

A Study On
Customers' Online Food Purchase Behavior in Bangladesh

Customers' Online Food Purchase Behavior in Bangladesh

Submitted to:

Dr. Khandoker Mahmudur Rahman

Professor, SoBE

& Director, BBA Program

Submitted by:

Md Jahidul Haque

ID: 111162119

Major: Marketing

**School of Business & Economics
United International University**



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Letter of Transmittal

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Dr. Khandoker Mahmudur Rahman
Professor, SoBE
Director, BBA Program
United International University
Dhaka: 1212

Subject: Submission of Internship Report

Dear Sir,

I am Md Jahidul Haque [Id: 111162119] and I am currently doing project under your supervision on **‘Customers’ Online Food Purchase Behavior in Bangladesh’**. This project has enabled me to understand the current Customers Online Food Purchase Behaviour and its impact on economy of Bangladesh and to understand customer’s perspective to purchase online.

Thank you, Sir, for your support and help to find me project topic and other project related work. Without your kind help, I will not be able to properly finish my project report.

Sincerely,

Md Jahidul Haque [ID: 111162119]

School of Business & Economics

United International University

Declaration of the Student

Md Jahidul Haque, hereby declare that the presented project paper titled “**Customers’ Online Food Purchase Behavior in Bangladesh**” is uniquely prepared by me.

I also confirm that, this project paper is only for my academic requirement not for any other purpose.

Md Jahidul Haque

Id: 111162119

School of Business & Economics

United International University

Acknowledgement

I would like to express my gratitude to my project supervisor Dr. Khandoker Mahmudur Rahman, who gave me the excellent opportunity to work on this wonderful project topic and helped me to write and complete this project paper properly. In addition, I am thankful to my parents to help to taking care of my mental and physical needs to finish this paper in this period.

Md Jahidul Haque

Id: 111162119

School of Business & Economics

United International University

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Executive Summary

Online food delivery services in Bangladesh have grown in popularity in recent years, and this trend is predicted to continue. Despite a fall in performance across the industry, this sector of the consumer food service industry is the only one that experienced growth in 2022. With a quantitative approach, this study aims to investigate how Bangladeshi consumers behave toward online food delivery services, analyse their demographics, and examine their post-purchase behaviors in order to gain insight into the factors that have contributed to the market's expansion from the standpoint of consumers. For this study, 241 questionnaire responses were analysed and evaluated. Results show that the dependent variable (purchase intention) is significantly related to customer attitude, perception, perceived behavioural control and subjective norms. Implications are discussed at the end.

Chapter-1

Introduction

1.1 Background of the Study

Due to rising consumer incomes throughout the nation, Bangladesh's consumer online food service sector has experienced expansion in recent years. According to a study on Bangladeshi consumers' shopping habits, their culture of dining out is a result of their desire for new, interesting, and delightful experiences. However, the business has recently experienced a disruption that has led to an increase in online food delivery services.

Online food delivery services thrived and grew, to the point where the only restaurants that experienced growth in that year could attribute such growth to the use of such services, according to research conducted in 2019. The research revealed a decrease in the growth of the consumer food service industry as a whole. The increase in VAT that took effect in January 2019 made eating out more expensive because operators passed the expense on to customers, which is one of the factors contributing to the decline in the consumer food service industry overall. (Systems, 2020).

Online food delivery services are a subsection of the consumer food service industry called the takeout sector, and they refer to the process of having food purchased from a restaurant delivered and consumed outside the establishment through online services including apps, websites, and phone calls. This industry has made significant contributions to Bangladesh's economic growth in terms of sales, income, and employment. While this is positive, it is critical to comprehend the drivers of this sector's growth from the standpoint of consumers in order to predict its sustainability and ongoing growth.

The biggest and most significant disruptor to the consumer food service business is online food delivery services, and the researcher recognizes the need to understand why consumers are accepting despite prior patterns indicating that the Bangladeshi

population enjoys eating out frequently. There is not enough research on the industry alone for one that is so important to the economy of Bangladesh. The few reports that are currently available analyse online food delivery services as a subset of the takeaway industry; as a result, the recommendations from these reports are always generalized for the takeaway sector as a whole, which includes customers who walk into a restaurant to purchase food before leaving the premises to consume it as well as customers who place an online order but visit a physical restaurant to pick it up.

This study aims to comprehend how Bangladeshi customers behave when it comes to placing online food orders and using delivery services. This research will advance academic understanding and support the consumer foodservice industry's marketing division in better understanding their clients' needs, wants, and desires in order to promote growth and sustainability.

1.2 Literature Review

Companies that order and deliver food reap the benefits of the chance to expand their customer more quickly. By 2022, the market for internet food delivery will be worth \$5.7 billion. We can create a referral system, dashboard, social media integration, and other features to make the online meal delivery industry effective. In the internet age, demographics are crucial to understanding customer behavior. (Mistry et al., 2020)

Customer Attitude:

Customer attitude has been studied by many authors with significant results (Rahman & Noor, 2016). Studies about food delivery apps in Thailand were another example of how digital disruption was changing consumer attitude, behavior as well as the restaurant and food supply chain industries. Numerous franchised and independently operated restaurants, like Foodpanda, Grab Food, and Line Man, now offer fast and upscale food delivery services. In 2019, it is predicted that companies and applications for food delivery in Thailand would make up 8% of the whole restaurant industry. According to the results, 63% of participants said that having access to applications for ordering food had altered their eating habits. People were less likely to eat out at restaurants and more likely to order food through online food delivery services. The opportunity for food runners in the food supply chains and restaurant sector, including big and small

restaurants, to create more and more income as they could cover new groups of diners and customers beyond their daily regular catchment of regular eaters, has increased due to the growing and burgeoning food delivery and the corresponding application business. (Liu, 2019), (Sønderskov & Daugbjerg, 2010).

