

Purchase Intentions Of Working Women For Online Food Ordering

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Abstract

This study examines the purchase intentions of working women for online food ordering, emphasizing the roles of usefulness, ease of use, and consumer enjoyment. The findings highlight that usefulness is the most influential factor, as working women prioritize convenience and efficiency. Ease of use has a weaker impact, indicating that platform complexity may hinder adoption. Consumer enjoyment plays a moderate role, suggesting that while convenience drives usage, the experience itself is not necessarily enjoyable. Regression analysis shows that 72.9% of the variation in purchase intention is explained by these factors, with usefulness being the strongest predictor. Despite the growing adoption of online food services, concerns about platform usability and trust in digital payments remain. Service providers can enhance engagement through better user interfaces and personalized experiences. The study is limited to working women and lacks long-term behavioral analysis. Future research should explore broader demographics and additional factors, such as promotions and service quality, to gain a more comprehensive understanding.

Keywords: Online food ordering, purchase intentions, working women, convenience, service quality.

1. Introduction

The rise of online food ordering services has revolutionized the food service industry, particularly among working women, who often seek convenient solutions to meet their daily meal requirements [1]. As the demand for such services continues to grow, understanding the factors that drive purchase intentions becomes crucial for service providers looking to enhance their offerings. Working women, balancing both professional and personal responsibilities, are increasingly turning to online food delivery platforms for their convenience, time-saving benefits, and variety of options. However, while many studies have explored the general adoption of online services, there is limited research focused on working women, specifically examining the drivers behind their food ordering behaviors. This study investigates the impact of three key factors—usefulness, ease of use, and consumer enjoyment—on the purchase intentions of working women for online food ordering [2]. By analyzing these variables, the research aims to provide insights into the underlying motivations of this demographic, which can help businesses tailor their strategies. Usefulness, ease of use, and consumer enjoyment are examined through the lens of the Technology Acceptance Model (TAM), which has been widely used to understand the adoption of digital services. Understanding these factors will not only assist businesses in improving their services but also contribute to the growing body of research on consumer behavior in the digital foodservice market [3].

2. Literature Review

The rise of online food ordering services has transformed consumer behavior, particularly among working women who seek convenience in their busy schedules. With increasing work commitments, time constraints, and changing

lifestyle preferences, online food delivery platforms provide a practical solution for meal consumption. Factors such as ease of use, trust, service quality, and promotional offers influence purchase intentions. Additionally, health consciousness and safety concerns, especially post-COVID-19, shape decision-making. Understanding these factors is crucial for businesses to tailor strategies that effectively cater to working women's preferences.

Summary of Literature Review

Author's	Work Done	Findings
García-Salirrosas et al. (2023)	Investigated environmentally responsible purchase intention in Pacific Alliance countries during COVID-19	Found that geographic and gender differences influence purchase intention, with women showing higher environmental concern.
Hong et al. (2023)	Examined determinants of customer purchase intention for online food delivery services, considering usage frequency as a moderator	Identified convenience, trust, and perceived value as key drivers, with frequent users showing higher purchase intention.
Francioni et al. (2022)	Analyzed predictors of continuance intention for online food delivery, with gender as a moderator	Service quality, price fairness, and ease of use impact continuance intention, with gender playing a moderating role.
Ibrahim et al. (2022)	Studied the financial impact of online food delivery services on restaurant businesses in Malaysia	Found a positive relationship between online food delivery adoption and financial performance of restaurants.
Grab (2021)	Reported on projected growth in online food delivery spending in Southeast Asia	Predicted spending to more than triple by 2025, indicating strong market expansion.
Duda-Chodak et al. (2020)	Reviewed consumer concerns regarding food safety during the COVID-19 pandemic	Found increased consumer fears regarding food contamination and shifts toward safer food choices.
Ghosh (2020)	Explored customer satisfaction with online food delivery services	Identified factors such as delivery time, app usability, and food quality as key determinants of satisfaction.
Gupta (2019)	Examined the impact of online food delivery apps on restaurant businesses, focusing on Zomato and Swiggy	Found increased sales and customer engagement, but also highlighted operational challenges for restaurants.
Hwang et al. (2019)	Studied perceived innovativeness of drone food delivery and its impact on attitude and behavior	Found that perceived innovativeness positively influences attitude and purchase intention, moderated by gender and age.
Wee et al. (2014)	Investigated consumer perception, purchase intention, and behavior regarding organic food products	Found that awareness, health benefits, and environmental concerns significantly influence purchasing decisions.

