

UNIVERSITY OF CAPE COAST

MOTIVATION AND USE OF DIGITAL FOOD DELIVERY SERVICES
AMONG STUDENTS OF THE UNIVERSITY OF CAPE COAST

BY
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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature.....Date.....

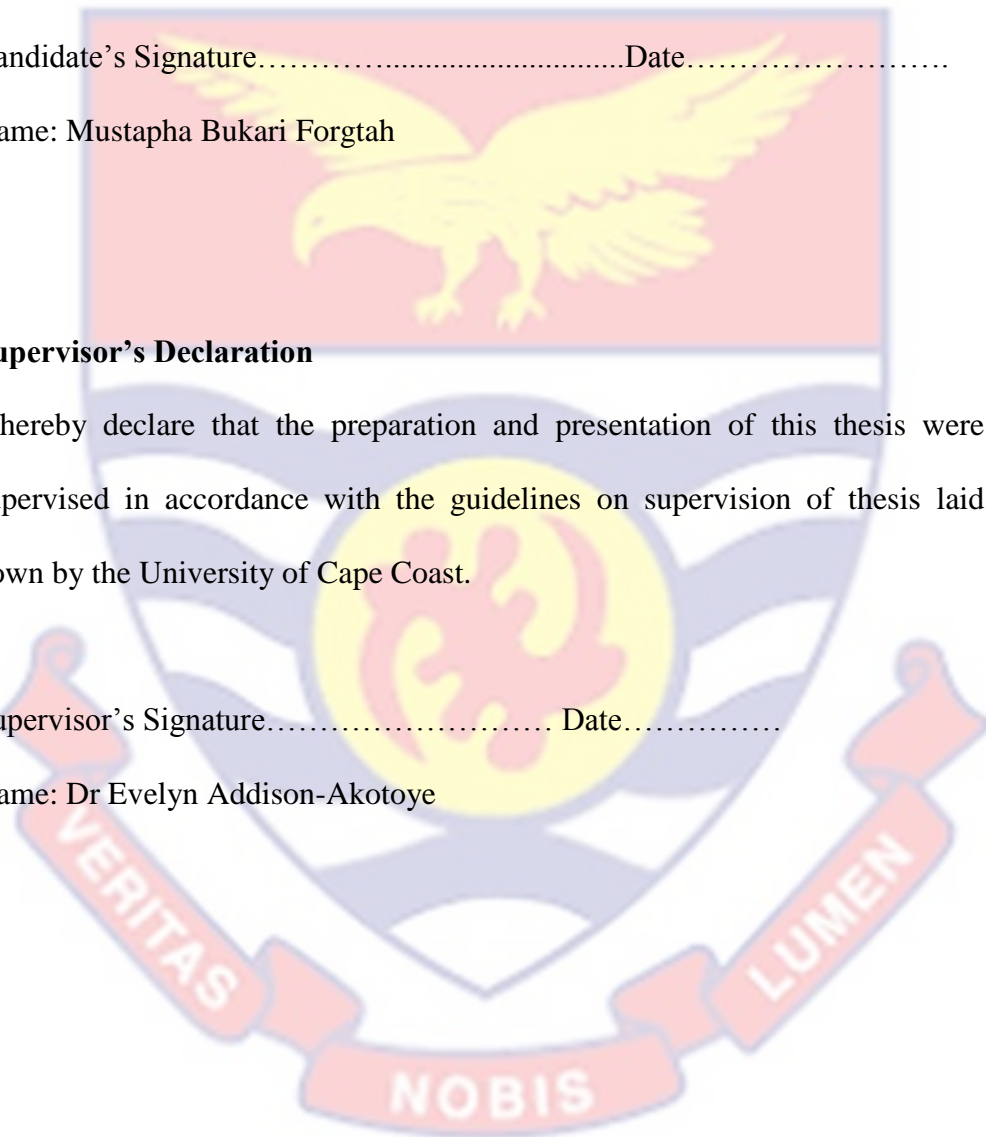
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Supervisor's Declaration

I hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

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ABSTRACT

Despite recent surge in food delivery services in Ghana, scanty research has been devoted to investigating the motivators, use and reuse intention of Digital Food Delivery Services (DFDS) by university students. The study analysed the motivation and use of digital food delivery services among students' of the University of Cape Coast. A total of 341 university students who have used digital food delivery services were purposively selected for the study. The data was analysed using descriptive statistics, t-test, ANOVA, cross-tabulation, exploratory factor analysis and standard regression. The results revealed that students have positive perception about DFDS. The study further found that phone calls and the use of mobile apps were the dominant mode of ordering food among students with majority preferring cash on delivery as a mode of payment. About 80% of the students' harbour reuse intentions. Convenience, habit/lifestyle and social influence were the motivators for university students' use of DFDS. Finally, value barriers and usage barriers were the main barriers hindering university students' use of DFDS. The study recommended that service providers should undertake strategic advertisements that target at the convenience component of DFDS, the lifestyle of consumers and social groups as these factors influence or motivate usage of DFDS. Additionally, service providers should modify the procedures a customer has to follow in making purchase, institute customer complain management system and guarantee customers the protection of their privacy. This can invariably eliminate the usage barriers encountered by users.

KEYWORDS

Students

Motivators

Re-use

Digital

Food

Delivery services



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DEDICATION

To my family



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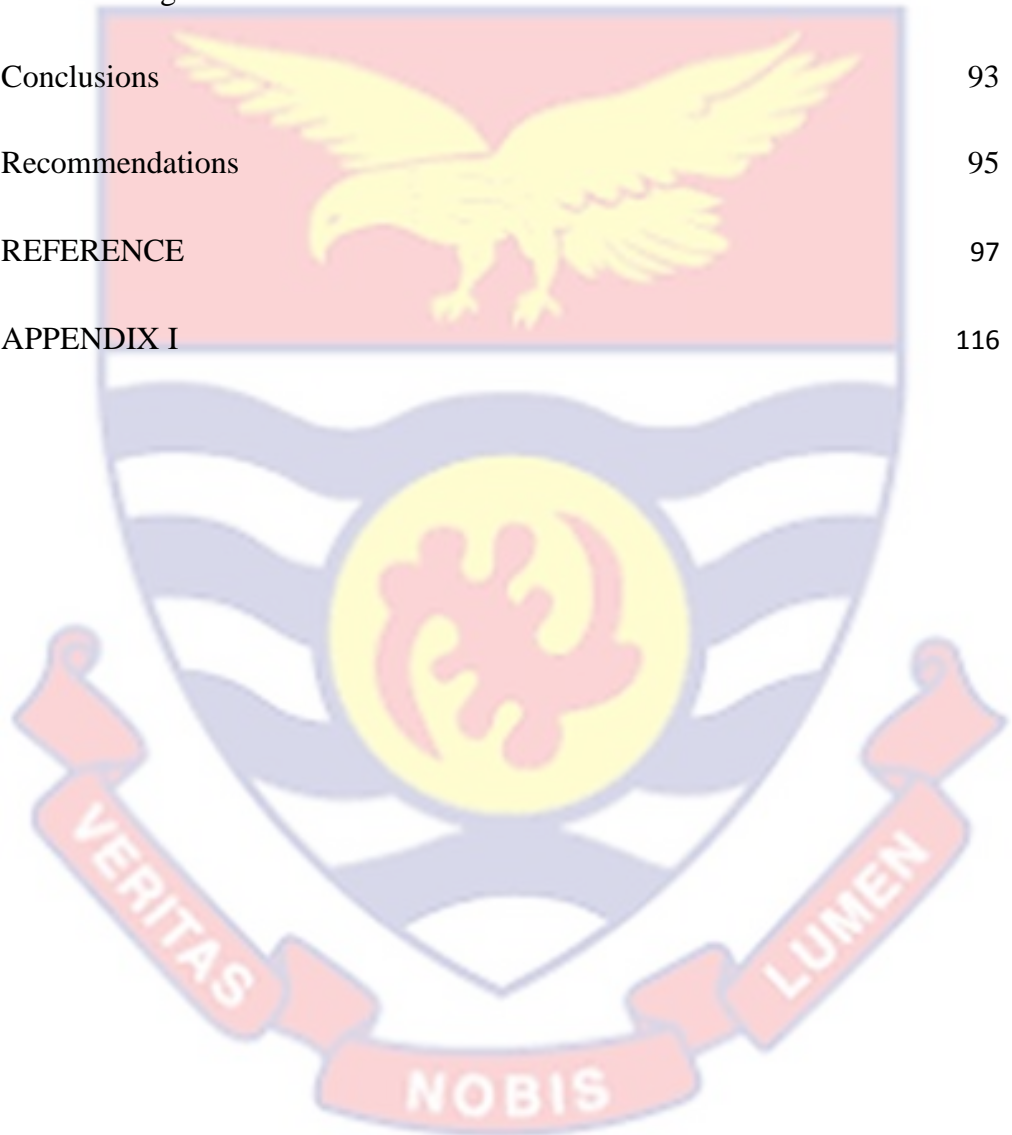
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ACRONYMS