The rise of internet food delivery services in Malaysia may be ascribed to the evolving urban customer. Although there are several reasons why these customers utilize food delivery services, the most frequent one appears to be the desire for quick and practical meals during or after a busy working. Regardless of whether the consumer is preparing the meal themselves, going to a restaurant and dining there, or going to a restaurant and purchasing food to bring back to the office or home, the various food delivery services that are easily accessible relieve consumers of the hassle of having to think about and plan meals. The use of food delivery services has altered consumer behavior so much, particularly among metropolitan customers, that it has become commonplace and ordinary. Given the pace of life nowadays and the chance to try new places that food delivery provides, more and more individuals are turning to it in recent years. (Lau & Ng, 2019), (Aloia et al., 2013).

Different e-commerce platforms, including websites, social media businesses, and other web-based apps for trade, are used in Indonesia today. Gojek and Grab are two of the e-commerce platforms that are now expanding quickly in Indonesia. Initially, this e-commerce was a smartphone-accessible, internet-based transportation service. Gojek established the Gofood food delivery service as a business venture in 2015, and Grab followed suit with Grabfood in 2018. In 2018, Gojek, the primary brand of Gofood, has 400 thousand partners dispersed over 370 cities in Indonesia and 142 million users. While Grab has partners in 178 Indonesian cities and has supposedly been downloaded 144 million times. In 2020, the market for meal delivery services in Indonesia was valued at USD 3.7 billion; GrabFood held a 53% market share (USD 1.96 billion), while Gofood was able to take in 47% of the market (USD 1.74 billion). Despite the fact that other e-commerce platforms, such as ShopeeFood from Shopee and Tokopedia Nyam from Tokopedia, are now developing services that are similar to theirs, Gofood and

GrabFood are still the leading competitors in Indonesia's online food delivery market. (Akhmadi & Alfathah, 2021), (Rousseau, 2015).

Germany has a tremendously diverse food culture with numerous traditional German cuisines. German cuisine exhibits influences from all of its bordering nations with notable regional variations. For Germans, dining out frequently and favorably is a form of relaxation. Three existential consumer trends are observed by OFD: Lack of time, shifting demography, and hyper-connectivity are the most significant three. Younger consumers are increasingly looking for convenient solutions as free time becomes more and scarcer for the new generations due to increased workloads and growing social duties. The convenience and benefit of everything being just a click away fuel the need for on-demand deliveries to accommodate the hectic lives of the new consumer. The new generation of consumers, known as "digital natives," places a high value on solutions that give them access to the ease of digital on-demand services. Germans frequently purchase food online because of their busy lifestyle. (Dolibog, 2020), (Gottschalk & Leistner, 2013).

Vietnam is recognized as having one of Asia's fastest rates of Internet usage growth, which has fueled the unstoppable rise of the e-commerce industry. Vietnamese consumers have been using the Internet and social media sites to buy goods, and this trend is expected to continue. By 2020, this figure is expected to increase by 13.2 percent and 22 percent, respectively. It must be acknowledged that purchasing food via social media platforms is a quickly spreading and developing trend in Vietnam, where clients can purchase handmade processed food from internet users who are processing, marketing, and selling their products. The tremendous growth of Facebook and other social media users in Vietnam has fueled this growing trend. (Dang et al., 2018)

According to a market report written by Emma McGeown for MINTEL in 2019 about Ireland, third-party apps and websites are largely to blame for the growth of takeout and online food delivery services. These platforms give customers a way to compare dishes from various restaurants while also introducing them to new foods and eateries. This survey also revealed that access to takeaways and third-party apps is limited for Irish

citizens living in rural areas, making urban dwellers in places like Dublin and Leinster the main users. It has become more expensive to dine out because of a 7.5% increase in the consumer price index for restaurants, cafes, and fast food. This increase is mostly attributable to a VAT hike from 9% to 13.5%. A third-party app was used by 36% of Irish consumers to order food in 2018, according to this survey, which also noted that millennials used the app more frequently than older demographics. In the last three months of 2019, 85% of Irish customers placed takeout orders directly from restaurants rather than through third-party applications. The study also found that 8 in 10 Irish consumers stressed the value of viewing orders online before placing a purchase, and 62% said that a greater variety of healthier food alternatives would encourage them to order takeout more frequently. (Systems, 2020).

The online food distribution sector in India, which is dominated by aggregators and "cloud kitchens," where chefs cook meals in a real location for orders they accept online, rose by 150% in 2016 compared to 2015, with an estimated \$300 million in Gross Merchandise Volume (GMV). Out of the more than 20 locations where online meal delivery is available in this country, more than 80% of orders now come from the top five cities in India. Food delivery firms in India have limited their expansion to younger areas because of the overwhelming volume of requests and are now focusing exclusively on attaining operational productivity and effectiveness in Tier 1 cities. Indian start-ups like Swiggy, Zomato, Delivery Chef, and others have taken actions like raising money or making purchases in order to protect and grow their market position in this emerging market, which has seen the entry of new companies from the stables of global big players like Google and Uber. According to a survey published on the website of the Indian Brand Equity Foundation, the systematized food industry in India is valued at US\$ 48 billion, of which US\$ 15 billion goes to meal delivery. (Asst et al., 2018)

Critical Analysis:

People in most nations have similar sentiments toward ordering food online. Younger consumers are increasingly looking for convenient solutions as free time becomes more and scarcer for the newer generations due to increased workloads and growing social duties. The convenience and benefit of everything being just a click away fuel the need

for on-demand deliveries to accommodate the busy life of the new consumer. The new generation of consumers, known as "digital natives," places a high value on solutions that give them access to the ease of digital on-demand services. Due to their busy schedules, most individuals in most nations purchase food online most of the time.

