

Working Women's Purchase Intention Towards Online Food Ordering

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Abstract

This study examines the key factors influencing working women's purchase intention toward online food ordering, emphasizing convenience, control, satisfaction, and technology anxiety. Findings reveal that satisfaction significantly impacts purchase intention, highlighting the importance of a seamless and enjoyable ordering experience. Convenience remains a crucial factor, as it simplifies meal planning and saves time for working women managing multiple responsibilities. Control over the ordering process enhances consumer confidence, reinforcing trust in online food platforms. However, technology anxiety negatively affects purchase intention, suggesting that while some users struggle with digital interfaces, they are not entirely deterred from using online food services. The study also finds that the need for interaction plays a minimal role in decision-making, indicating a shift toward streamlined, low-engagement experiences. Despite its contributions, limitations include a small sample size, cross-sectional design, and lack of qualitative insights. Future research should adopt qualitative and longitudinal approaches to capture evolving consumer behaviors and preferences, providing deeper insights for service providers.

Keywords: Online food ordering, purchase intention, working women, convenience, control.

1. Introduction

The rapid growth of online food delivery services has transformed consumer dining habits, offering convenience and accessibility, particularly for working women managing both professional and personal responsibilities [1]. The increasing reliance on digital platforms for meal ordering highlights the need to understand the factors influencing purchase intentions in this demographic. Convenience is a primary driver, as it allows working women to save time and streamline meal planning. Additionally, control over the ordering process fosters trust and reliability in these platforms, ensuring a seamless experience. Satisfaction plays a crucial role in shaping consumer preference, as a positive experience enhances the likelihood of continued usage. However, technology anxiety poses a challenge, as some users may struggle with digital interfaces, potentially hindering adoption. Despite this, the study finds that the need for interaction is minimal, indicating a preference for efficient, low-engagement transactions [2]. This study aims to explore these factors in depth, providing insights into how online food service providers can optimize their platforms to better cater to working women's needs. By addressing challenges related to technology anxiety and enhancing user satisfaction, service providers can further improve customer experience and loyalty. This research contributes to the growing field of consumer behavior, offering practical implications for the online food industry [3].

2. Literature Review

The increasing participation of women in the workforce has significantly influenced their consumption patterns, particularly in online food ordering. With busy schedules and time constraints, working women often rely on digital platforms for convenient meal solutions. Their purchase intentions are shaped by factors such as convenience, price sensitivity, food quality, and trust in online services. Additionally, technological advancements and digital marketing strategies further impact their choices. This literature review explores the key determinants influencing working women’s purchase intention toward online food ordering, providing insights into consumer behavior and market trends.

Summary of Literature Review

Author’s	Work Done	Findings
Pookulangara et al. (2023)	Investigated consumer attitudes toward cloud kitchens based on gender and marital status.	Found that gender and marital status significantly influence ordering behavior.
Zhang et al. (2023)	Explored consumer purchase intention in online community group buying platforms during the pandemic.	Identified trust, social influence, and perceived value as key factors influencing purchase intention.
Leyva-Hernández et al. (2023)	Conducted a systematic review on factors affecting organic food purchase intention.	Highlighted health concerns, environmental awareness, and social norms as major drivers.
Francioni et al. (2022)	Examined predictors of continuance intention for online food delivery services.	Found that satisfaction, trust, and ease of use positively affect continued usage, with gender as a moderator.
Zulkifly (2022)	Investigated factors influencing purchase intentions of home-based food products.	Identified product quality, trust, and price as significant determinants.
Grunert (2022)	Studied the impact of brand authenticity and advertising imagery on food brands.	Found that perceived authenticity enhances consumer purchase intention.
Cheng et al. (2021)	Developed a service quality scale for the online food delivery industry.	Identified key service quality dimensions impacting customer satisfaction.
Peña-García et al. (2020)	Analyzed online purchase intention and behavior from a cross-cultural perspective.	Found that cultural differences significantly affect consumer trust and online buying behavior.
Li et al. (2020)	Reviewed the sustainability impact of online food delivery platforms.	Highlighted both positive and negative environmental impacts, emphasizing the need for sustainable practices.
Vij (2018)	Examined mobile app-based food ordering behavior.	Found that convenience, user experience, and perceived value drive app adoption.
Sreen et al. (2018)	Investigated the impact of culture, behavior, and gender on green purchase intention.	Found that cultural values significantly influence eco-friendly purchase behavior.