DFDS - Digital Food Delivery Services

OFDO - Online Food Delivery Ordering

FDI - Food Delivery Intermediaries

TCV - Theory of Consumption Values

TPB – Theory of Planned Behaviour

SMS – Short Message Service

MIS – Management Information System



CHAPTER ONE

INTRODUCTION

Background to the Study

Contemporary growth in internet connectivity has influenced online retailing and e-commerce development in general (Alshehri & Meziane, 2017). Globally, the retail e-commerce market constituted a market share of 3.53 trillion US\$ in 2019 and is forecasted to grow to 6.54 trillion US\$ by end of 2022 (Ali et al., 2020). It is estimated that 95 percent of purchases will be facilitated by e-commerce in 2040 because online shoppers will have increased significantly throughout the world (Ali et al., 2020). The growth of the internet and wireless technology has immensely affected digital retailing and online commerce (Amir & Rizvi, 2017). Importantly, the accessibility and the ability to share information quickly have contributed to the massive expansion in digital service provision through connecting suppliers and buyers via smartphone apps and other electronic devices (Lee, Sung & Jeon, 2019). These developments have changed the traditional performance of tasks by engineering new forms of businesses including digital delivery service (Cho, Bonn & Li, 2019).

Digital delivery service is a system in which consumers place orders for goods or services through an electronic device and then receive the goods or services at an offline outlet (Cho, et al., 2019). The number of businesses engaged in the digital space has surged up courtesy of modern technologies (Li, Mirosa & Bremer, 2020). The emergence of smart devices and telecommunication infrastructure has significantly made digital delivery possible (Alshehri & Meziane, 2017). Additionally, changed in consumers'

lifestyle including increased purchasing power, lack of time and the desire for convenience have compelled businesses to integrate technology into their business to cater for the growing needs of consumers (Pigatto, Machado, dos Santos Negreti, & Machado, 2017).

Digital delivery service as a fast-growing segment of trade now exists across many parts of the globe including Ghana and various platforms such as Foodpanda, Zomato, Uber Eats and KFC have been designed to facilitate its adoption (Ray & Bala, 2021). These platforms are increasingly providing facilities and services to customers in order to match up with the consumers' expectations. This modern trend in technology has bridged the gap between firms and customers' expectations which enable firms to promptly respond to customers' requests and consequently retain them to a greater extent.

Digital delivery services have been adopted in various segments such as the food service industries. People have become too busy due to office and industrial works (Pigatto et al., 2017). As a result, they have less time to go out and eat or prepare a meal at home thus, linking digital delivery and food service provision (Hsu, Yu & Chang, 2017). The adoption of digital delivery services in the food industry have led to what is now called digital food delivery services (Pigatto et al., 2017). According to Pigatto et al. (2017), digital food delivery service is described as business platform that provides purchasing services, payment and monitoring of the process, without the responsibility of food production. In this digital sales process, face-to-face interaction is replaced with interaction through cell phone and internet-based communication tools such as e-mail, phone call, chat and Short Message Service (SMS) or the websites of companies, where customers can search,

retrieve and place orders (Cai & Jun, 2003). According to Lau and David (2019), Digital Food Delivery Service (DFDS) is an emerging wave. The changing nature of consumers may have contributed to this growth of DFDS. Food delivery services are used by these customers for varied reasons. Some of these reasons include but not limited to performance expectancy, convenience, social factors, hedonic reasons and habit or lifestyle (Reddy & Aradhya, 2020; Prasetyo et al. 2021).