Customer Perceptions:

Online food delivery services in Thailand provide their consumers very speedy delivery by skilled workers. Additionally, they offer excellent customer assistance and a large selection of restaurants for delivery. The web design of food retailers gives more thought to user needs and controls that are simple to use and control. Customers are encouraged to use online meal delivery services due to hedonic motivations, time and cost savings orientations, previous online purchase experiences, new experiences, convenience motivations, usability, and the influence of social networking sites on customer satisfaction. (Liu, 2019)

In Malaysia, OFD services are a practical choice for many harried city dwellers during a hectic workday in the city. Many people like this choice of food delivery since it gives them the opportunity to keep working while they have access to fresh and healthy food at their homes or offices. The ability to use OFD services allows city dwellers to go home and relax after a hard day at work rather than waiting in line for food or traveling back and forth only to obtain something to eat. As clients can buy food without leaving their homes or offices, it is clear that the OFD services offer convenience and timesavings for them. (Lau & Ng, 2019)

In Indonesia, consumers, particularly those in generation Z, select online food ordering service platforms like Gofood and GrabFood for a variety of reasons, including the ease of service, convenience of usage, and abundance of options. Technology use by Generation Z is well recognized to be advanced, which has a direct impact on how they search out information and shop. One of them is how they purchase processed food products via online meal delivery service applications. (Akhmadi & Alfathah, 2021)

The key question is whether employees will return to their offices in Germany, where online food delivery clients who work in actual offices. The next normal in terms of office

work is posing challenges for both new and current firms in this sector. Ava Ghaiumy predicts growth on both the demand and supply sides of on-demand delivery from the perspective of the consumer. Restaurants progressively demanded participation on TPOO platforms throughout the crisis. Restaurants with sufficient finances expanded into their own deliveries at the same time. There has also been a significant change in how food delivery is perceived. Before the pandemic, delivery food still had a bad reputation for being quick and affordable. However, during the crisis, premium restaurants like Berlin's Tim Raue began providing diners with a restaurant experience at home, changing how customers perceived food deliveries. (Dolibog, 2020)

Along with the growth of the Internet and technology in Vietnam, food merchants have implemented online channels that let customers purchase food products online more frequently. According to a qualitative study by Ramus and Asger Nielsen, when consumers decide whether to buy food online, the value of online shopping—which is evidenced by its ease, large selection of products, and time savings—is significant. Similar to this, Kim Dang et al. claimed that convenience is the primary driver of online food buying in Vietnam, a growing nation. How simple it is to order and buy food through retailer websites has a significant impact on online food shoppers. These online customers typically value convenience and prefer a quick, easy, and easy ordering process. To lessen the energy and effort consumers expend while making online food purchases, online food retailers must make an effort to build websites that are simple to connect with and utilize. Because of this, more individuals in Vietnam are placing food orders through online platforms these days, and delivery services are offering better and more effective services that keep customers satisfied. (Nguyen et al., 2019)

Irish customers spend more time outside, which increases their likelihood of seeing an ad and placing an online order. Many visitors to restaurants seek for the experience rather than just the opportunity to purchase. Less than half of shoppers are content with their in-store experience, despite how common it is. When picking which product to buy, Irish shoppers mainly rely on recommendations from other customers. They will only support brands they trust. As a result, there is an increase in the use of social media as a technique for persuasion because it allows users the chance to read a variety of

reviews and customer experiences. Consumers frequently conduct product research online before making in-person purchases, and social media is a popular channel for doing so. (Systems, 2020)

India's diverse cuisine is an implicit indicator of the country's rich culture, which is composed of several regions and states. Home-cooked meals are a tradition among Indians, and both religion and the individual enjoy them. However, there has been a minor change in food consumption patterns among urban Indian households throughout time because of growing awareness of and influence from western society. It began with eating outside and progressed to embracing a wide range of cuisines from around the world. Early economic liberalization in India and the following entry of new players led to a dramatic shift in Indians' way of life and food preferences. (CHORNEUKAR, 2014)

Systems themselves are getting more complicated. The need for online food ordering has grown and is continuing to rise because of the changes in the Indian population, which include more people relocating to different cities for career and education purposes as well as the busy schedules of both the husband and wife in the household. The key to retaining customers and establishing and growing long-term relationships is providing excellent customer service. The Indian restaurant business is still developing, and many full-service restaurants are unable to provide high-quality services. As a result, they fail to increase consumer satisfaction and fall behind the competition. Therefore, it is crucial to define the standards for excellent service in full-service restaurants that can be used as a benchmark to enable restaurants to start and grow customer relationships and provide customers with differentiated offerings and retention, among other benefits that come because of their satisfaction. (CHORNEUKAR, 2014)

Critical Analysis:

Online food delivery services are a practical choice for many metropolitan residents who lead busy lifestyles. Many people like this choice of food delivery since it gives them the opportunity to keep working while they have access to fresh and healthy food at their homes or offices. This has the added benefit of allowing city people to use Online Food Delivery services after a long day at the office, choosing to return home and relax rather

than staying out longer waiting for food or traveling back and forth merely to acquire something to eat. The pollution inside city has been increasing over time (Rummana et al., 2008), which may have served as a deterrent to go outside often as well (Gao et al., 2020). As customers can buy food without leaving their homes or offices, it is clear that online food delivery services offer convenience and timesavings for them. Because of this, most individuals in the world now use online food delivery services more frequently and believe that this also saves their time, money, and effort.

Perceived Behavioural Control:

Different customer groups in Thailand's food sector have a tendency to favour various criteria of food quality and cost. Consumers have a tendency to become more rational as time goes on, making judgments based on the greatest benefits they may obtain from looking for the lowest reasonable price. In general, consumers would also take into account the price of food and its nutritional content. For instance, a 2013 empirical study by Nakandala & Lau revealed that consumers preferred to pay more for products with higher nutritional benefits and vice versa. Lower cost restaurants that offer both takeout and dining in would have a better chance of attracting customers. For an online food ordering service in Thailand, that is currently quite simple. (Liu, 2019)

Online food delivery (OFD) services are a newly growing trend in Malaysia's food and beverage sector. Online food ordering is the new dining out and is not just limited to takeout and dining out. There are several meal delivery businesses in Malaysia, many of which provide online food delivery services. One of the businesses is FoodPanda, the first delivery service to launch aggressively in Malaysia. Companies like DeliverEat, Uber Eats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam, and Shogun2U are competitors in the market. The majority of these meal delivery services are focused in big cities like Kuala Lumpur, Penang, Johor Bahru, and Klang Valley. Because of this, ordering food online is relatively simple in Malaysia. (Lau & Ng, 2019)

