



Research Article

Purchase Intention Towards Online Food Delivery Services Adaptation: Underpinning a Unique Value Proposition for Restaurants in Lipa

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ABSTRACT

Prior research has mostly examined consumer attitudes toward online food delivery services (OFDS) or retailing in general, catering to the B2C side of the business. This study addressed the B2B perspective OFDS restaurants. This paper is an attempt to educate restaurant owners by raising awareness, clearing common misconceptions, and addressing their needs of understanding the value proposition of OFDS. The paper sought to provide that information by assessing the influence of extended consumption values on the purchase intention towards OFDS in Lipa City, Batangas. The researcher used a descriptive causal quantitative research design to determine if extended consumption values have a significant effect on purchase intention towards OFDS adaptation. Using a systematic random sampling method, data was gathered using survey questionnaire and it was administered online and through in-store visits. The questionnaire consists of six sections assessing the different variables, including price value, food and safety concern, prestige value, affordances value, visibility, and purchase intention. Multiple regression analysis is employed to the collected data from 139 respondents, to examine the effect of extended consumption values on OFDS adaptation, with a significance level of $p < .05$ indicating a significant effect. It was established that prestige value, affordances, and visibility have a significant effect on OFDS adaptation. Visibility, having the most effect on purchase intention, is a vital point for the OFDS action plan. Thus, OFDS are recommended to establish brand using marketing and promotional programs to raise restaurant owners' interest in incorporating OFDS into their business.

INTRODUCTION

A. Background of the Study

COVID-19 hit the economy really hard in the year 2020, and the food service businesses were not exempted from this turmoil. Crunchbase News reported a 60% decline in restaurant traffic in March 2020 due to the lockdowns and other health-related restrictions. Prior to the downturn, Asia Tatler stated in an article that the food & beverage (F&B) industry's sales would have grown more than Php600 billion in 2019 alone. The new normal way of doing this business

required adjustments in new business models, such as the incorporation of technology in terms of booking orders and delivery. The COVID-19 pandemic changes the way the food industry operates in the country. The country's top restaurants shift strategies, streamline operations, and innovate – all in hopes of surviving. In a fast-changing world, people become more dependent on technology to make their daily lives more productive than usual. Even restaurants and other aggregator start-ups try to find new strategies to provide more convenient and efficient services





such as home deliveries using online technologies or platforms. Online food delivery applications are platforms that allow restaurants to deliver food to the clients' doorsteps.

Online food delivery service (OFDS) can be defined as any food delivery transaction with monetary value that is done through mobile handheld devices such as smartphones or personal digital assistants (Yogi Tri Prasetyo, 2021). The COVID-19 pandemic gave way to the rise of OFDS. Rakuten Insight in the Philippines conducted a survey in 2020 and it shows that 71% of the respondents are ordering more through food delivery apps due to the imposed closure of all restaurants during the COVID-19 pandemic (Rakuten, 2021).

The growing working population and frantic work-life culture in metro cities led to the development of food delivery services (Shantashree Das, 2019). In fact, OFDS were already present in the Philippines as early as 2014. One of the most notable aggregators is the OFDS application which started to operate in the country in June 2014, and has since grown to over 1,000 partner restaurants nationwide (foodpanda, 2021). The number of delivery app users and their social impact have increased along with the number smartphone users (Ye-Eun Song S.-H. J.-S., 2017). One of the heaviest users of OFDS are residents of Lipa City Batangas. This can be observed based on the number of OFDS players that are operating in the city. In year 2020 alone, there are more than ten OFDS in Lipa City - foodpanda, Grabfood, Ala eh Express, and Kuya padala to name a few (Recinto, 2020). Even though there are tons of restaurants and food parks in

the area, it is noticeable that there are still restaurants that are not found in the OFDS. This can be observed when you open a certain OFDS application. As per Hong (2016), it is believed that the restaurant business can possibly grow from time to time by the use of OFDS as it can offer more revenue, as compared to the traditional way or self-delivery (Chandra & Cassandra, 2020).

