

Factors Affecting the Behavioural Intentions of Indian Millennials: An Analysis of Online Food Delivery Services

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ABSTRACT

Previous studies have examined consumer attitudes toward online services, while few studies have explored factors affecting the behavioural intention of online food delivery services. The purpose of this study is to explore factors that affect the adoption of online food delivery services of Indian millennials by examining the structural relationship between hedonic motivation, utilitarian motivation, price-saving orientation, time-saving orientation, attitude, and behavioural intentions using the theory of planned behaviour. Data from 328 Indian millennials were collected for the study by a self-administered and structured questionnaire. The proposed model was investigated empirically using exploratory factor analysis (EFA) for the validation of scale and then using confirmatory factor analysis (CFA) and structured equation modeling (SEM). The study's results showed that only the relationship of time-saving orientation with the attitude towards was proven insignificant, while others were significant.

KEYWORDS

Dining Out, India, Millennials, Online Food Delivery Services, SEM

INTRODUCTION

Online food delivery (OFD), defined by Li et al. (2020), is a process through which food is ordered online, prepared, and delivered to the consumer. These services have seen a rise in demand over the past few years and are deemed to grow further in the coming years steadily. In numbers, the revenue generated by these platforms globally was estimated to be \$50 billion in 2018 to 107.4 billion in 2019 and are projected to exceed to \$200 billion by 2027 (Statista, 2020). These changes have helped the food markets innovate new ways as it was reaching its saturation point (Cho et al., 2019). The market in India is in its nascent stage, with only a handful of companies operating in the region. However, given the size of the country and its market, the revenue numbers have been on the rise touching \$370 million in 2017 at an exponential rate, made possible due to the food-tech start-ups

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founded in the country like Zomato and Swiggy (The Economics Times, 2018; Technavio, 2019). With their market penetrating strategies, these companies have been able to catch the imagination of the Indian consumers. Food delivery is not a novel concept for Indian consumers. For example, Mumbai dabbawallas have been doing it since the 1890s (Baindur & Macário, 2013). However, as online food delivery gained popularity in the 2000s in other parts of the globe, in India, it was only introduced a decade ago (Pigatto et al., 2017). All these advancements have also resulted in the food buying behaviours of the consumers and are expected to be widespread in times to come (Ciro et al., 2020; Alalwan, 2020). Furthermore, as a result, compared to other countries like Indonesia (Elvandari et al., 2018; Suhartanto et al., 2019), Columbia (Correa et al., 2019), China (He et al., 2019), and many more, the literature suggests that are only a few studies that have been conducted in the country's context for studying the main drivers of adoption of this technology (e.g., Bilgihan et al., 2014; Levin & Taylor, 2014; Vernhoef et al., 2015; Cho et al., 2019; Gunden et al., 2020; Yeo et al., 2017).

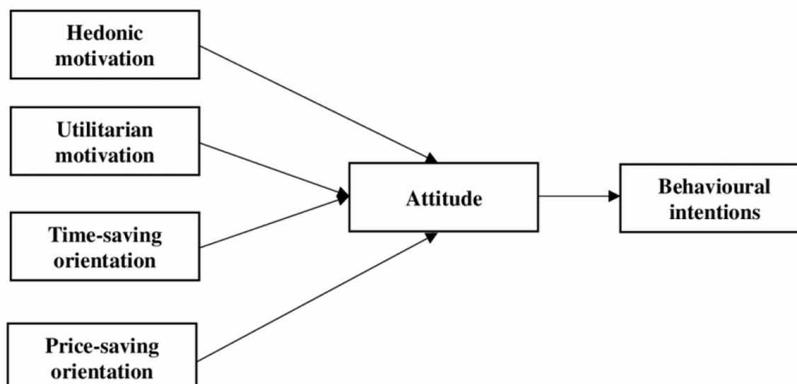
Hence, the current study focuses on the Indian market only. As demographics is one of the critical predictors for online buying behaviour (Li et al., 1999), the study focuses on the millennial consumers in the country who are considered to be tech-savvy and aware of these services better in comparison to other generations (Norum, 2003; Jackson et al., 2011; Wolburg & Pokrywczynski, 2001; Business.com, 2020). Furthermore, adoption of such technology is subject to favourability of the relationship between attitude and behavioural intention with complex decision-making process based on many factors like values, social and personal (Kimes, 2011; Littler & Melanithiou, 2006; Saarijärvi et al., 2014; Bisogni et al., 2005; Fishbein & Ajzen, 1975). Hence, this study mainly focuses on four such factors that have been tested in previous studies, like hedonic and utilitarian motivations defining online food delivery characteristics (Nejati & Moghaddam, 2013; Yeo et al., 2017). Moreover, food belongs to a low-involvement product group making it a price-sensitive and time-saving action defined by price-saving and time-saving orientations (Saunders et al., 2012; Yeo et al., 2017). The proposed model is shown in figure 1.