Digital Food Delivery Services (DFDS) come with varied benefits for both suppliers and customers. On the part of customers, DFDS presents a complete ordering and delivering solution system. It provides a platform for ordering from a wide range of goods and services. DFDS bridge the distance between consumers and food vendors (Lee et al; 2017). On the other hand, DFDS platforms can help restaurants to increase profitability by reducing overhead cost (Hsu, Yu & Chang, 2017). Restaurants are also able to develop customer loyalty and venture into a new market segment through the use of DFDS (Pigatto et al., 2017). Quintessentially, DFDS through the online food ordering and delivery apps are able to advertise restaurants which help in brand building, promotion of business and growth in customer base (Lee et al; 2017). Digital food delivery services have become an integral part of restaurants and fast-food businesses across the globe (Cho et al., 2019; Maimaiti et al. (2018). Thus, there is an adoption and use of DFDS by consumers all over the world.

According to Maimaiti et al. (2018), over one-fifth of customers of various restaurants in China have used digital food delivery services. Most of these customers found digital food delivery as a convenient way to purchase

food (Cho et al., 2019). Similarly, in Korea, the number of users of digital food delivery has risen rapidly (Lee et al., 2019). The volume of transactions as of 2018 was around 3 trillion customers (Lee et al., 2019). Similarly, an upsurge in the use of digital food delivery services is reported in the use US (Cho et al., 2019). Nevertheless, the use of DFDS is influenced by consumer perception and motivations (Choe, Kim & Hwang, 2021).

Consumer perception is referred to as a marketing concept that comprises customers' impression, awareness, or consciousness about a company and its products (Murugan, 2019). Perceived benefits or perceived cost of DFDS can impact customers' use and reuse of DFDS (Choe, Kim & Hwang, 2021). Notwithstanding consumers' perception, there might be other underlining factors that may motivate consumers to use DFDS.

Motivation on the other hand are those factors that encourage consumers to make certain decisions to purchase a product or service (Reddy & Aradhya, 2020) and in this context, the adoption and use of DFDS. In other words, the underlined reasons for which consumers may use DFDS can be described as motivators. Ali, Khalid, Javed and Islam (2021) identified optimism, innovation, security, and comfort as motivators of consumers' adoptive intentions towards online food delivery ordering (OFDO) services in Pakistan. Also, Yeo et al. (2017), found a number of antecedents including perceived ease of use, time-saving orientation, convenience, motivation, and privacy and security as influencers of the adoption of online food delivery services among Malaysian city dwellers. Additionally, Godwin (2019), found that marketing activities have a profound effect on consumer use intentions of

DFDS. Thus, suggesting the impact of external factors such as social influence on customer decision to use DFDS.

As customers, tend to behave differently towards DFDS, these differences stem from their perceptions and motivations (Jadhav & Khanna, 2016). This implies that perception and motivation together influence consumer intentions to use DFDS. Nevertheless, the use of digital food delivery is characterized by some barriers or challenges such as technical and network failures (Lian & Yen, 2014).

In Ghana, just like other African countries, the popularity of digital food delivery services is steadily growing. This growth is propelled by the increasing population of various countries and change in consumer lifestyle (Henema, 2021). Despite these emerging issues, the factors that motivate the use of DFDS by Ghanaians remain unclear, especially with regard to university students. These differences in location and lifestyle may be attributed to situational factors which mostly drive consumer behaviour (Henema, 2021). Situational factors can be described as circumstances that an individual may face such as emergencies at a particular time or period. Consumer's online purchasing behaviour is largely determined by situational influences (Sheth et al.1991). The Coronavirus 2019 (COVID-19) is a typical example of a situational factor. COVID-19 is a type of virus that causes respiratory infections in humans, typically ranging from mild to lethal (i.e., common cold to severe respiratory diseases).

The outbreak of COVID-19 has had detrimental effects on the food industry. Because of the devastating effects of COVID-19, consumers have

changed their lifestyles and spending habits from bricks to clicks (Ali et al., 2020). Across the world, sit-down traffic at restaurants has dropped by 83% precipitously compared to the previous year due to lockdowns and restrictions on social gatherings (Ali et al., 2020). Governments have forced restaurants to close down or consumers may not want to visit restaurants due to health concerns. This compelled most restaurants to change the face of their service delivery from sit-in to digital delivery services. Similarly, consumers changed their food purchasing behaviour from sit-in services to delivery services as they may still want to have their usual meals from their preferred food joints at the comfort of their homes or workplaces. Ghana is not out of the woods on issues pertaining to COVID-19.