This research could help the OFDS understand the needs of its restaurant partners. It would help the company understand the common blockers of restaurant owners in not fully embracing the concept of partnering with OFDS platforms. The majority of these roadblocks stem from lack of knowledge and from misinformation concerning OFDS. Some of these are: (1) that restaurants must be tech-savvy in order to use OFDS, despite the fact that the majority of delivery channels employ basic interfaces, (2) that it is more crucial to have a workforce that understands operations and can handle a variety of orders (Unilever Food Solution, 2020), and (3) that online ordering software needs extra spending for the purpose of staff training. With prior online ordering methods, these could have been true. However, the new online meal ordering software is quite simple to use. They offer basic user interface that allows your employees to rapidly learn how to use them and, as a result, help them perform more productively. Figuring out the use of the online food ordering software became better with user interface, though a smart software supplier will provide free training for the team. Unlike common assumptions, using an online food ordering system will not set back a fortune. A solid online ordering software will assist restaurants in retaining consum-



ers, building loyalty, running customized specials, updating the menu, and sending newsletters, among other things (Resto Labs, 2021). Upon the completion of this study, a recommendation to devise a program or system to overcome these blockers will be addressed to OFDS firms.

Since the city of Lipa, Batangas is one of pioneer cities wherein online food deliveries have been used, this research focused on this community to address vendors' unawareness or misconceptions in terms of general knowledge about the said platform. As OFDS is one of the new trends for online food business that rose during the pandemic, there is still a lot of misconception and general question about the OFDS. This paper aimed to provide awareness about what value proposition OFDS can provide for the restaurants, according to their market niche.

Helping restaurant owners prosper on their business could help the community to have decent work and economic growth (SGD 8). Since this is a very fresh trend that emerges and is being utilized as a necessity during this pandemic, it also helps towards industry, innovation and infrastructure prosperity (SGD 9). Furthermore, business growing and prospering would promote sustainable cities and communities (SGD 11). Online food delivery provides employment and economic opportunities for restaurant owners and delivery riders (Ira Aprilianti, 2020). In 2020, there was a spike in e-commerce, such as food delivery, that brought jobs to people without a degree (Ordinario, 2021). In addition, thousands of people work on several OFD platforms, and the business has created a lot of jobs (Charlene Li, 2020). These programs for rais-

ing awareness by uplifting the floor of general knowledge may vary depending on the result of the study - it may be in form of raising awareness via caravan, webinars or seminar, or price adjustment and promotional for services.

According to a poll (Meehee & Mark A. Bonn, 2019) on the perception of delivery food and delivery apps, the top reasons for using delivery apps include the ability to move from searching to paying all at once, the advantage of savings including coupons, the simplicity of obtaining information, and the convenience of usage. But despite of all the studies and data that show a positive yield to the restaurant's performance and how effective having OFDS on business continuity of the restaurants, there are still several restaurants that doesn't have OFDS.

Prior researches have mostly examined consumer attitudes toward OFDS, retailing in general catering the B2C side of the business. Aileen Vigilia (2020) studied the impact and coping mechanism of restaurant business amidst COVID-19 global pandemic, while Ye – Eun Song (2017) focused on the effect of mobile food delivery application usage factors on customer satisfaction and intention to reuse. The current study addresses the B2B perspective OFDS to restaurant. This paper is an attempt to educate the restaurant owners by raising awareness, clearing common misconceptions, and addressing their needs that would help them understand the value proposition that the OFDS provides.

The conceptual framework used by Kaur et al. (2020) was adapted. The theory of consumption val-



ues (TCV) is a method for analyzing customer behavior when it comes to purchasing items and services. It proposes five consumption values to guide consumer behavior: functional, emotional, social, epistemic, and conditional values. Scholars have recently used the TCV on internet products and services, as well as the hospitality industry to gain a better understanding of the relationship between consumer intentions and consumption values (Kaur et al., 2020).

Peng et al. (2020) employed the TCV to investigate the impact of perceived functional, hedonic, and symbolic or expressive values on customers' satisfaction with restaurants at a trip destination, as well as consumers' attitudes and behavioral intentions regarding the place. TCV was used to add to the still-evolving studies on consumer behavior in ecommerce. This topic is receiving a lot of interest, and one recent emphasis of research has been on the online shopping experience in order to uncover strategies to entice customers to visit online stores and impact their buy intentions (Shuk Ying Ho, 2014).

As per Kaur et al. (2020), TCV has been adapted to various concepts. Sweeney and Soutar (2001) developed a measure called perceived value (PERVAL) to investigate consumer perceptions in the setting of tangible objects in retail. Furthermore, Sweeney and Soutar (2001) divided functional value into quality and utility. In the hospitality and tourism sector, Kim and Eves (2012) examined functional value in terms of health. Combinations of consumption values can be more meaningful than a single value in the context of green products, according to Gonçalves et al. (2016) and Lin and Huang (2012). In describing or

choosing behavior, there is a single generic value. In line with this, the current study proposes that the TCV be extended to the OFDS context, taking into account not just app-related, but also regulatory concerns and features of the actual product, i.e. the food ordered through the app (Kaur et al., 2020).