Indonesians thought the GrabFood app was convenient and simple to use. Because digital technology has such a strong influence on Generation Z and offers convenience in everything, practicality is their first consideration when selecting goods and services. With an average monthly income between IDR 1,000,000 and IDR 1,999,999 and more

than five purchases per month, women make up the bulk of Generation Z customers who use the Gofood and GrabFood apps to order food online. The most popular food category is a heavy meal, and consumers tend to spend between IDR 15,000 and IDR 25,000 on food, with promotions serving as the prime motivator of usage for Gofood and GrabFood. (Akhmadi & Alfathah, 2021)

Restaurants in Germany were either forced to close down during the pandemic because it is simply not profitable for them to deliver food on their own, or they began to deliver by switching to TPOO platforms, which then raised the issue of whether they had the capacity to deliver themselves or to use the platform's delivery network. Additionally, there is a contemporary trend in consumer behavior: people are much more willing to order food online. Consumer behavior is anticipated to change once more after the crisis. Customers would order food considerably more frequently than they did before to the pandemic since they were "pushed" to test delivery during the pandemic, liked it, and now recognize its advantages. (Dolibog, 2020)

Vietnamese women are more likely than males to buy food products online, and this finding can be explained by the different gender roles that exist in Vietnamese families. The majority of home activities go to women, especially when it comes to ordering and cooking food. As a result, a huge number of women are using the Internet to look for food products that would save them time. People who experience pain or discomfort and have difficulty doing daily chores are more likely to use the Internet to buy food products. They lack the ability to live independently and must rely on others for assistance since their participation in essential daily activities, such as housework or meal preparation, is limited. As a result, people use the Internet as a practical instrument that greatly aids them in carrying out their responsibilities, such as looking up information on food services or ordering food items. (Dang et al., 2018)

The popularity and significance of online ordering in the consumer foodservice sector have grown in Ireland because of rising smartphone usage and increasing technological improvement. Technology usage has increased, which has led to a rise in third-party delivery apps and a change in restaurant behavior. Currently, delivery apps like Deliveroo, UberEATS, and justEat are being used as instruments to develop Ireland's

consumer foodservice sector. Irish consumers are getting older and younger, making it difficult for business owners to be "all things to all customers," since younger people are more likely to use tech-enabled solutions while elderly people like to use restaurants in more traditional ways. (Systems, 2020)

The majority of individuals in India prefer using a smartphone app to place online food orders; however, other Indians prefer using a web browser. With the rise of smartphones in India, more and more people are choosing to carry out daily tasks using mobile apps. These mobile apps can produce better results and make ordering food a simple process due to personalized offerings based on the preferences of the consumer. The emergence of the Internet more recently has boosted the e-commerce sectors in nations like India. Online food ordering services are now simple and convenient for customers who want food delivered right to their door due to e-commerce advancements. Although consumers still go out to eat, they find it quite convenient to order food online because it saves them from having to go to the restaurants in person. (Asst et al., 2018)

Critical Analysis:

More and more people are choosing to use mobile apps for daily tasks as the number of smartphones increases. These mobile apps can produce better results and make ordering food a simple process due to personalized offerings based on the preferences of the consumer. Being "all things to all consumers" is challenging for operators since consumers are getting older and younger. Older consumers tend to use restaurants more traditionally, while younger consumers prefer tech-enabled solutions.

1.3 Purpose Statement

The purpose of this research study to identify the factors affecting behaviour of customers towards online food purchase, to see whether any relation between customer online food purchase behaviour and Customer Attitude, Customer Perception, Perceived Behavioural Control.

1.4 Scope & Limitations

There were few scopes and limitations to do this study. As I had to do survey I had to choose online survey option. I cannot deny that it saved a lot of my time. If I had to do traditional paper base survey, it would have been difficult at this time and age, as I cannot head out. In addition, more importantly because of the benefits of using online survey option it is the most useful option for me.

However, few limitations I had to consider while making questionnaires. As human attention span is decreasing day by day, I could not put too many questions to answer; Multiple-choice questions were there and direct questions were asked. Otherwise, proper survey would not been possible. Out of discomfort, people may have chosen answers even without reading the question properly, so that minimum time is taken and exact responses could have been collected. That is all.

1.6 Methodology:

1. **Research type:** This research study is done by simply doing survey. As we know survey research is very simple, easy collection of data on various contexts and systematically done.
2. **Data Type:** Majority data from survey data which are primary data collected entirely for this research and very few from secondary source.
3. **Sample Size:** Two hundred forty one samples have been collected through Google form.
4. **Sampling Technique:** While choosing samples I choose mostly middle-class population in Bangladesh who are used to internet in their day-to-day life and cover all possible ages. Because mostly middle-class people make the mass in the online food ordering situation as a customer in Bangladesh according to my observation. There are also higher-class citizen there but they do not make the masses and lower income people do not usually use internet for online food ordering.

5. **Data Collection Method:** Data was collected by making questionnaires in Google form survey and sending links of the survey to the chosen samples who are daily internet users and buy from internet on a regular or very little basis.
6. **Data Analysis Method:** Data was very simply analysing and computing by SPSS software.
7. **Data Presentation Method:** Frequency distribution table and pie chart is used for Data presentation. It will be easier for the reader to understand the research paper.