LITERATURE REVIEW

Theoretical Background

Online food delivery services have innovated ways of purchasing food by the consumers, and these innovations have been able to meet their personal and social needs. The study takes the attitude-behaviour relationship approach as it is known and proven for measuring the intentions of consumers (Madden et al., 1992). Previous researchers like Venkatesh et al. (2003), De Pelsmaeker et al. (2017),

Figure 1. Proposed conceptual model



Wang & Somogyi (2018), and Piroth et al. (2020) have investigated the factors that affect attitude and the behavioural intention to adopt new technology through extending or diffusing the behavioural models like technology adoption model (TAM), theory of planned behaviour (TPB) and theory of reasoned action (TRA) (Davis et al., 1989; Ajzen, 1991; Ajzen & Fishbein, 1980). The theories primarily investigate the attitude-behaviour relationship where behavioural intentions are defined as the propensity to try or not to try something (Brown & Venkatesh, 2005), and attitude defined is as the favourability of one's evaluation of the behaviour in question that may incline people to adopt that particular behaviour (Rezaei et al., 2016). For example, a study by Hansen et al. (2004) found that consumers' attitude toward online grocery shopping is a prominent predictor of their behavioural intention toward online shopping. Furthermore, the studies related to food purchase have also affirmed strongly over the relationship while investigating driving factors for the usage of OFD applications (Cho et al., 2019; Lee et al., 2017; Yeo et al., 2017). Some of these studies have focused on characteristics of the mobile applications (Pigatto et al., 2017; Cho et al., 2019) and some behavioural models (Hansen et al., 2004; Alagoz & Hekimoglu, 2012). The present study also moves a step forward in studying a behavioural model by diffusing the theory of planned behaviour model by adding and exploring the effects of four exogenous variables (hedonic motivation, utilitarian motivation, time-saving orientation, and price-saving orientation) in the context of OFDs used by Indian millennials as many predictors have been proposed in prior studies developing the theory for multicomponent approach (Conner & Armitage, 1998; Conner & Sparks, 2005; Ajzen, 2011; Conner, 2015).

Hedonic Motivation

Hedonism affects a consumer's purchase and consumption patterns while deciding about a product (Rezaei & Ismail, 2014). Hedonic consumption relates to fantasy, the senses, and the experiential interaction of various interest controls (Musnaini et al., 2017). Hence hedonic motivation is the internal incentive one receives for using a technology that may include fun, enjoyment, or pleasure (Venkatesh et al., 2012). In this era of technology, Richard & Habibi (2016) investigated hedonism and observed that different websites vary in the level of hedonism. Other studies like Rezaei & Ghodsi (2014) and Yeo et al. (2017) stated that hedonic websites motivate enjoying the process giving an experiential view of hedonism a broader approach for that particular process. Also, hedonism affects cognitive-rational and problem-solving information processing as emotional arousal (Rodríguez & Trujillo, 2013; Miranda, 2009). Hence, hedonism or hedonic motivation affects the e-commerce buying enjoyment of the consumers as well as their attitude towards using them (Childers et al., 2002; Bilgiham, 2016; Wagner et al., 2016; Nath et al., 2020). Therefore, based on the arguments above, a user's attitude is believed to be affected by hedonic motivation while using OFD services. Therefore, the following hypothesis is proposed:

H1: Hedonic motivation significantly affects on Indian millennials' attitude towards OFD services.