Therefore, the COVID-19 pandemic seems to be a significant situational influence that affects students' behaviour toward DFDS. This makes the study of university students' usage of digital food delivery services necessary. Given the peculiar characteristics of university students such as staying away from home and burden with academic activities, it is important to understand the factors that motivate their use of DFDS, how they have embraced the use of DFDS and the challenges they are faced with in using DFDS. Given the peculiar characteristics of university students such as staying away from home and burden with academic activities, it is important to understand the factors that motivate their use of DFDS, how they have embraced the use of DFDS and the challenges they are faced with in using DFDS.

Statement of the Problem

In this growing world of technology, Digital Food Delivery has become an important element of people's life (Chai & Yat, 2019). The concept of dine out has changed especially due to factors including consumers' busy schedules and has made people to order food at any time convenient just by few clicks on their phones. This system is revolutionizing the present food service industry. Many restaurants now indulge in DFDS in order to meet consumer preference and achieve competitive advantage within the food industry. DFDS yield benefits for both consumers and service providers. With regard to the former, DFDS makes it possible for consumers to access variety of foods at their convenience (Nayana & Hassan, 2020). It saves time and guarantee privacy and security (Chail & Yat, 2019). In terms of the latter, DFDS contributes to reducing variable cost through minimising petty expenses (Belanche et al., 2020), smooth management of orders (Chavan, et al., 2015) and improve productivity and efficiency (Hong et al., 2016).

In relation to these benefits, studies (Das, 2018; Sethu & Saini, 2016; Beliya et al., 2019; Dazmin & Ho, 2019 and Chai & Yat, 2019) have looked at digital food delivery services within the food industry. For instance, Das (2018), made a comparative study of consumers' perception towards specific online food ordering and delivery apps namely; Zomato, Swiggy, UberEats and Foodpanda. The impact of DFDS among students has also been explored by Sethu and Saini (2016) and Beliya et al. (2019). They found that digital food purchasing services help in better time management. Dazmin & Ho (2019), examined how time and price influence behavioural intention to use Food Delivery Intermediaries (FDI). Chai and Yat (2019), attempted to

establish an integrated model that investigates the relationship of antecedents with behavioural intent toward food delivery services among Malaysian urban residents. The selection and usage of DFDSs by consumers involve perceived benefits, perceived barriers and the motivation to use (Gupta et al., 2019; Mehta & Bhanja, 2018). Yet none of the aforementioned studies has tried to look at how perception, motivation and barriers affect consumer use and acceptance of DFDS particularly among students. Even though, Sethu and Saini (2016) and Beliya et al. (2019), examined the impact of DFDS among students, the focus of those studies is inconsistent with the current study.

In the context of Ghana, little or no study has looked at the motivation and use of DFDS by students. Importantly, how their perception about DFDS motivates their use. The few studies relating to digital service delivery are centred around agriculture development (Quaye, Wilhemina & Masahudu, 2019) and health delivery (Domapielle, Akurugu & Mdee, 2020) but not in relation to food delivery. This presents a gap in knowledge. Given the dearth of literature regarding the motivation and use of DFDS and the fact that food delivery services have somewhat increased in Ghana, make this study necessary.

Research Objectives

The main objective of this study was to analyse the motivation and use of Digital Food Delivery Services among students of the University of Cape Coast (UCC). Specifically, the study intended to:

1. Examine UCC students' perception about the use of Digital Food Delivery Services.
2. Identify UCC students' use of Digital Food Delivery Services.
3. Explore factors that motivate UCC students' use of Digital Food Delivery Services.
4. Explore the barriers to the use of DFDS among UCC students.
5. Examine UCC students reuse intention of Digital Food Delivery Services.

Research Questions

The study was guided by the following research questions;

1. What are UCC students' perceptions about Digital Food Delivery Services?
2. How is UCC students' use of Digital Food Delivery Services?
3. What are the factors that motivate UCC students' use of Digital Food Delivery Services?
4. What are the barriers UCC students' faces in using Digital Food Delivery Services?
5. How is university students' reuse intention about Digital Food Delivery Services?

Hypotheses for the Study

The study was guided by the following hypotheses;

H₁: UCC students' Perceptions towards DFDS does not influence their intentions to reuse it.

H₂: Convenience does not influence UCC students' intention to reuse DFDS.

H₃: Social influence does not affect UCC students' intention to reuse DFDS.