1.7 List of Abbreviations and Technical Terms

<u>Abbreviations</u>	<u>Definitions</u>
OFD	Online Food Delivery
VAT	Value Added Tax

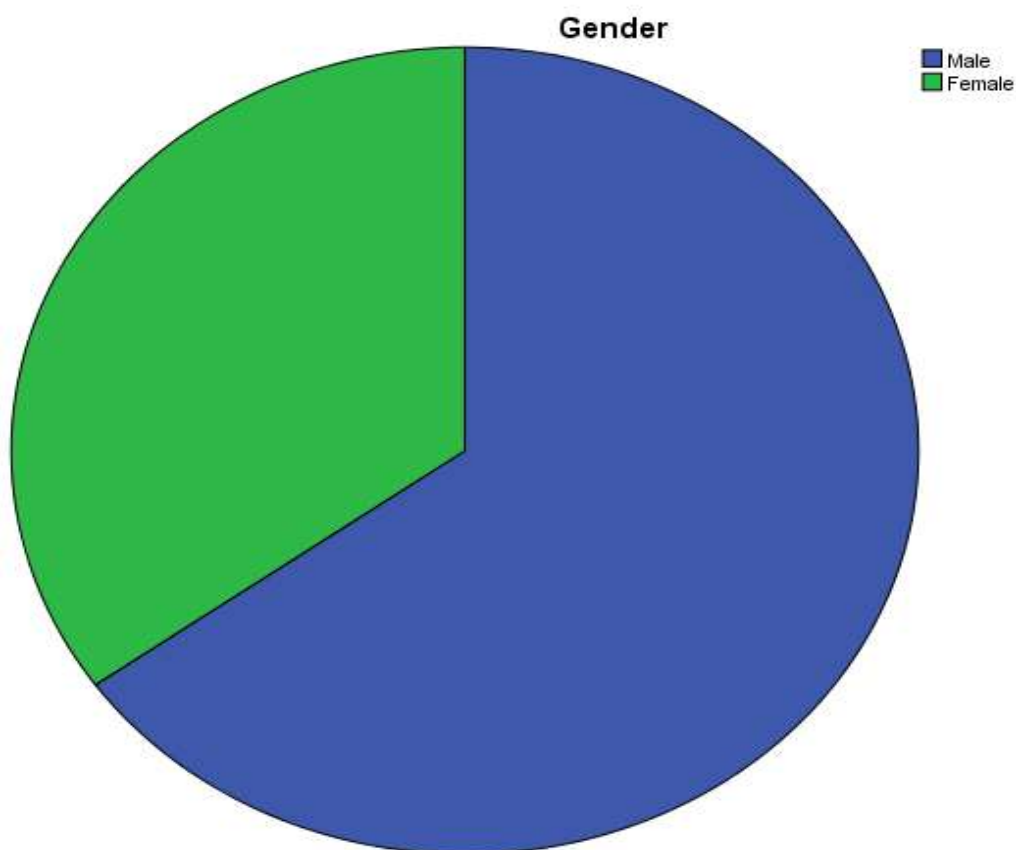
Chapter- 2

2.1 Findings & Analysis:

Descriptive Analysis:

1. Gender:

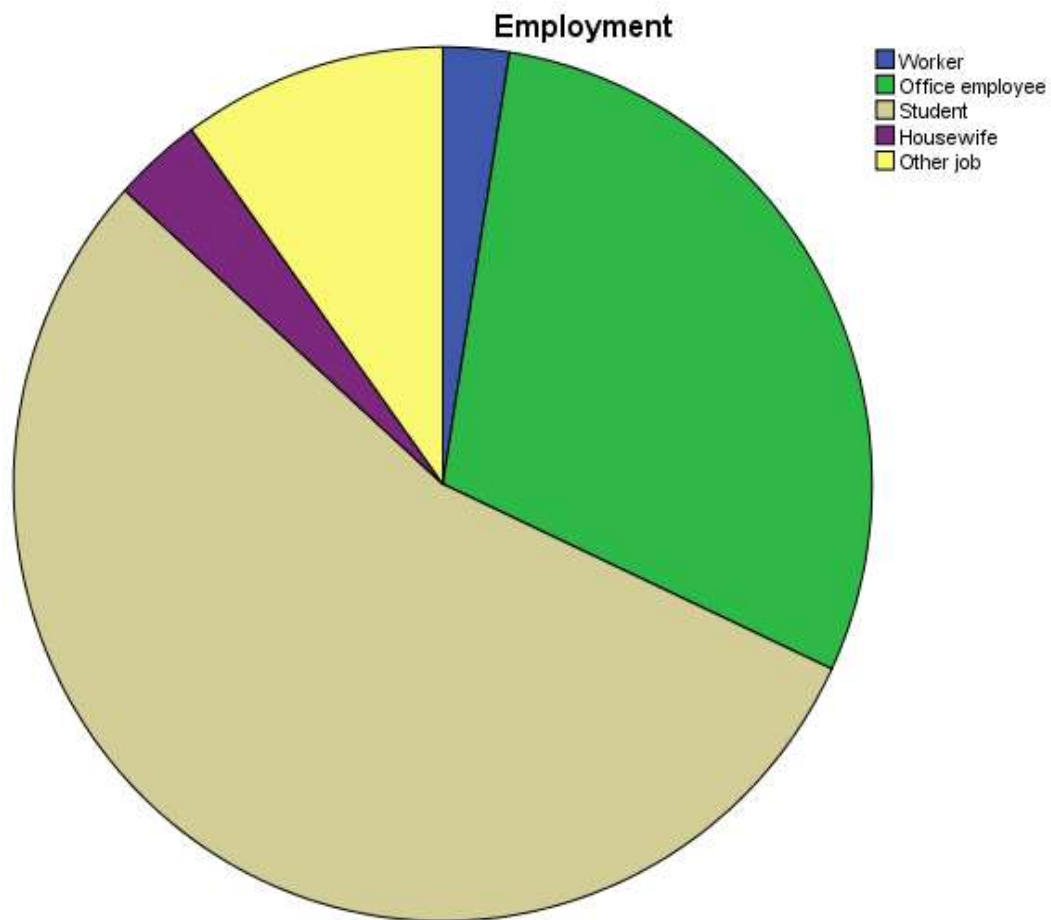
1.Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	157	65.1	65.1	65.1
Female	84	34.9	34.9	100.0
Total	241	100.0	100.0	



It can be inferred from the above data frequency table and pie chart that 65.1% respondents are male and 34.9% respondents are females.