Functional value was mapped to be quantified through pricing value and food-safety issues, which is described as the usefulness that customers perceive to get from the features and physical performance of a product or service offering (which refer to quality value). This is in line with previous TCV researches, which has measured functional value in terms of price, health, and quality (Kaur et al., 2020). Price was brought to consumption value, which is an aspect that can erode value, and was introduced to price value, which was the cost of ordering from OFDS (Toula Perrea, 2015). People will prefer using OFDS if it offers cheaper prices than restaurants (Yogi Tri Prase-tyo, 2021). The cost issue in relation to the values associated with food products manufactured using new processing techniques was discussed by Toula Perrea (2015). They dubbed it "performance risk," and it was linked to psychological ambiguity about how a new product will function. This ambiguity was found to lower consumption values for the product in the study. Concerns about food safety in the context of out-of-home consumption have also been highlighted by the academics. Inconsistency in food quality and packaging are common topics in research and media coverage (Dua, 2017). Consumer satisfaction and intent to return to a restaurant were positively influenced by food safety as measured by human, functional, mechanical, and sanitary aspects (Pei Liua, 2018). Social value is



the image that a person wishes to project to others. It is related to an individual’s choice behavior and his ability to affect social groups. The social value of an individual’s travels is tied to his prestige. Notably, social value is typically context-dependent, suggesting that the study setting may influence how social value is perceived. Perception is likely to be influenced by an area’s economic progress (Paul Williams, 2009). Conditional value is influenced by extrinsic elements, such as the quality of life connected with a product or service, and by the decision behavior towards it (Kaur et al., 2020). During the focus group discussion of the same study by Kaur et al. (2020), people repeatedly stated that they would use a specific OFDS if it were available, if their preferred restaurants were listed on that OFDS website, if the delivery time was short, if the cost was low, or if a competitive promotional incentive was offered. Amandeep Dhir (2017) mapped these to the generic conditional value and termed it “affordances value”, adopting the term “affordance” from the social media literature to represent the virtues or advantages of social media platforms.

Epistemic value is the ability of a product or service to provide novelty and stimulate curiosity. During the focus groups discussion, individuals expressed their interest in OFDS since they noticed so many people using them and thought they were unusual. Because the participants suspected that others were taking advantage of OFDS, they looked into it more. Because these features are linked to the traditional definition of epistemic value, epistemic value is defined as a consumption value associated with the use of OFDS (Kaur et al., 2020). Other people’s use of the app and marketing was a major factor in influencing intentions

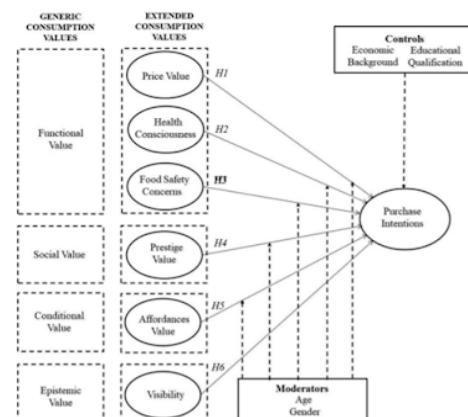
in the e-commerce area. In light of this definition, the term “visibility” was adopted to describe epistemic value, which is a source of information for potential users via marketing and the usage behavior of other users (Vess L. Johnson, 2018).

Different values impacting OFDS adaptation were investigated using the literature mentioned above. As a result, the purpose of this study was to examine the impact of extended TCV variables such as price value, food and safety concerns, prestige value, affordances value, and visibility on B2B perspectives toward OFDS adaptation in the Philippines.

B. Research Frameworks

TCV was used by Puneet Kaur, Amandeep Dhir, Shalini Talwar, and Karmander Ghuman (2020) to investigate and understand the values that drive the OFDS use. Their study intended to close the gap by adapting the TCV to the OFDS environment and by extending it to investigate food consumption-related values and interpreting and renaming generic consumption values.