Utilitarian Motivation

Utilitarian motivations are extended by hedonic motivations (Parson, 2002). It is also more valued and important in the e-commerce environment, as indicated in a study by Bridges & Florsheim (2008). These motivations are product-based and are related to rational, decision-effective, critical, and goal-oriented tasks (Arnold & Reynolds, 2003; Cai et al., 2018). Also, they start with a goal or task that receives perceived benefits when done effectively throughout the process (To et al., 2007). Hence, utilitarian consumers with an incentive to use brand-specific social media platforms are concerned with finding a suitable content that is appropriate and useful for that particular purpose, like the ease of use and satisfying results (Derbaix & Pham, 1998; Bridges & Florsheim, 2008; Dabbous & Barakat, 2020). Previous studies investigated the utilitarian aspects, whereas others have focused on hedonic aspects for various reasons. A study by Holbrook and Hirschman (1982) shifted the shopping

perspective from being hedonically oriented to utilitarian oriented. Concerning food consumption, a study conducted by Nystrand & Olsen (2020) indicated that the utilitarian eating values outdid the hedonic eating values while investigating the consumers' attitude towards functional foods. Therefore, based on the above arguments, a user's attitude is believed to be affected by utilitarian motivation while using OFD services. Therefore, the following hypothesis is proposed:

H2: Utilitarian motivation significantly affects Indian millennials' attitude towards OFD services.

Time-saving Orientation

Modern societies have evolved in a way that has become time-sensitive (Zuzanek, 1998). Online shopping has been able to curtail this feeling by saving travel time to and from a retail store (Morganosky & Cude, 2000; Punj, 2012). One of the primary and prominent characteristics of fast and takeaway food is convenience, which saves time (Bashir et al., 2019). Similarly, OFD services have been able to help eliminate this feeling by reducing waiting time at a crowded restaurant, also allowing them to save the payments for later and lets them check the previous orders for efficient checkout to save time (Berdychevsky & Gibson, 2012; Statista, 2020). Also, time-saving orientation defines such characteristics involving online shopping that saves time for the consumers (Jensen, 2012). They prefer their food to be delivered as fast as possible (Yeo et al., 2017). Also, time-saving orientation is a significant predictor of the consumers' attitude and intention to use these services (Yeo et al., 2017). Hence, making time-saving orientation one of the prominent factors that affect the attitude of the people purchasing online (Khalil, 2014). Therefore, based on the arguments above, a user's attitude is believed to be affected by time-saving orientation while using OFD services. Therefore, the following hypothesis is proposed:

H3: Time-saving orientation has a significantly affects Indian millennials' attitude towards OFD services.

Price-Saving Orientation

Price is the monetary value one gives in exchange for a product or service in a purchase agreement (Nagle et al., 2010). The price-saving orientation refers to the fiscal paybacks that a consumer gains from technology (Pitchay et al., 2021). For OFD services, price-saving promotions in the form of free delivery or promotional incentives often serve as a marketing tool (Choi et al., 2021; Ray et al., 2019). Consumer look for a price-saving opportunity via these discounts and a study by Choi et al. (2021) have suggested that OFD services provide these advantages as online consumers can compare the prices of different companies (Gentry & Calantone, 2002; Eriksson & Nilsson, 2007; Chiu et al., 2014). However, price-saving orientation considers not only the monetary savings but also the perspective of not incurring any additional costs to purchase a product or using a service, making low prices attractive to the managers as well, while food consumers tend to opt for different levels of food quality and price (DelVecchio & Puligadda, 2012; Rodríguez & Trujillo, 2014). Therefore, based on the arguments above, a user's attitude is believed to be affected by price-saving orientation while using OFD services. Therefore, the following hypothesis is proposed:

H4: Price-saving orientation has a significantly affects Indian millennials' attitude towards OFD services.