2. Employment:

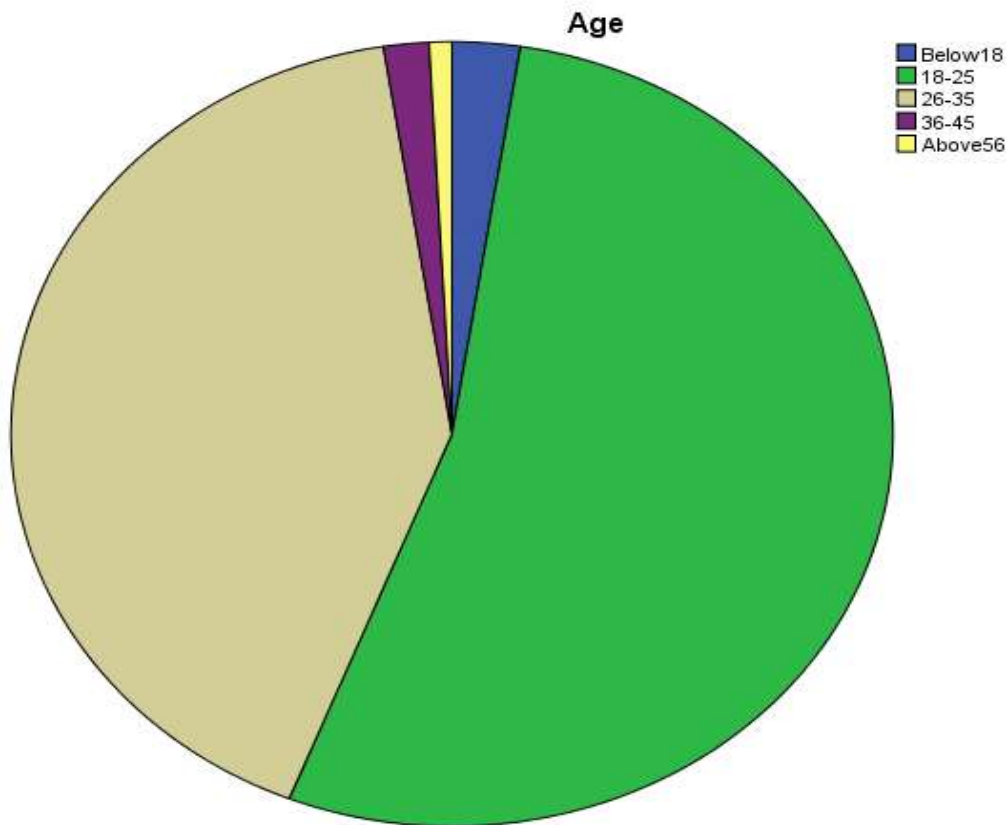
2.Employment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worker	6	2.5	2.5	2.5
	Office employee	71	29.5	29.5	32.0
	Student	132	54.8	54.8	86.7
	Housewife	8	3.3	3.3	90.0
	Other job	24	10.0	10.0	100.0
	Total	241	100.0	100.0	



From the above statistical data, it can be interpreted that 2.5% of the population was worker, 29.5% was Office employee, 54.8% was student, 3.3% was Housewife, and 10% of the population was others job holders.

3. Age:

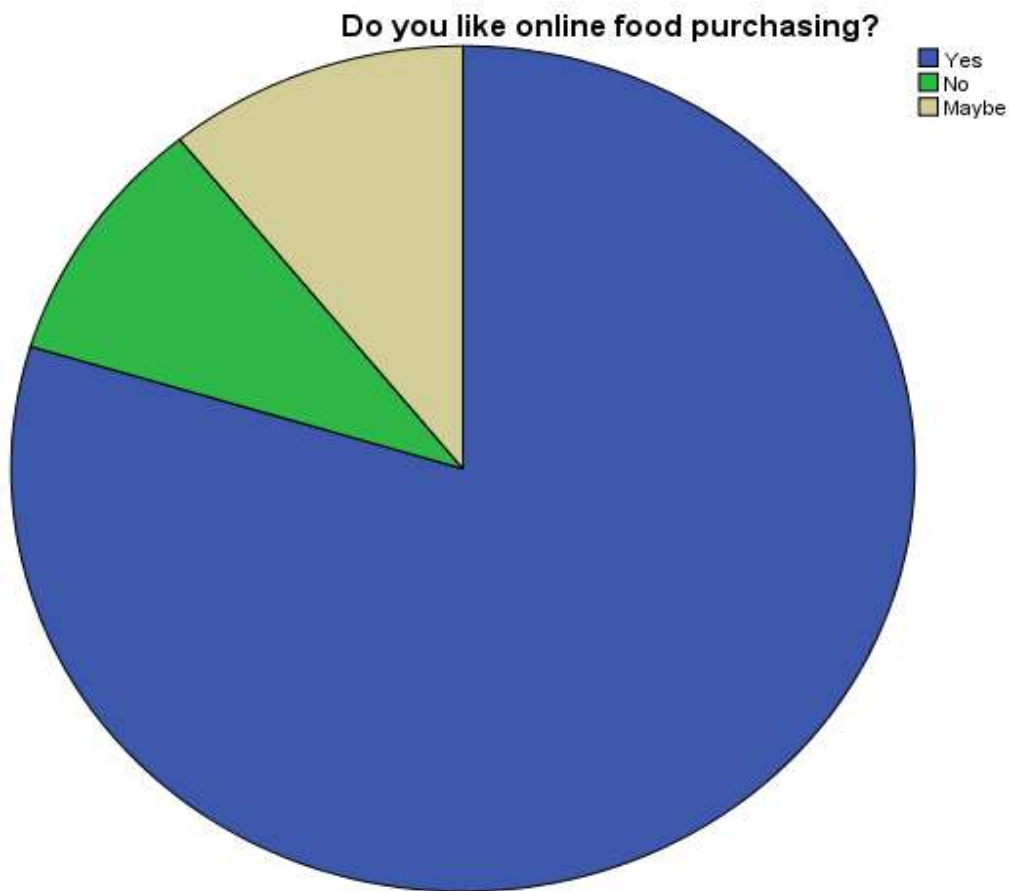
3.Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below18	6	2.5	2.5	2.5
	18-25	129	53.5	53.5	56.0
	26-35	100	41.5	41.5	97.5
	36-45	4	1.7	1.7	99.2
	Above56	2	.8	.8	100.0
	Total	241	100.0	100.0	



It can be inferred from the above data frequency table and pie chart that 2.5% respondents constitutes below 18 years of age group and 53.5% respondents constitutes 18-25 years of age group and 41.5% respondents constitutes 26-35 years of age group and 1.7% respondents constitutes 36-45 years of age group and 0.8% respondents constitutes above 56 years of age group.