Figure 1. Theory of Consumption Values by Puneet Kaur

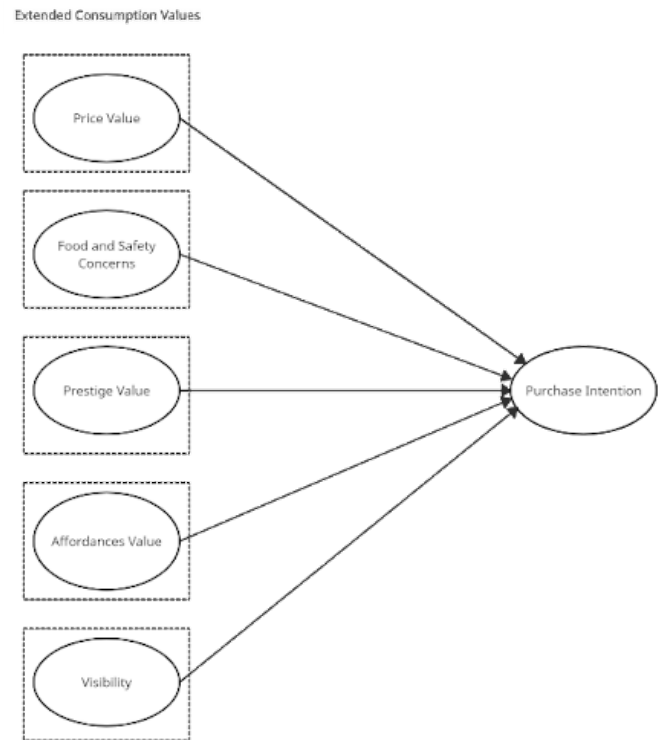




Their study revealed that, epistemic value (“visibility”), followed by conditional (“affordances”), price (part of functional value), and social value “prestige”, are the most important determinants of purchase intentions toward food delivery apps (FDAs). Food-safety concerns and health consciousness (proposed as part of functional value) did not share any statistically significant association with purchase intentions toward FDAs. Kaur et al. (2020) focused only on FDAs in the Indian market and stated that result may vary across different countries.

Theoretical groundings on Kaur et al. (2020)’s research paper was used in this study and served as the operational framework. This research undertaking includes moderating, independent, and dependent variables. Variables of TVC served as the independent variables to the dependent OFDS adaptation on B2B perspective. This determined whether the TCV influences the OFDS adaptation. While the study of Kaur et al (2020) was conducted in India, this study was conducted in Lipa City, Batangas, specifically with a focus on B2B OFDS-to-restaurants services. This did not include the B2C perspective of the OFDS, thus the moderating variables age and gender were dropped from the study. Anchored on the same research, this study aimed to know the value that drive the OFDS on the B2B perspective. The influence of extended consumption values such as price value, food and safety concerns, prestige value, affordances value and visibility, were derived from generic consumption values which are functional values, social values, conditional values and epistemic affects the OFDS adaptation of the restaurants. The operational framework is illustrated in figure 2.

Figure 2. Operational framework



Price value is defined in this study as the restaurant owner’s perception about value for money and the benefits that they derive by using the reasonably-priced OFDS services. Food and safety concerns is the perception towards the erosion of quality value of products when ordered and delivered using the OFDS. The prestige value is the boost in self-esteem of the consumers that is derived in their social setting when they have OFDS in restaurants. Affordances are the advantages, features, or merits derived by the restaurant’s owners when they have OFDS in their restaurant. This includes certain conditions such as listing of preferred restaurants, having discounts coupons and offering vouchers that may enhance consumption (B2C) value derived from OFDS use. Lastly, visibility or seeing other restaurants use OFDS can elicit a sense of curiosity and novelty, which can boost the value obtained from utilizing OFDS.



C. Research Objectives

This research aimed to explain how the restaurant owners' consumption values affect the purchase intention of the individuals toward OFDS on a B2B perspective using the theory of consumption values. Specifically, it sought to address the following research objectives:

1. To describe the perceptions of the respondents on extended consumption values towards purchase intention on OFDS in terms of :
 - a. price value;
 - b. food and safety concern;
 - c. prestige value;
 - d. affordances value; and
 - e. visibility;
2. To determine the purchase intention of the respondents towards OFDS adaptation; and
3. To assess if the extended consumption values significantly affect the purchase intention towards OFDS adaptation.

Hence, the following hypotheses were postulated as:

H_{01} : Price value has no significant effect on purchase intention towards OFDS adaptation.