H₄: Lifestyle does not influence UCC students' intention to reuse DFDS.

Significance of the study

The conception of the different approaches in the literature has demonstrated clearly in the empirical alignments for DFDS and its potential gains. In this regard, the researcher anticipated the motivating factors influencing university students' use of digital food delivery services. Understanding university students' motivation and use of DFDS concerns are critical elements in improving food services and subsequently enhancing patronage of food service establishments. The researcher believed that this research would benefit stakeholders such as food outlet managers, policy-makers and consumers. It sets the foundation for policies that would create an enabling business environment, drive economic growth and prosperity using digital marketing as a value driver to protect the interest of consumers. In terms of contribution to academics, it would add to knowledge and literature that would serve as a guide for other researchers who would want to conduct a similar study regarding university students' motivation and use of DFDS in Ghana and beyond.

Delimitations of the Study

The study focused on the university student's motivation and use of digital food delivery services. The study was conducted in the University of Cape Coast, within the Cape Coast Metropolis of Central Region, Ghana. Students were the main participants for the study because the study wanted to assess their motivations and use of DFDS.

Limitations of the Study

Firstly, there were limitations in the scope of the data that was collected which restricted the ability to draw general conclusions though the quality of the work was not affected. Secondly, there was a delay in the data collection process as some participants were unwilling to reveal certain information. Also, some questionnaires were not answered as a result of a lack of understanding. Such questionnaires were returned to the respondents and the researcher assisted such respondents to answer those questions. Aside the aforementioned limitations, which could be the subject for further research, the current study's findings are still valid be used in the formulation of policies in the food industry.

Organization of the Study

The study was organised into five main chapters: Chapter One (the introductory chapter) described the background to the study, the statement of the problem, research objectives and questions, significance of the study, delimitations and limitations of the study. Chapter Two reviewed related theoretical and empirical literature appropriate to this study while Chapter

Three discussed the research methods used to carry out the study. Chapter Four discussed the research results. Finally, the summary of the study, conclusions, recommendations and suggestion for future studies were presented in Chapter Five.



CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter looked at the literature related to the concept of digital food delivery service (DFDS). The major issues covered included consumer decision making within the hospitality industry, students' use of DFDS, consumer perceptions towards DFDS, factors that promote the use of DFDS and barriers consumers face in using DFDS. Finally, the chapter discussed the various theoretical underpinnings and the conceptual framework guiding the study.

Consumer Choice and Use of Products or Services in the Hospitality Industry

In the context of the hospitality industry, consumer choice and use of products and services primarily focus on the study of guest consumption behaviour (Dixit, Lee & Loo, 2019). Thus, how guests choose to lodge and refresh when they travel. The phenomenon of travelling and lodging was incentivized by the industrial revolution in the 19th century with Thomas Cook initiating the activity of mass tourism. The hospitality sector when decoupled from tourism, solely involves lodging and food and beverages (Dixit et al., 2019). Accordingly, the study of consumer decision making in this area borders around pre-purchase, purchase and post-purchase decisions of guests in relation to the aforementioned products and services (Wirtz, Chew, & Lovelock, 2012; Parsons et al., 2017). Hospitality marketers have relied on psychographics to influence guests' activities, interests, opinions, values,

needs and perceptions. As a result of consumer behaviour, researchers in the hospitality industry largely make use of surveys and analytical studies focusing on perception, attitude and values (Dixit et al., 2019) bearing in mind that decision is a psychological process.

Aside the conventional consumer decision-making stages in the psychological and marketing literature, the hospitality and tourism literature somewhat project their own stages of decision making by tourists/guests. One of which was proposed by Aho (2001). These stages are related to tourism experience but have some inherent applicability within the hospitality settings (Wirtz et al., 2012; Dixit et al., 2019). The model has seven stages of experience which reflects the guests' choice and, in this context, students' decision to use DFDS.