4. Preferring online food:

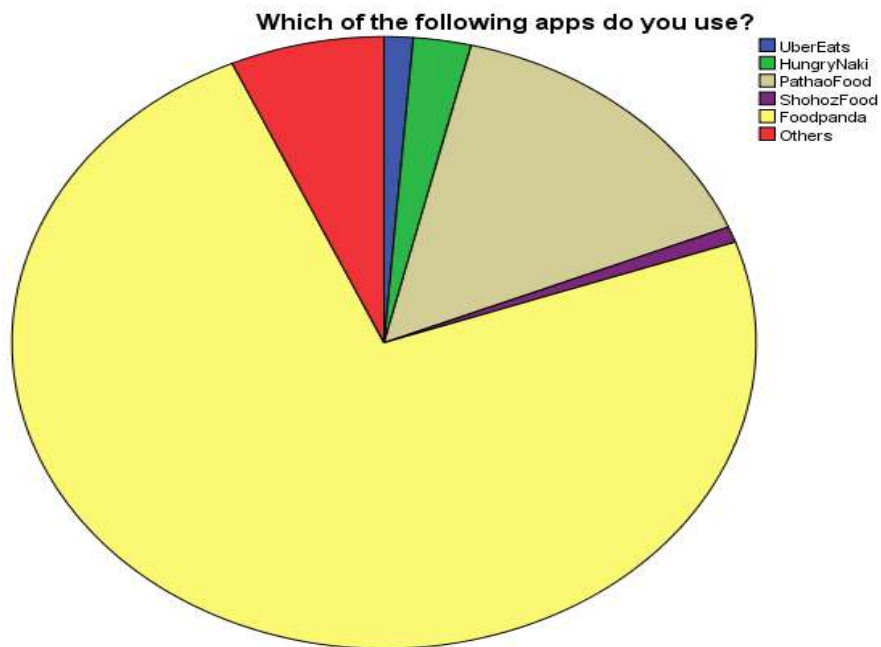
Do you like online food purchasing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	192	79.7	79.7	79.7
	No	23	9.5	9.5	89.2
	Maybe	26	10.8	10.8	100.0
	Total	241	100.0	100.0	



From the above statistical data, it can be interpreted that 79.7% of the population like ordering food online, 9.5% do not like ordering food online and 10.8% of the population maybe like ordering food online.

5. Preferred Apps:

Which of the following apps do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UberEats	3	1.2	1.3	1.3
	HungryNaki	6	2.5	2.5	3.8
	PathaoFood	36	14.9	15.1	18.8
	ShohozFood	2	.8	.8	19.7
	Foodpanda	176	73.0	73.6	93.3
	Others	16	6.6	6.7	100.0
	Total	239	99.2	100.0	
Missing	9.00	2	.8		
Total		241	100.0		



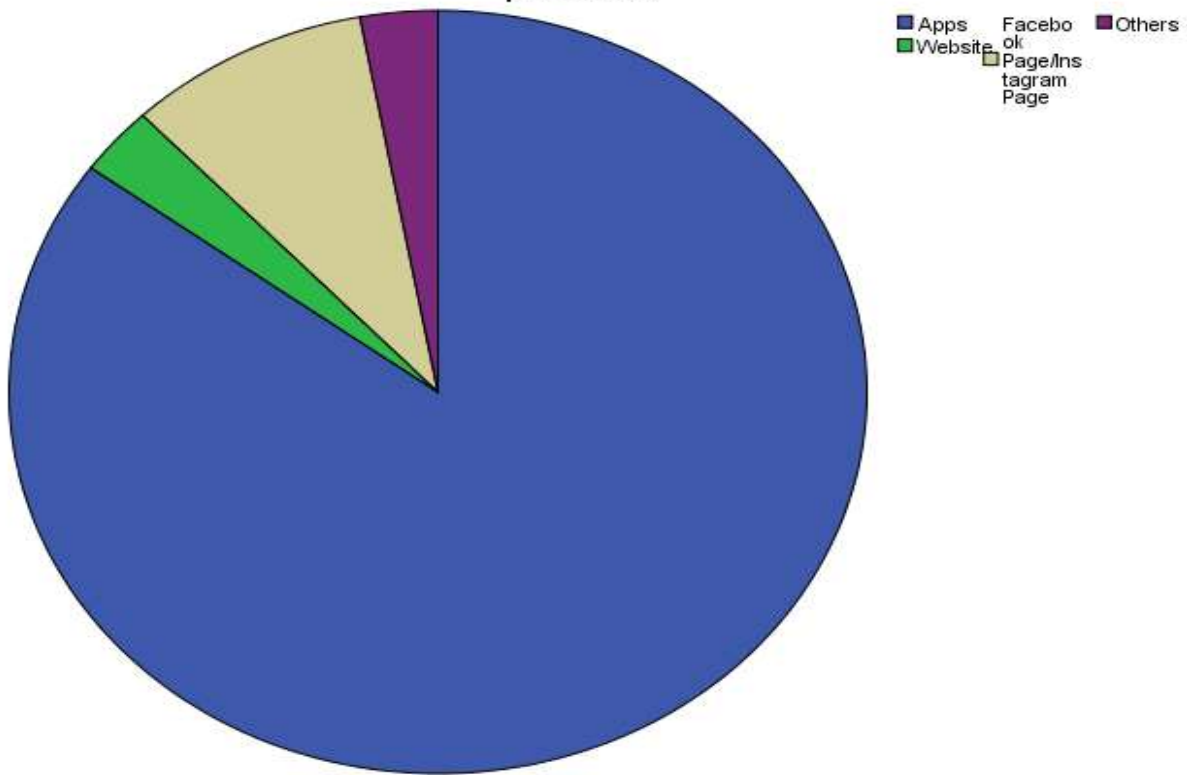
It can be inferred from the above data analysis, 1.3% of respondents use UberEats mostly while ordering food online, 2.5% use HungryNaki, 15.1% use PathaoFood, 0.8% use Shohozfood, 73.6% use FoodPanda and 6.7% use others delivery web portals while ordering food online.