Giampietri et al. (2018)	Explored trust's role in purchasing from short food supply chains.	Found that trust positively affects consumer willingness to buy local food products.
Verma (2017)	Analyzed factors influencing Indian consumers' organic food buying behavior.	Identified health consciousness, environmental concerns, and availability as key drivers.
Luo (2012)	Studied online group buying intention using social exchange theory.	Found that perceived benefits, trust, and reciprocity drive consumer participation.
Rana (2012)	Investigated consumer behavior and purchase intention for organic food.	Found that consumer knowledge, health consciousness, and ethical concerns influence buying decisions.

Research Gap

Despite the growing adoption of online food delivery services, limited research focuses on the specific factors influencing working women's purchase intentions. Existing studies primarily address general consumer behavior, overlooking the unique challenges this demographic faces, such as balancing work and household responsibilities. Additionally, the impact of technology anxiety on adoption remains underexplored. There is also a lack of qualitative insights capturing personal motivations and evolving preferences. Addressing these gaps will provide a deeper understanding and help optimize online food services for working women.

3. Problem Statement

Despite the increasing adoption of online food delivery services, understanding the key factors influencing working women's purchase intentions remains limited. Issues such as convenience, control, satisfaction, and technology anxiety impact their choices. Addressing these challenges is essential for optimizing user experience and service effectiveness.

4. Methodology

This study employed a quantitative research approach to examine the factors influencing working women's purchase intention toward online food ordering. A structured questionnaire was designed and divided into two sections: demographic information and factors affecting purchase intention. The demographic section captured details such as age, gender, state, preferred online food delivery service provider, and order frequency. The second section measured variables including control, convenience, need for interaction, technology anxiety, satisfaction, and behavioral intentions using a Likert scale. To ensure reliability, Cronbach's Alpha was used to assess internal consistency, with values ranging from 0.773 to 0.935, indicating acceptable to high reliability. Data collection was conducted through an online survey, gathering responses from 147 participants. Pearson correlation analysis was employed to assess relationships between key variables. Statistical tests were conducted at a significance level of 0.000 or 0.01 to determine the strength and direction of associations between purchase intention and influencing factors. The analysis focused on identifying how convenience, control, satisfaction, and technology anxiety impact the likelihood of online food ordering. The findings provide valuable insights into evolving consumer behavior, particularly among working women, and highlight opportunities for businesses to optimize their online food delivery services.

5. Result & Discussion

Cronbach’s Alpha was used to measure the reliability of the questionnaire, ranging between 0 and 1. A higher Cronbach’s Alpha coefficient indicates greater internal consistency among the items in the scale [4]. The reliability results for all items are presented in Table 1. The control and convenience subscales demonstrated good internal stability, while the need for interaction was found to be acceptably reliable. Meanwhile, technology anxiety, satisfaction, and behavioral intentions exhibited high reliability, reflecting strong consistency in measuring working women's purchase intention toward online food ordering.

Table 1 Cronbach’s Alpha

Item	Items (N)	Cronbach’s Alpha
Control	4	0.848
Convenience	4	0.868
Need for interaction	3	0.773
Technology anxiety	4	0.919
Satisfaction	4	0.935
Behavioral intentions	2	0.921

Demographic Profile: The questionnaire was structured into two sections, with the demographics section covering five key variables: age, gender, state, preferred online food delivery service provider, and frequency of online orders [5]. Among the respondents, 4.1% were below 20 years old, 46.3% were between 21-30 years, 26.5% were between 31-40 years, 13.6% were between 41-50 years, and 9.5% were above 50 years. Female respondents comprised 59.18% of the sample, while 40.82% were male. A total of 147 respondents participated in the survey, with 68.7% using Food Panda, 23.8% using Grab Food, 5.4% using Delivery Eat, and 2.0% using Dah Makan. Regarding usage frequency, 10.2% of respondents ordered daily, 27.9% ordered weekly, 19% ordered every two weeks, and 42.9% ordered monthly [6].

Pearson Correlation Analysis: This study examines the relationship between purchase intentions and factors such as the need for interaction, control, convenience, technology anxiety, and satisfaction. Pearson Correlation analysis was conducted to evaluate the significance of these relationships in the context of working women’s purchase intention toward online food ordering [7].

Table 2 Pearson Correlation between Consumer Attitudes and Purchase Intention.

