and a better experience for customers. Because delivery activities from some drivers on the above platform sometimes do not satisfy customers because they often combine multiple orders at the same time, making it impossible to ensure product quality, such as food that is no longer hot or drinks thawed, cooled, etc. Additionally, the product arrived to customers much longer than expected. This not only affects the reputation of the restaurant, but also destroys the beautiful image in the minds of customers about the Shopee Food application.

Shopee Food's censorship team should consider approving applications to open restaurants carefully and carefully and require restaurants to demonstrate the origin of raw materials as well as the Certificate of Hygiene and Safety Food. Because Shopee Food only accepts registrations to participate in product trading from store owners without a team to supervise and inspect food hygiene and safety quality. Therefore, product quality is not controlled, so it will be difficult to ensure the safety of food when it reaches the user.

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