6. Option Prefer:

Which option you [prefer/ comfortable with] purchasing for online food purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apps	204	84.6	85.0	85.0
	Website	7	2.9	2.9	87.9
	FacebookPage/InstagramPage	22	9.1	9.2	97.1
	Others	7	2.9	2.9	100.0
	Total	240	99.6	100.0	
Missing	9.00	1	.4		
Total		241	100.0		

Which option you [prefer/ comfortable with] purchasing for online food purchase?



From the above frequency table and Pie Chart, 85% believe most preferred mode of ordering food online is through an App 2.9% believe online website, 9.2% believe Facebook Page/Instagram Page and 2.9% any other ways.

Hypotheses:

- H₁: There is significant relationship between Customer's online food purchase intention and Customer Attitude
- H₂: There is significant relationship between Customer's online food purchase intention and Customer Perception
- H₃: There is significant relationship between Customer's online food purchase intention and Customers' Perceived Behavioural Control
- H₄: There is significant relationship between Customer's online food purchase intention and Customers' Subjective Norms

Regression Results

The enter method was applied using SPSS and the model summary shows a significant model relationships. ANOVA table is given below:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.926	4	9.481	24.428	.000 ^b
	Residual	70.641	182	.388		
	Total	108.567	186			

a. Dependent Variable: CAFPI

b. Predictors: (Constant), SN, CA, PBC, CP

The following table shows the significance of the independent variables.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.659	.321		1.960	.040		
	CA	.106	.057	.126	1.850	.044	.826	1.040
	CP	.350	.098	.278	3.646	.002	.524	1.502
	PBC	.252	.092	.201	2.789	.008	.565	1.404
	SN	.191	.059	.206	3.120	.003	.726	1.351
a. Dependent Variable: CAFPI								

Collinearity statistics are acceptable. The significance level shows that independent variables are significantly related to the Customer Intention (dependent variable) at alpha = 0.05 level.

Therefore, all hypotheses are accepted as having significant influence on the dependent variable.

Chapter- 3

3.1 Suggestions & Recommendations:

It is found that customer attitude, perception, perceived behavioural control and subjective norms, all these independent variables significantly influences the dependent variable. Therefore, customers' purchase intention can be augmented and positively influenced by increasing the positive attitude, perception, reducing perceived behavioural barriers and enhancing subjective norms.

Chapter-4

4.1 Conclusion

Based on the regression analysis, customers' purchase intention can be augmented and positively influenced by increasing the positive attitude, perception, reducing perceived behavioural barriers and enhancing subjective norms. Therefore, in future, the organizations may undertake various campaigns and marketing measures to influence purchase intention positively by employing the importance of the above mentioned independent variables.

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Questionnaire

Survey on Customer Online food Purchase Behaviour:

1. Gender
 - a. Male
 - b. Female
2. Employment
 - a. Worker
 - b. Office employee
 - c. Students
 - d. Housewife
 - e. Other jobs
3. Age
 - a. below 18
 - b. 18-25
 - c. 26-35
 - d. 36-45
 - e. 46-55
 - f. Above 56
4. Do you like online food purchasing?
 - a. Yes
 - b. No
 - c. Maybe
5. Which of the following apps do you use?
 - a. Uber Eats
 - b. HUNGRY NAKI
 - c. Pathao Food
 - d. Shohoz Food
 - e. Foodpanda
 - f. Other _____

6. Which option you [prefer/ comfortable with] purchasing for online food purchase?

- a. Apps
- b. Website
- c. Facebook page/ Instagram page
- d. Others

7. Factors mostly important in purchasing online food products. (Customer Attitude)

	Not important at all	Somewhat important	Neutral	Very important	Extremely important
a. Convenience					
b. Price					
c. Perceived Hygiene					
d. Reference by friends					
e. Certified—food hygiene facilities and food source					
f. Products' name					
g. Ingredients					
h. Advertisement					

8. Level of trustworthiness regarding hygiene information of online food products. (Customer Attitude)

- a. Not trustworthy at all
- b. Somewhat trustworthy
- c. Neutral
- d. Very trustworthy
- e. Extremely trustworthy

9. I am confident that the information I provide to an Internet retailer are not used for other purposes. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

10. I feel secure about providing my bankcard details to a payment platform.

(Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

11. I am confident that an Internet retailer protects my personal information. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

12. Online shopping allows me to save money, as I do not need to pay transportation costs. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

13. Online shopping allows me to buy the same or similar products, at cheaper prices than traditional retailing stores. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral

- d. Disagree
- e. Strongly disagree

14. It is easy to receive a personalized customer service from an Internet retailer.

(Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

15. It takes only a little time and effort to make a purchase through the Internet.

(Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

16. Internet shopping saves me time, so I can do other activities. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

17. It is more convenient to shop through the Internet when compared to traditional retail shopping. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

18. The food ordered on food apps is delivered hot and fresh. (Customer Perception)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

19. I will always be able to find my preferable food, while I am ordering food through online. (Perceived behavioural control)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

20. There are many choices of food available on food Apps, Websites and Facebook page. (Perceived behavioural control)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

21. It is easy to find my preferable restaurants on food Apps, Websites and Facebook page. (Perceived behavioural control)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

22. The family or friends influenced my decision to make purchases through the Internet. (Subjective norm)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

23. Family/friends encourage me to make purchases through the Internet. (Subjective norm)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

24. I intend to buy online food in near future: (Customer Attitude)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

25. I am willing to buy online food very soon: (Customer Attitude)

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

Glossary:

Social Media	Social media is a virtual platform.
Facebook/ Instagram	Facebook/ Instagram is a social media platform.
App	A small computer programme we can use in a device.
Website	A set of related web pages located under a single domain name, typically produced by a single person or organization.