Attitude and Behavioural Intention in OFD Service Setting

Attitude is a predictor of behaviour defined as the degree of favourability towards a particular behaviour in question (Ajzen, 1991). It is also the representation of the act of the individual's behavioural

intentions is positively or negatively valued (Ajzen,2005). As reasoned by Ajzen & Fishbein (1977), the attitude has a positive effect on behaviour. Authors like Rezaei et al. (2016) have also suggested that a positive attitude leads to high motivation to do a particular act. Moreover, concerning the adoption of technology, a seminal paper by Davis (1989) has concluded that the adoption of such services highly depends on the behavioural intention and the individuals’ attitudes. Examples include participation in virtual communities, e-learning (Liaw, 2008; Liaw et al., 2007), Internet-based learning (Lee et al., 2005), personal digital assistant in the healthcare industry (Mun et al., 2006), search engines (Liaw & Huang, 2003), technology in the hotel industry (Lam et al., 2007), blogs (Hsu & Lin, 2008), and internet banking (Shih & Fang, 2004). Therefore, based on the arguments above, a user’s behavioural attitude is believed to be affected by the user’s attitude while using OFD services. Therefore, the following hypothesis is proposed:

H5: Indian millennials’ attitude towards OFD services significantly affects their behavioural intention.

METHODOLOGY

Survey Instrument

The questionnaire included two sections. The first section included the screening question to identify the consumers of OFD services and their demographic profile. The second section included the construct of the study to be measured for the study. The constructs for the study were acquired and adapted from the existing literature to make it relevant to the current context. All the items were measured on a 5-point Likert scale ranging from 5 for strongly agree to 1 for strongly disagree. Furthermore, they are shown in the Table 1.

Data Collection and Sample

Before the main study, the questionnaire was distributed among the final year students pursuing a master’s program in business administration, research scholars, and academics of the department to reflect upon the clarity on the readability of the instrument. The pilot group responded to all the scale items, and a few minor modifications were made to the wording of items. Their suggestions were incorporated by changing the wording. Then the main study was conducted online using Google forms sent across the social media platforms using purposive or judgmental sampling techniques among the Indian millennials using OFD services. The questionnaire received was 328, out of which only 320 were used for the final analysis, and their demographic profile is depicted in table 2. The sample was adequate for the recommended 10:1 item-to-response ratio suggested by Hair et al. (2014). Also, G*Power 3 (Faul et al., 2007; Faul et al., 2009) software was used for a post hoc analysis that

Table 1. Scale and their sources

Scale	Items	Source
Hedonic motivation	5	Rodriguez and Trujillo, 2013; Khajehzadeh et al., 2014
Utilitarian motivation	4	Voss et al., 2013
Price-saving orientation	3	Rodriguez and Trujillo, 2013
Time-saving orientation	4	Alreck and Settle, 2002
Attitude	4	Childers et al., 2001
Behavioural intention	3	Rodriguez and Trujillo, 2013; Kuo and Yen; Taylor and Todd, 1997

Table 2. Demographic profile of the respondents

	Category	Frequency	Percentage
Gender	Male	226	70.6
	Female	94	29.4
Age	Between 18-25 Years	153	47.8
	Between 25-40 Years	167	52.2
Education	Intermediate	19	5.9
	Graduate	101	31.6
	Post Graduate	200	62.5
Occupation	Student	232	72.5
	Working Professional	84	26.3
	Home Maker	4	1.3
Family's Monthly Income	INR 0- 25,000	84	26.3
	INR 25,000- 50,000	106	33.1
	INR 50,000-1,00,000	65	20.3
	Above INR 1,00,000	65	20.3

resulted in a power of test more than the suggested 0.8 by Cohen (1988) that confirmed the sample was adequate for further analysis.

DATA ANALYSIS

The data analysis for the study was done using Statistical Package for Social Science (SPSS) version 25 and Analysis of Moment Structure version 24, used in many studies in the marketing and management field.