Variable	Intention	Need Interaction	Control	Convenience	Technology Anxiety	Satisfaction
Intention	1	.421**	.502**	.540**	-.289**	.757**
Need Interaction	0.437	1	0.538	-0.042	0.456	—
Control	.502**	0.538	1	0.685	-0.129	0.507
Convenience	.540**	-0.042	0.685	1	-0.08	0.517



Technology						
Anxiety	-.289**	0.456	-0.129	-0.08	1	-.249*
Satisfaction	.757**	—	0.507	0.517	-.249*	1

Correlation Analysis: The analysis of 147 respondents using the Pearson correlation method revealed a significant positive relationship between purchase intention and the need for interaction ($r = 0.421$, $p < 0.000$), while an inverse relationship was observed with technology anxiety ($r = -0.289$, $p < 0.000$) [8]. This indicates that lower technology anxiety leads to higher online food ordering intentions among working women. The relationship was stronger for control, convenience, and satisfaction, with correlation coefficients of 0.502, 0.540, and 0.757, respectively, all significant at the 0.000 level. These results suggest that higher control, convenience, and satisfaction lead to a greater likelihood of online food ordering [9]. A significant positive relationship was also found between the need for interaction and purchase intention, control, convenience, and satisfaction, with correlation coefficients of 0.421, 0.437, 0.538, and 0.456, respectively, all significant at the 0.000 level. However, the need for interaction did not correlate with technology anxiety. Additionally, control exhibited a positive relationship with purchase intention, need for interaction, convenience, and satisfaction, with correlation coefficients of 0.502, 0.437, 0.685, and 0.507, respectively, all significant at the 0.000 level, but no relationship with technology anxiety [10]. A significant positive relationship was found between convenience and purchase intention, need for interaction, control, and satisfaction, with correlation coefficients of 0.540, 0.538, 0.685, and 0.507, respectively, all significant at the 0.000 level. However, convenience did not correlate with technology anxiety. Technology anxiety showed a negative relationship with purchase intention ($r = -0.289$, $p < 0.000$) and satisfaction ($r = -0.249$, $p < 0.01$). Lastly, satisfaction had a strong positive correlation with purchase intention, need for interaction, control, and convenience, with correlation coefficients of 0.757, 0.456, 0.507, and 0.517, respectively, all significant at the 0.000 level. However, it exhibited a negative correlation with technology anxiety ($r = -0.249$, $p < 0.01$) [11].

Discussion: Working women's intention to order food online is strongly influenced by satisfaction, indicating that they feel comfortable using these services. Most respondents in this study were below 40 years old, spanning Generation Z to Generation X, highlighting the growing trend of online food delivery. Convenience plays a key role in attracting customers, particularly working women and families with children, as it simplifies meal planning and saves time. The availability of a wide range of food choices further enhances the appeal of online food ordering. Control over the ordering process is another significant factor influencing purchase intention. Women prefer having the ability to choose their meals comfortably, reinforcing their trust in online platforms [12]. The negative correlation between technology anxiety and purchase intention suggests that while some users face difficulties navigating online food delivery apps, this does not significantly hinder their willingness to order. The variation in responses indicates that not all consumers share the same level of confidence in using these platforms. The need for interaction also provides insight into evolving consumer behavior. Many working women prefer minimal interaction when ordering food, challenging the traditional notion that in-person service and restaurant ambiance are essential to the dining experience. The increasing popularity of third-party delivery services suggests that this segment is expanding due to changing work patterns and lifestyle demands. Additionally, shifts in consumer behavior have created new business opportunities, allowing food providers to compete without the need for physical restaurants, as service ambiance is no longer a primary factor in purchase decisions.

6. Conclusion

The findings of this study highlight the key factors influencing working women's purchase intention toward online food ordering, emphasizing the significance of convenience, control, satisfaction, and technology anxiety. The strong positive correlation between satisfaction and purchase intention suggests that a seamless and enjoyable ordering experience enhances consumer preference for online food delivery. Convenience remains a primary driver, as it simplifies meal planning and saves time, particularly for working women balancing professional and personal responsibilities. Control over the ordering process further strengthens consumer confidence, reinforcing the reliability of these platforms. However, the negative correlation between technology anxiety and purchase intention indicates that some users may struggle with digital interfaces, though this does not entirely deter them from using online food services. The need for interaction, while present, does not play a dominant role in influencing purchase decisions, reflecting a shift toward minimal engagement in food ordering experiences. Despite its valuable insights, this study is limited by its sample size, cross-sectional nature, and focus on quantitative analysis, restricting an in-depth exploration of personal motivations. Future research could adopt qualitative methods or longitudinal studies to capture evolving trends. Overall, the study offers meaningful implications for online food service providers seeking to optimize their platforms to better serve working women.

Future Scope

- A time-series approach can help track changing purchase behaviors and technological adaptability among working women.
- Research can be extended to include diverse consumer segments across different regions for broader generalizability.
- Future studies can assess the impact of AI-driven personalization, chatbots, and voice assistants on consumer preferences.
- Investigating interface design improvements to reduce technology anxiety and enhance user-friendliness can further boost adoption.
- Analyzing how work-from-home trends and lifestyle changes influence online food ordering patterns over time.

7. Reference

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