The first stage which is orientation relates to an awakened need, interest and expectation in life for something memorable. This could be students' need for food and the interest to try new services like DFDS. The second stage is attachment where the tourist/guest interest grows stronger. The third stage is where there is an actual visit to the destination and consumption of tourism products. In this context, actual visit means actual purchase and consumption of food via DFDS by students. After consumption, there is an evaluation of the experience. Tourists/guests make comparisons between their earlier experiences and alternatives and draw conclusions for future decisions. The final three stages include storing, reflection and enrichment. Storing is concerned with how to keep the memories and can be done in three ways; social - remembering people and social situations; mental – affections, new meanings and impressions; and physical -photos, souvenirs, films (Aho,

2001). Reflection is the spontaneous or staged repetition of the experience whereas enrichment is the display of the experience via photos, souvenirs or arrangement of meetings with friends for them to cherish. Students who happen to purchase food from restaurants using DFDS somewhat go through these decision-making stages. According to Sari, Nugroho, Santosa & Ferdiana (2017), the development of internet technology and smart phones, social media has aided the enrichment process greatly. Through that, some people are influenced to go for a similar experience. This brings to the fore, the influence of external factors on guest behaviour in the hospitality industry.

Related studies (Gowreesunkar & Dixit, 2017; Dixit et al., 2019) have identified four factors that influence consumer decision process in this context. Paramount are internal factors that relate to cognitive psychology, which involves how the consumer processes and stores information from the environment. Then the decision to purchase or use a product/service is made based on personal values, attitude, perception and personality type (Gowreesunkar & Dixit, 2017). The other three factors are external, situational and market factors. External factors are the surroundings of the consumer and primarily include family members, friends, reference groups, culture and subculture (Dixit et al., 2019). Situational factors are external to the consumer though, they are context-driven such as mood, time, and pressure and information search. The market factors look at marketing activities such as pricing, promotion, place and the product on offer. These factors can act as motivators to the choice of a particular good or service. Restaurants of today have taken a paradigm shift with respect to where they place their products or services. They have moved from physical places to a virtual place where

consumers have to visit online to make purchases (Gupta, 2019). This shift has invariably caused a twist in consumer behaviour.

Also, there are unique aspects of consumer behaviour in the hospitality industry borne out of the unique characteristics of perishability, intangibility, inseparability and heterogeneity of the services (Gowreesunkar & Dixit, 2017; Dixit et al., 2019). Because of these characteristics, consumers in the industry tend to be more careful due to greater perceived risk that comes with the online purchase.

The Concept of Digital Service Delivery

The concept of digital service delivery is not new. However, it gained wider acceptance among consumers particularly during and post COVID-19 life (Tandon et al., 2020). The phenomenon came as a result of technological advancement as well as the changing taste of consumers for innovations, convenience and satisfaction (Belanche, Flavián & Pérez-Rueda, 2020). Digital service delivery is explained as the service offered by businesses to deliver products to customers at their place of convenience (Tandon et al., 2020). Among the online delivery services, food delivery is said to be the fastest growing segment (Drahokoupil & Piasna, 2019) and has attracted research attention. The term digital food delivery service has its orientation from the online delivery services to mean an “activity in which a food distribution service company acts as an intermediary between restaurants or bars and customers” (Cho, Bonn & Li, 2019). Given that, there are no food distribution companies acting as intermediaries in the study setting, the meaning of DFDS extends to include restaurants and bars directly delivering

food to customers through couriers popularly known in the digital market as “delivery boys”. Even though the concept of DFDS is not new, it has gained worldwide popularity courtesy of smartphone and mobile apps emergence (Alalwan, 2020). Studies have looked at mobile food apps use among consumers (Belanche et al., 2020; Alalwan, 2020; Tandon et al., 2021) and satisfaction with the use of mobile of apps for online delivery purchase (Beliya et al., 2019; Nayan & Hassan, 2020).

DFDS comes with various importance to the consumer and the supplier. In terms of the former, DFDS makes it possible for consumers to access wide range of foods from different restaurants at their convenience (Nayan & Hassan, 2020). It is also said to save time and guarantee consumers’ privacy and security (Chai & Yat, 2019). With suppliers, DFDS helps minimise variable costs coming from transaction (Belanche et al., 2020), helps restaurants to manage orders from customers (Chavan, et al, 2015) and improves productivity and efficiency (Hong, 2016).

Several reasons account for the acceptance of DFDS among consumers; including busy work schedules (Ray, Dhir, Bala & Kaur, 2019), urbanized life (Kaur, Dhir, Talwar & Ghuman, 2021) affordability of DFDS (Ray et al., 2019) and desire for innovative products (Driediger & Bhatiasevi, 2019). Considering that university students’ naturally have limited time to carry out many activities and the fact that they have limited funds to support academic activities provides grounds to examine how they resort to DFDS given its inherent benefits to their activities.