Zhang et al. (2017)	Conducted a critical survey on consumer factors influencing online shopping acceptance	Identified trust, perceived ease of use, perceived usefulness, and security as key factors driving online shopping adoption.
Bacao (2020)	Examined factors influencing the continued use of food delivery apps during the COVID-19 pandemic	Found that perceived safety, convenience, habit, and trust significantly impacted users' continued intention to use food delivery apps.

Research Gap

Despite the growing popularity of online food ordering, research specifically focusing on the purchase intentions of working women remains limited. Most studies explore broader consumer behaviors, neglecting the unique challenges and preferences of this demographic. Additionally, there is a lack of in-depth analysis regarding the relative importance of factors like usefulness, ease of use, and consumer enjoyment in driving purchase intentions for working women. This gap presents an opportunity to explore these specific determinants and their influence on online food ordering behaviors.

3. Problem Statement

This study aims to address the limited understanding of the factors influencing the online food ordering intentions of working women. It focuses on the roles of usefulness, ease of use, and consumer enjoyment in shaping their purchasing decisions.

4. Methodology

This study employs a quantitative research approach to analyze the purchase intentions of working women for online food ordering. A structured questionnaire was used to collect data from respondents, focusing on demographic information, consumer perceptions, and factors influencing their purchasing decisions. The sample consisted of 384 respondents, selected through convenience sampling to ensure broad representation of working women engaged in online food ordering services. The survey included sections on gender, age, education level, monthly income, race, marital status, and frequency of online food ordering. To ensure data reliability and validity, Cronbach's alpha was used to assess internal consistency. As shown in Table 2, all measured variables (Usefulness, Ease of Use, Consumer Enjoyment, and Consumer Intention) achieved reliability scores above 0.7, indicating strong internal consistency. Descriptive statistics, including mean and standard deviation, were used to summarize key variables, while multiple regression analysis was conducted to examine relationships between independent variables (Usefulness, Ease of Use, and Consumer Enjoyment) and the dependent variable (Consumer Intention). The model's R-squared value (0.729) suggests that 72.9% of the variance in purchase intentions is explained by the independent variables. Statistical analyses were performed using SPSS, ensuring rigorous examination of factors influencing online food ordering behavior among working women.

5. Result & Discussion

Table 1 shows the results of demographic analysis based on the information from the respondents.

Table 1 Frequencies of Respondents Demographic Profile.

Variables	Categories	Frequency	Percent (%)
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Gender	Male	176	45.8
	Female	208	54.2
Age	20–30 years	304	79.1
	31–43 years	78	20.4
	Above 44 years	2	0.5
Education Level	Master/PhD	61	15.9
	Diploma/Degree	318	82.8
	SPM	4	1.4
	Others	1	0.26
Monthly Income (RM)	1,001–2,000	9	2.3
	2,001–3,000	147	38.3
	3,001–5,000	209	54.4
	More than 5,000	19	4.9
Race	Malay	298	77.6
	Chinese	20	5.2
	Indian	19	5
	Others	47	12.2
Marital Status	Single	298	77.6
	Married	86	22.4
Ordering Food Using	Every two days	72	18.8
Online Service	2-3 times per week	110	28.6
	Once a week	106	27.6
	Once a month	96	25

Based on Table 1, the majority of respondents in the study on purchase intentions of working women for online food ordering were female (54.2%), while male respondents accounted for 45.8%. In terms of age, most respondents were between 20 to 30 years old (79.1%), followed by those aged 31 to 43 years (20.4%), and a small percentage aged above 44 years (0.5%) [4]. Regarding education level, 82.8% held a Diploma/Degree, followed by Master/PhD (15.9%), SPM (1.4%), and others (0.26%).