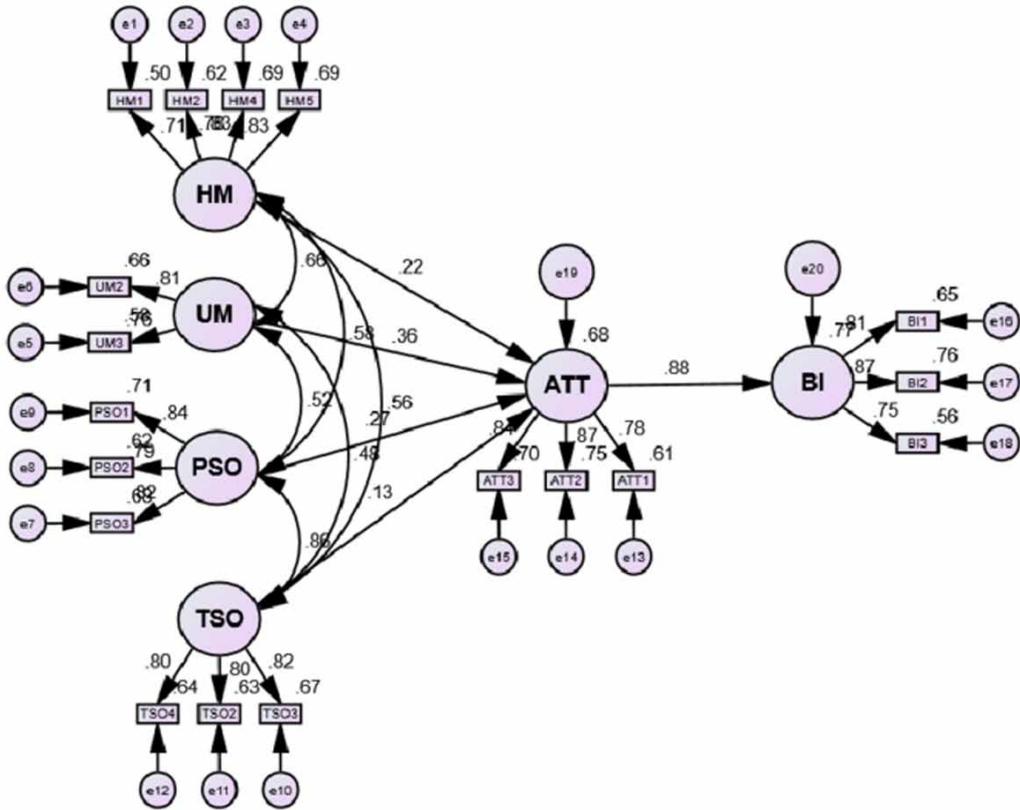
Measurement Model

For the evaluation of the measurement model, the reliability and validity of the items and the corresponding constructs were conducted using Cronbach alpha and Principal Component Analysis (PCA). The values of Cronbach alpha ranged from 0.785 to 0.864 for the scales shown in table 3, which is above the acceptable threshold of 0.7 suggested by Nunnally (1978). Second, the variance inflation factor was measured to check multicollinearity among the independent variables that came to less than 3. Also, the composite reliability ranged from 0.760 to 0.876, which was above the threshold of acceptance (Hair et al., 2014). After this, the validity was tested using PCA on 22 items with orthogonal rotation (Varimax) that led to the exclusion of 5 items, namely HM1, UM1, UM4, TSO1, and ATT4. Furthermore, the Kaiser-Meyer-Olkin measures of adequacy and Bartlett's test for Sphericity for these items were checked after the exclusion of 5 items, and it was found to be 0.924 and significant at $p < .001$. The measurement model is shown in figure 2.

Common Method Bias

Self-reported data are vulnerable to common method bias. To investigate whether our data was free from such bias, we conducted Harman's post hoc one-factor analysis. The highest noted variance

Figure 2. Measurement Model



explained was 14.62 percent, less than 50 percent, confirming the absence of common method bias (Liang et al., 2007).