H_{02} : Food and safety concerns of use have no significant effect on purchase intention towards OFDS adaptation.

H_{03} : Prestige value of use has no significant effect on purchase intention towards OFDS adaptation.

H_{04} : Affordances value has no significant effect on purchase intention towards OFDS adaptation.

H_{05} : Visibility has no significant effect on pur-

chase intention towards OFDS adaptation.

MATERIALS AND METHODS

The main concern of this paper is to understand how the restaurant owners' consumption values affect purchase intention towards OFDS adaptation from a B2B perspective, using the theory of consumption values. This study used a quantitative research method that attempted to gather information and data regarding the beliefs and perceptions of the respondents towards OFDS. Descriptive causal research design was utilized to get information relating to the current standing of the problem or to describe "what exists" within the variables of the situation. There are two most common types of descriptive research tools: surveys and observation. This study made use of survey questionnaires in order to come up with the answer to the research problems and use existing literature in order to verify observations and come up with preliminary ideas regarding the research problems.

The study employed systematic random sampling which is a statistical method of drawing representative data by selecting respondents from a larger population according to a random starting point but with a fixed, periodic interval. The sample size of 139 was determined using the G Power analysis. The respondents of this research are the restaurant owners in the local of Lipa City who utilizes OFDS in their business.

In this study, the researcher uses online survey questionnaires in gathering information about the respondents. Since this paper examines the perception of respondents about the value proposition of OFDS using TCV, this study adapted the questionnaire from



the reference research paper of Kaur et al. (2020). The instrument is composed of assessment on the variables which consists of six portions shown in Table 1. The respondents evaluated all the question items using a five-point Likert scale, ranging from 1=strongly disagree to 5=strongly agree.

Table 1. Survey Questionnaire

| Variable | Item Numbers |
|-------------------------------|------------------|
| Price Value (Fv) | Question 1 – 3 |
| Food and Safety Concern (FSC) | Question 4 – 5 |
| Prestige Value (PrV) | Question 6 – 12 |
| Affordances Value (AV) | Question 13 – 17 |
| Visibility (VIS) | Question 18 - 21 |
| Purchase Intention | Question 22 - 25 |

In gathering data, the researcher set up an online survey via Google Forms with Google drive as its database. The survey comprises four sections. The first section contains the consent cover letter that informs the respondent of voluntary participation, withdrawal without penalty, estimated time of completion, confidentiality of responses, and use of data for academic purposes only. The second section reminds the respondent of the criteria required to participate in the survey - that they should own a restaurant, eatery, internet food merchant, or other food business. The third section is an optional section that aims to take the profile of the respondents including their name, business name, gender and age. Lastly, the fourth section introduces OFD statements and asks the respondents about their agreement on the said statements.

To test the reliability of the questionnaire, a pilot test is conducted to 25 respondents, all of whom are restaurant proprietors. Cronbach alpha values of 0.60–0.70 are acceptable, however values greater than 0.70 are strongly recommended (Hair, Hult, Ringle,

& Sarstedt, 2014, as quoted by Hair, Hult, Ringle, & Sarstedt, 2014). The findings reveal that all variables' Cronbach alpha values are acceptable, and that the items meet the criterion for internal consistency reliability.

Table 2. Construct Reliability Statistic

| Variable | Cronbach Alpha Findings |
|-------------------------|-------------------------|
| Price Value | .773 |
| Food and Safety Concern | .773 |
| Prestige Value | .901 |
| Affordances | .911 |
| Visibility | .873 |
| Purchase Intention | .712 |

To interpret the rating of the respondents on all variables, mean was computed for each area. It was summarized and classified according to a range with response categories from 1 strongly disagree to 5 for strongly agree. The verbal interpretation is their level of consideration towards purchase intention on OFDS.

Table 3. 5-point Likert Scale Table of Interpretation

| Values | Response category | Mean Ranges | Verbal Interpretation |
|--------|-------------------|-------------|-----------------------|
| 5 | Strongly Agree | 4.50 – 5.00 | Very High |
| 4 | Agree | 3.50 – 4.49 | High |
| 3 | Neutral | 2.50 – 3.49 | Moderate |
| 2 | Disagree | 1.50 – 2.49 | Low |

Multiple regression was used to determine the effect of extended consumption values on OFDS adaptation. A p-value of less than .05 indicates significant effect.

RESULTS AND DISCUSSION

This chapter reports the results of the survey together with corresponding discussion. Results are gained through the application of statistical treatments outlined in the previous section and are presented in tabular form.