In the context of purchase intentions of working women for online food ordering, the majority of respondents reported a monthly income between RM3,001 and RM5,000 (54.4%), followed by those earning RM2,001 to RM3,000 (38.3%) [5]. A smaller percentage had an income above RM5,000 (4.9%), while 2.3% earned between RM1,001 and RM2,000. In terms of ethnicity, the majority were Malay (77.6%), followed by Chinese (5.2%), Indian (5.0%), and others (12.2%). Most respondents were single (77.6%), while 22.4% were married. Regarding online food ordering frequency, 28.6% ordered food 2-3 times per week, followed by 27.6% once a week, 18.8% every two days, and 25% once a month.

Reliability Analysis: In the context of purchase intentions of working women for online food ordering, an interim analysis was conducted to assess the stability and consistency of the data. This procedure ensures that the items formulated for measuring each variable are reliable. The results of the reliability test are presented in Table 2 [6].

Table 2 Reliability Analysis.

Variables	Cronbach's Alpha Value
Usefulness	0.864
Ease of Use	0.866
Consumer's Enjoyment	0.941
Consumer's Intention	0.983

Reliability Analysis: In the context of purchase intentions of working women for online food ordering, several strategies were implemented to evaluate data reliability, including assessing collinearity **and** removing items that did not align with the variables. The Cronbach's alpha value, a measure of internal consistency, was used to determine the reliability of the variables [7]. As shown in Table 2, the Cronbach's alpha values are 0.864 for usefulness, 0.866 for ease of use, 0.941 for consumer enjoyment, and 0.983 for consumer intention. Since all values exceed 0.7, the variables are considered reliable for this study, indicating strong internal consistency.

Mean Analysis: Mean analysis provides insights into the level of agreement on the usefulness of each variable investigated.

Table 3 Descriptive Analysis of Variables.

Variables	Mean	Standard Deviation
Usefulness	5.3	1.422
Ease of Use	4.99	1.51
Consumer's Enjoyment	4.59	1.491
Consumer's Intention	4.8	1.418

Table 3 presents the mean scores and standard deviations for key factors influencing the purchase intentions of working women for online food ordering [8]. The mean score for usefulness is 5.30, with a standard deviation of 1.422. The ease of use factor has a mean value of 4.99 and a standard deviation of 1.510, while consumer enjoyment records a mean of 4.59 with a standard deviation of 1.491. Lastly, the consumer intention factor has a mean score of 4.80 with a standard deviation of 1.418. Since all standard deviations exceed 1.000, this indicates a wide dispersion in responses, suggesting that usefulness, ease of use, and enjoyment significantly impact working women's purchase intentions for online food ordering and delivery services.

Multiple Regression Analysis: Regression analysis attempts to predict the continuous interval-scale dependent variable's value from the independent variable's specific values [9].

Table 4 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.854	0.729	0.727	11.72004

The R-squared (R^2) value provides insight into the variance explained in the dependent variable. As shown in Table 4, the R^2 value is 0.729, indicating that 72.9% of the variation in working women's purchase intentions for online food ordering can be attributed to the three independent variables. The remaining 27.1% of the variance is influenced by other factors not included in the model [10].

Table 5 Coefficients.

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	8.627	2.662	—	3.241	0.001
Usefulness (Section C)	1.505	0.126	0.593	11.902	0
Ease of Use (Section D)	0.223	0.116	0.095	1.917	0.056
Consumer Enjoyment (Section E)	0.599	0.094	0.238	6.366	0

As presented in Table 5, the beta score for Section C (Usefulness Factor) is 0.593, the highest among all factors. This indicates that 59.3% of the variation in consumer intention towards online food ordering and delivery services is influenced by the perceived usefulness of these services. In contrast, Section D (Ease of Use Factor) has the lowest beta score of 0.095, suggesting that only 9.5% of the variation in consumer intention is attributed to ease of use. Additionally, Section E (Consumer Enjoyment Factor) has a beta score of 0.238, indicating that 23.8% of consumer intention is driven by the enjoyment factor [11].