Hypotheses Testing

The final evaluation of the model fit showed an acceptable fit of the model to the data (Goodness-of-fit statistics: $\chi^2=360.644$, $df=124$, $\chi^2/df=2.908$, $p < .001$, $NFI=0.909$, $CFI=0.938$, $TLI=0.923$, and $RMSEA=0.076$), regression values given on the arrows in the model. The standard factor loadings of all the variables fell in the range of 0.716 to 0.885, and they loaded to their related latent constructs at $p < .001$. The detailed standardized factor loadings of the items are shown in table 3. The utilitarian motivation was retained with two observed variables as they were highly correlated and had a factor loading of more than 0.7 (Worthington & Whittaker, 2006). The table depicts the calculated average variance extracted (AVE) ranging from 0.613 to 0.703, better than the accepted value of 0.500 (Hair et al., 2014). Furthermore, table 4 shows the discriminant validity where the diagonals indicate the square root of AVE and the off-diagonal depicts the correlation. The diagonal's values are greater than the off-diagonals inferring the existence of discriminant validity conferring to the Fornell Larcker criterion (Fornell & Larcker, 1981). Finally, the hypotheses testing for H_1 to H_5 in the proposed model were made employing path analysis via structural equation modeling (SEM). Where H_1 showing relationship of hedonic motivations with attitude ($\beta = 0.235$, $t\text{-value} = 3.123$, $0.05 < p$), H_2 showing the relationship of utilitarian motivation with attitude ($\beta = 0.372$, $t\text{-value} = 4.815$, $0.05 < p$), H_4

Table 3. Factor loadings, Composite Reliability, AVE and Cronbach Alpha values

Constructs	Items	Factor Loadings	CR	AVE	Cronbach Alpha
Hedonic motivation	HM2	0.736	0.866	0.619	0.842
	HM4	0.848			
	HM5	0.782			
Utilitarian motivation	UM2	0.786	0.760	0.613	0.785
	UM3	0.828			
Price-saving orientation	PSO1	0.767	0.854	0.661	0.853
	PSO2	0.749			
	PSO3	0.724			
Time-saving orientation	TSO2	0.626	0.838	0.633	0.853
	TSO3	0.803			
	TSO4	0.827			
Attitude	ATT1	0.729	0.876	0.703	0.864
	ATT2	0.772			
	ATT3	0.784			
Behavioural intention	BI1	0.693	0.849	0.653	0.844
	BI2	0.710			
	BI3	0.689			

Table 4. The square root of AVE and factor correlation coefficients

	Attitude	Hedonic motivation	Time-saving orientation	Price-saving orientation	Behavioural intention	Utilitarian motivation
Attitude	0.838					
Hedonic motivation	0.608***	0.786				
Time-saving orientation	0.609***	0.544***	0.796			
Price-saving orientation	0.652***	0.562***	0.849***	0.813		
Behavioural intention	0.822***	0.771***	0.625***	0.660***	0.808	

Note: The diagonals represent the square root of AVE and the off-diagonals represent the correlation. Correlation is significant at the *** p < 0.001 (2-tailed), Items in bold are the square root of AVE.

showing relationship of price saving orientation with attitude ($\beta = 0.223$, t-value = 2.338, $0.05 < p$), and H_5 showing relationship between attitude and the behavioural intentions ($\beta = 0.940$, t-value = 13.383, $0.05 < p$), were all supported. Only hypothesis H_3 showing the relationship of times saving orientation with attitude ($\beta = 0.106$, t-value = 1.169, $0.05 < p$) was not supported. Moreover, the standardized regression weights with the other estimates for the relationships are given in table 5.

Table 5. Hypotheses test results

Hypothesis	Beta-coefficient	SD error	t-value	Significance
H ₁	.235	.075	3.123	.002**
H ₂	.372	.077	4.815	***
H ₃	.223	.095	2.338	.019**
H ₄	.106	.090	1.169	.242
H ₅	.947	.072	13.138	***

Note: (1) *** p < 0.001 has a significant effect and **p < 0.01 probability level. (2) The model is found to be statistically significant at 0.05 level of significance; however, the certain relationships marked in bold in this table are found to be statistically insignificant at 0.05 level of significance.