Out of the 139 completed surveys returned, data showed that 71% of respondents chose to divulge their gender, and the majority of those who did were male (42.5%) and between the ages of 20 to 29 years old (33.81%).

Table 4. Respondents' Demographic Characteristics

| Item | Details | Frequency (<i>N</i> = 139) | % |
|--------|----------------------|-----------------------------|-------|
| Gender | Male | 59 | 42.45 |
| | Female | 40 | 28.77 |
| | Choose not to answer | 40 | 28.77 |
| Age | 20-29 | 47 | 33.81 |
| | 30-39 | 38 | 27.33 |
| | 40-50 | 11 | 7.91 |
| | Choose not to answer | 43 | 30.93 |

A. Descriptive Statistics

Table 5 presents the variables' composite means and the indication of the data being spread out from the mean.

Table 5. Summary Table of Extended Consumption Value

| Extended Consumption Value | Mean | Std Deviation | Verbal Interpretation |
|----------------------------|------|---------------|-----------------------|
| Price Value | 4.41 | .530 | High |
| Food and Safety Concern | 4.59 | .482 | Very High |
| Prestige Value | 4.47 | .520 | High |
| Affordances | 4.53 | .493 | Very High |
| Visibility | 4.52 | .477 | Very High |
| Purchase Intention | 4.56 | .474 | Very High |

The results revealed that respondents agree on all variables at a high to very high level (M= 4.41 to 4.59). Food and safety concerns with M = 4.59, S.D. = 0.482, was linked to the respondents' beliefs that they have the food and safety concerns of the product they supply to their customers, on top of their minds. This had the highest mean and the most evenly distributed data. Price value, on the other hand, had the lowest mean and the most spread-out data with M = 4.41, S.D. = .530. Respondents have a high level of perception of OFDS cost; however, it is the least important aspect among the other considerations they evaluated, when deciding towards their OFDS purchase inten-

tion.

Price value of the OFDS has a composite mean of 4.41, which is interpreted as they have a high perception on the price value, it affects their purchase intention towards OFDS. Their basis came mainly from their perception that the OFDS maintain a high level of benefits with a mean of 4.42, and this criterion got the highest rating wherein its mean interpretation is high. The other three criteria were all given a mean interpretation of high and among these, the one that got the lowest rating is their perception on the OFDS charge a reasonable price with a mean of 4.37. This result is in parallel with the study of Yeo et al. (2017) which state that customers' opinions of utility and intent to continue using OFDs are influenced by price and money saving feature. Other research has found that pricing influences online food ordering intentions (Kaur et al., 2020).

Food and safety concern has a composite mean of 4.59 and interpreted as very high. The one that got the highest rating is their perception they are very particular about the quality and safety of food which they intended to consume given a mean of 4.60, followed by their perception that the quality and safety of food nowadays concerns them with a mean of 4.59. Obviously, there was a miniscule gap between the criteria that got the highest and lowest mean rating. This implies that respondents have a very high perceptions between the food and safety concern. Food quality is a primary determinant of OFDS loyalty (Suhartanto et al., 2019). This result is supported by the study of Pei Liua (2018) which states that consumer satisfaction and willingness to return to a restaurant were posi-





tively influenced by food safety as judged by human, functional, mechanical, and sanitary elements. Historically, functional value which includes food and safety concern, has been used to reflect quality, pricing, and health in food studies (Kaur et al., 2020).

Prestige value has a composite mean of 4.47 with an interpretation of very high. Only one among the criteria was given a mean interpretation of very high, which is their perception that the use of OFDS helps to make a positive impression on other people with the highest mean rating of 4.53. Further, the criteria that got the lowest mean rating was the perception that the use of OFDS makes them feel like a smarter person, given a mean of 4.42. Despite having only one very high perception when it comes to prestige value, their overall perception was very high due to a small gap between their prestige value perceptions. This finding is consistent with previous research on food consumption, which found that people link prestige with where they eat (Lee et al., 2017).

The perception of the respondents towards affordances value shows that most criteria were given a mean interpretation of very high, with composite mean of 4.53. Among the criteria, the one that got the highest mean rating is their perception that they would use OFDS more often if OFDS would reduce the delivery charges, with a mean of 4.59. On the other hand, their perception that they would use OFDS more if OFDS will reduce the delivery time got the only high interpretation among all variables of affordances value, with the lowest mean of 4.48. This result is in parallel with the study of Kaur et al. (2020) which states that positive association means that variables like free or

low-cost delivery, promotional incentives, quick delivery, and a list of good restaurants are more likely to boost the consumption value consumers obtain from OFDSs (Hur et al., 2012).