Discussion

This section is structured according to the research objectives.

Objective 1: Examining the Relationship Between Usefulness and Consumer Intention

The results indicate that the usefulness factor has a strong and significant positive impact on consumer intention to use online food ordering services, as reflected by the beta score of 0.593. When consumers perceive these services as beneficial in improving efficiency and effectiveness, they are more likely to adopt them. The convenience of online ordering allows users to access food services with minimal effort, making it an attractive option, especially in situations where physical mobility is limited. This finding highlights that consumers find online food ordering services to be convenient and effortless, particularly during challenging times when such services provide an alternative to in-person dining. The availability of various food delivery apps enables consumers to place orders at any time with ease.

Objective 2: Examining the Relationship Between Ease of Use and Consumer Intention

The beta score for ease of use (0.095) is relatively low, suggesting that respondents do not perceive ease of use as a significant factor influencing their intention to use online food ordering services. This indicates that many consumers do not find these platforms particularly user-friendly, making them hesitant to adopt online ordering. When an online service is not intuitive or easy to navigate, users may struggle to control its functions, leading to negative experiences. Such negative experiences can discourage future use and reduce consumer interest in online food ordering services. One possible explanation is that consumer trust plays a crucial role in online transactions. Some consumers are wary of online payment systems due to concerns about fraud or transaction errors. As a result, they may prefer cash payments over digital transactions, despite the convenience offered by online ordering services. Many food delivery platforms accommodate these concerns by offering both cash and digital payment options [12].

Objective 3: Relationship Between Consumer Enjoyment and Purchase Intentions for Online Food Ordering

The results indicate that the consumer enjoyment factor has a beta score of 0.238, signifying a positive but relatively weak relationship with consumer intention to use online food ordering services. While enjoyment plays a role in influencing purchasing decisions, the findings suggest that not all consumers find online food ordering to be an enjoyable experience. Many individuals use these services out of necessity rather than for the pleasure of the experience itself. A key reason for this is the convenience that online food ordering offers, allowing consumers to save time and effort. Even if they do not find the process particularly enjoyable, they still opt for online ordering due to its efficiency and accessibility. The ability to quickly select, order, and receive meals at a preferred time is a significant driver of adoption. Additionally, the trend of online food ordering has grown, particularly during the pandemic, when consumers increasingly relied on these services. The convenience factor remains a major influence in purchasing decisions, enabling individuals to order meals at any time without the need for physical shopping. To enhance consumer engagement and improve the overall experience, restaurant operators and food delivery service providers can focus on making their platforms more user-friendly and engaging. By incorporating features that enhance usability, personalization, and customer satisfaction, online food ordering platforms can increase consumer enjoyment and, in turn, encourage greater adoption among working women.

6. Conclusion

This study explored the purchase intentions of working women for online food ordering, focusing on the impact of usefulness, ease of use, and consumer enjoyment. The findings indicate that usefulness plays the most significant role, as working women prefer online food services for their convenience and efficiency. Ease of use, however, was found to have a weaker influence, suggesting that many users do not find these platforms highly intuitive, which may hinder adoption. Consumer enjoyment showed a moderate impact, indicating that while convenience drives usage, the experience itself is not necessarily seen as enjoyable. The regression analysis revealed that 72.9% of the variation in purchase intention is explained by the three independent variables, with usefulness being the strongest predictor. Despite the rapid adoption of online food ordering services, concerns regarding platform usability and trust in digital payments persist. Service providers can enhance engagement by improving user interfaces and offering more personalized experiences. While the study provides valuable insights, it is limited to working women, lacks long-term behavioral analysis, and does not account for factors like promotions or service quality. Future research should explore broader demographics and additional determinants influencing online food ordering behavior.

Future Scope

- Expand the study to include diverse consumer groups beyond working women.
- Investigate the impact of food quality, service reliability, and promotional offers on purchase intentions.
- Assess how consumer preferences evolve over time with changing lifestyles and technology.
- Examine the role of digital payment security and trust in influencing adoption.
- Explore strategies to improve platform usability and customer engagement.

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