DISCUSSION AND CONCLUSION

The current study explored the factors affecting Indian millennial consumers' behavioural intentions while using OFD services. The hypotheses H₁ to H₅ tested the relationships of these exogeneous variables with the attitude leading to their behaviour. While hypotheses H₁ and H₂ tested the relationship of hedonic and utilitarian motivations with the attitude that was found to be significant in this study coherent to the studies by Babin et al. (1994), Eroglu et al. (2005), Ryu et al. (2010) and Chang et al. (2016) showcasing that the consumers were affected by these two motivations while using OFD services and the current population's consumption happen due to utilitarian reasons (i.e., to curb hunger) and hedonic gratification (i.e., good taste) (Dhar & Wertenbroch, 2002; Batra an& Ahtola, 1991). Furthermore, the H₃ tested the significance of price-saving orientation affecting the attitude of consumers came to be significant indicating that Indian millennial consumers are price and value-conscious while using the OFD services (Jin & Suh, 2005) and also incoherent to a study by Dazmin & Ho (2019) that price is not an important factor influencing OFD services decisions making. Furthermore, unsurprisingly, hypothesis H₅ tested the consumers' attitude affected their behavioural intention was also significant and fell in line with a previous study by Liang & Lim (2011) on buying food online. Lastly, the only hypothesis H₄ testing time-saving orientation affecting consumers' attitudes was insignificant. This distinguished the Indian millennial consumers from other consumers and was incoherent to previous studies like Kedah et al. (2015) that highlighted that time is an important reason for the e-commerce environment. Thus, it can be concluded from this result is that Indian millennial consumers are inconsiderate of the delivery timings, as delays may affect the attitude of the consumers and their satisfaction and can be bettered in the future as it fluctuates the demand for the services (Bateson et al., 1992; Lovelock et al., 1999; Dholakia & Zhao, 2010).

IMPLICATIONS

The proposed model of the study validated the factors that affect the decision-making of Indian millennial consumers while using OFD services. The present study explored the factors using the attitude-behaviour model and found most of them significant, providing contextual knowledge of consumers' behavioural intention for using OFD services in India. This study provides insight into the Indian market and studies its most tech-savvy population using a novel technology, as the current market is yet in its nascent stage and yet to evolve in the coming future. Furthermore, the body of knowledge created provides a forum for further creation of theoretically guided frameworks to explore other user behavioural constructs for online food delivery services. The current study also has managerial implications, such as the variables studied could potentially be looked at and improved upon by the OFD services providers and their partnered restaurants. The improvements can be implied as increasing the hedonic motivations. There can be new innovative ways of plating

the food for delivery that can be taken care of by the chefs in the restaurants while better packaging for maintaining the food temperature.

In contrast, transportation of the food being delivered can be handled by these OFD services providers, which will increase the hedonic pleasure. Then, for the utilitarian motivations, the quality of the food served by these restaurants can prove to be a chance to match the quality of home-cooked food. As for the price saving aspect of the orders, it is important to give reasonable pricing on the food more competitive to the price offered by the offline restaurants. Lastly, the time-saving aspect of the food delivered by OFD services providers can use artificial intelligence to track the whole process of booking the food orders and provide the best prices based upon their frequency of using their services. Furthermore, it shall also help in tracking the order streamlining the real-time food preparation and delivery information. Artificial intelligence can be integrated as a chat-bot section of the applications of these OFD services, making it easier for the consumer to place orders and track. It will also help in amending the errors of misplacing the orders due to technical glitches as incorporated artificial intelligence in these chat-bots will work with more precision and accuracy.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The current study suffers from a few limitations due to its research design, as the cross-sectional design is vulnerable to methodological bias. Secondly, the population only focused on the Indian millennials' consumer perspective and not on the other age groups in the market, limiting its generalizability. However, this study has indicated ways for future scholars and researchers to undertake their studies. First, future research should involve consumers of various age groups across the different geographical areas of online delivery services. Second, longitudinal and experimental designs may be used in future examinations to examine and explain relations over time and assess causality in their links. Lastly, as the world has witnessed a pandemic and is still coping with its effects while this paper was being written, the data presented in this study was from the pre-pandemic era. Hence, making this study a pre-pandemic study, and thus the studies carried out in the post-pandemic market can be compared to measure the changes that happened due to the pandemic on the market dynamics and consumers' behavioural intentions.

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