Visibility has a composite mean of 4.52, which indicates that their opinion of OFDS visibility have a very high interpretation. Their responses were primarily based on their perceptions of having seen advertisements regarding OFDS, with a mean of 4.59, a very high mean interpretation. The other two criteria also received a mean interpretation of very high, and just one received a high interpretation, with the lowest grade being their perception that all of their friends use OFDS, which received a mean of 4.42. This result is similar with the study of Johnson et al. (2018) which states that advertising leads to higher positive intentions to purchase food from FDAs. It also emphasizes the fact that in e-commerce, external influences in the form of monitoring customers may have a significant impact. The biggest effect on food purchase intentions via FDAs was visibility, indicating that epistemic value is positively related to buy intentions toward FDAs (Kaur et al., 2020)

Lastly, it was shown that the respondent's purchase intention towards OFDS was given a mean rating of 4.56, interpreted as very high. It was a good indication that the respondents intend to use OFDS in the future. Respondents have also given a mean rating of 4.57, for their perception that they are happy to use OFDS and they plan to use OFDS in the future. Among the criteria, the one that got the lowest mean is the respondents' intention to reuse the OFDS with the mean of 4.53 which has a very miniscule difference



from other criteria.

B. Effect of Extended Consumption Values on Purchase Intention towards OFDS Adaptation

As shown in Table 6, 83.30% variability on the purchase intention towards OFDS adaptation has been explained by the framework of this study ($R^2 = .833$, $F = 130.824$, $p\text{-value} = .000$). Among the independent variables, prestige value ($p = .001$), affordable value ($p = .000$) and visibility ($p = .00$) were shown to be significant predictors of purchase intention. Notably, visibility has the greatest contribution on purchase intention (Standardized beta coefficient = .675).

Table 6. Effect of Extended Consumption Values on Purchase Intention towards OFDS Adaptation

| Variable | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Interpretation |
|-------------------------|-----------------------------|------------|---------------------------|--------|------|-----------------|
| | B | Std. Error | Beta | | | |
| (Constant) | .371 | .176 | | 2.105 | .037 | |
| Price Value | .041 | .054 | .046 | .754 | .452 | Not Significant |
| Food and Safety Concern | .089 | .061 | .091 | 1.460 | .147 | Not significant |
| Prestige Value | -.219 | .067 | -.241 | -3.296 | .001 | Significant |
| Affordance Value | .343 | .066 | .356 | 5.220 | .000 | Significant |
| Visibility | .669 | .071 | .675 | 9.455 | .000 | Significant |

$R^2 = .833$ F-value = 130.824 p-value = .000
Dependent Variable: Purchase Intention

The study revealed that the price value and food and safety concern are deemed to be not significant. On the other hand, prestige value has a significant effect on purchase intention towards OFDS. This is in parallel to the study of Kaur et al. (2020) and Kim & Lee (2017), which claimed that social value has a significant effect on OFDS purchasing intentions. However, the effect of prestige value on purchase intention is negative which means that the higher they consider prestige value, the lower the purchase intention will be towards OFDS. This finding is in contrary to the study of Kaur et al. (2020) which implies that ordering meals from OFDS gives clients a sense of grandeur and self-esteem. The result is also in contrast to

the study of Kim & Lee (2017) who found that from the standpoint of Indian customers, OFDS may help them improve their social perception and provide a favorable first impressions. Ordering food using cutting-edge technology raises their consumption value as evaluated by prestige value. As a result of the added value, their desire to utilize OFDS will rise.

Consequently, affordance value has been revealed to have a significant effect on purchase intention towards OFDS. This finding conforms with the study of Kaur et al. (2020). The positive association means that free or low-cost delivery, promotional incentives, quick delivery, and lists of good restaurants are more likely to boost the consumption value which consumers may obtain from OFDS, thereby raising their intention to purchase food from them. This argument is supported by the fact that OFDS customers are more inclined to purchase meals from OFDS that provide better discounts in terms of not just delivery, but also the quality and variety of restaurants offered.

Visibility has been proven to also have a significant effect on the purchase intention of OFDS. This is further confirmed by Thomé et al. (2019) which demonstrated a positive relationship between episodic value and decision behavior, indicating that users are more likely to purchase meals from OFDS if they observe their friends and acquaintances doing so. External effects in the form of witnessing others utilizing the applications or sites to buy or order items or services may stimulate customers and impact their choosing behavior in e-commerce. The same result can be drawn from the study of Kaur et al. (2020) who revealed that the biggest effect on food buy intentions





via OFDS was visibility, implying that epistemic value is positively related to FDA purchase intentions.

In summary, the results revealed that prestige value, affordances, and visibility are significant predictors of purchase intention towards OFDS among restaurant owners. Prestige value have an inverse relationship with the purchase intention while affordances and visibility have a positive relationship towards purchase intention. Visibility is found to have the biggest contribution on purchase intention of the restaurant owners towards OFDS.

CONCLUSION AND RECOMMENDATIONS

The purpose of this study was to see if the independent variables (price value, food and safety concerns, prestige value, affordances value, and visibility) significantly affect the dependent variable (purchase intention). It also sought to assess the effect of the extended consumption values of restaurant owners towards the OFDS platforms adaptation in Lipa City.

The results revealed that prestige value, affordances value, and visibility significantly affect purchase intention towards OFDS adaptation. Thus, the study refutes H_{03} , H_{04} , and H_{05} . However, the price value and food and safety concerns were found to have no significant effect on OFDS adaptation. Thus, the study supports the null hypotheses for these specific relationships (H_{01} , and H_{02}).

Even though the paper focused on the restaurants in Lipa City, it is relevant not only to that particular area but to a nationwide management concern. There is a demand and a lot of opportunity for more efficient

and effective services for doing business, particularly in raising awareness of the unique value proposition that the OFDS provides, to improve engagement and purchase intention towards OFDS adaptation.

There is a high consideration of the restaurant owners when it comes to prestige value. In contrary to the most B2C studies about OFDS, it was revealed in this study that prestige value has an inverse relationship with purchase intention. Thus, it is recommended that OFDS company should have a marketing program that focuses on increasing awareness about OFDS, by instigating that OFDS is the new normal of doing business. By conveying that having an OFDS is nothing new nor special, but a standard way of operating a business in these modern times, having an OFDS would become a widely accepted norm. This is very relevant and timely especially right now during pandemic times. The OFDS management should take advantage of this information to raise awareness and reach out to some restaurant owners who don't have an OFDS yet incorporated into their business. There is empirical evidence that several established restaurants in Lipa City do not have an OFDS as they were already established and have a high social acceptance.

For future researchers, conducting this study in a different setting with age as moderating variable is suggested as what empirical evidence proves, that there may be a correlation between the age of the restaurant itself and the prestige value towards purchase intention.

The restaurant owners not only have a high consideration of the affordances value and a very high



perception of the visibility that the OFDS provides, they also have a high perception to avail of OFDS if the OFDS lower the delivery charge and provide a fast delivery service. Hence, this paper proved that new restaurants are relatively affected when their preferred stores are also in the OFDS platform, thus presenting a domino effect among the merchants.

Having a marketing and promotional program is also one way to increase the engagement of restaurant owners in having OFDS incorporated into their business. This could be a focus for the OFDS management to have more marketing programs that may appeal to the current trends. For the restaurant owners, one way to have an additional advertisement and exposure on a digital space is to have it partnered with the OFDS.

Overall, OFDS organizations may use the above guidelines as a guide to design and implement various marketing adjustments and tactics to make the industry more relevant and valuable, to retain their presence and to boost income. In this way, they will be able to provide and sustain more employment opportunities. Furthermore, the sector may investigate various innovative solutions that will improve the efficiency and cost-effectiveness of service for restaurant owners. For the restaurant owners, this could be a testimonial or guide to evaluating what could be the value proposition OFDS can provide to their business. As a result, this market sector will help the achievement of sustainable development objectives, particularly SDGs 8 and 9 (decent work and economic growth), 9 (innovation and infrastructure), and 11 (sustainable cities and communities).

This study was conducted within the city of Lipa, Batangas and its findings may not apply all over the country. Future researchers may explore in other places in the Philippines to further understand the predictors of purchase intention toward OFDS adaptation. In addition, they may instigate the study with the moderating age as a variable. Furthermore, this is one of the few studies that look at the B2B side of the OFDS adaptation, and various theories and frameworks could provide different results.

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