Consumer decision to use or purchase a product or service is largely a psychological process (Akar & Dalgic, 2018) and thus, is affected by both

internal and contextual factors (Akhunjonov & Obrenovic, 2017). This underscores the need to examine the perceptions of students towards DFDS, the factors that motivate them and the barriers that hinder their uses of DFDS from the lenses of Theory of Planned Behaviour (TPB) and Theory of Consumption Values (TCV). This is because, in examining consumer perception, attitude, use, behaviour and intentions of e-commerce, online shopping, and other delivery services, several studies in the literature have resorted to those theories.

Consumers' Perception about DFDS

In contemporary times, companies have what it takes to manipulate those things that form consumer perception about an offering than before. What has helped in that regard is the growth in technology (Yuen, Wang & Wong, 2019). Consumer perception is described as a marketing concept that comprises customers' impression, awareness or consciousness about a company and its offerings (Murugan, 2019). It is what consumers think about a particular product or service. Competition has made it important to gauge consumer perception because an unsatisfied customer could easily switch/leave products or service (Suhartanto et al., 2019). Individual consumers perceive different things about the same product. Consumer perception about DFDS is formed based on a number of factors including convenience (Kimes, 2011; Belanche et al., 2020), flexibility of access (Alalwan, 2020), safety and security (Balapour, Nikkhah & Sabherwal, 2020), value for money (Pine & Gilmore, 2015; Kaur et al., 2020), and image and price (Singh et al., 2020).

In terms of convenience, customers look out for time saving and their ability to get what they want at the right time and at the right place (Panse et al., 2019). With access, customers examine the ease of use of online delivery apps. Safety and security concerns look at privacy in terms of releasing personal data and secure mode of payment. Finally, consumers scrutinize whether the amount paid is commensurate with the service experience (Pine & Gilmore, 2015). The outcome of the internal evaluation of these factors would influence the individual consumer to adopt DFDS or not. Meanwhile, the individual customer is subjected to influence from what is observed from the external environment. Thus, consumers pick sensory inputs through their five senses from the environment to form their own interpretation about DFDS (Kumar, 2017). These sensory inputs can be information, object or image and sound.

According to Murugan (2019), three factors influence individual perception about DFDS. These include advertisement, social groups and personal experience. Advertisement involves the campaigns mounted by restaurants about their offerings. Social groups relate to the people around the individual consumer including social media. Lastly, the individual previous experience can also influence the perception. These according to Murugan (2019) have influence on consumer perception with personal experience having the greater impact. Summing up Murugan's (2019) argument, Singh et al., (2020) asserted that if there is adequate communication and consumers have access to information about the offering, they are more likely to form fair perception.

Further, Dsouza and Ganesh (2021) argued that consumers' perception about DFDS could be influenced by factors such as e-service fulfilment, quality of the food and customer service. Thus, these factors can either impact negatively or positively on consumer perception. In addition, issues of fraud as well as scammers also shape consumer perception about DFDS. Owing to the risk of personal data theft, customers fear sharing their personal details on the online food delivery apps. More also, the level of technological advancement of the individual has a role to play in shaping the perception towards DFDS (Murugan, 2019). Therefore, Guhr et al (2013) emphasized that people behave differently when it comes to absorbing new technology because everyone has distinct views, motivations, sentiments, and beliefs. Though technology plays a major role in the lives of people, it is perceived to be difficult to use and operate by users.

On the above factors which consumers form their perception around, empirical evidence has suggested interesting dynamics. Das (2018) commented that DFDS is perceived to be convenient and time saving since to place an order is as simple as a few clicks on any mobile device. Besides the issue of convenience, DFDS also gives users a wide range of options such as greater access to precise information and lower cost of the transaction. Parasuraman (2015) revealed in his study that individuals who are insecure have apprehensions regarding ordering food online and their ability to accomplish tasks effectively. Individuals who are more insecure view the adoption of DFDS to be riskier. Quevedo-Silva et al. (2016) also revealed that due to lack of personal interaction consumers are hesitant to buy food online since the internet is inherently dangerous. Aldaco et al. (2020), established that

in this era of COVID-19, online food delivery services are perceived to be more convenient, safe and cost-effective for individuals than going to hotels and restaurants.

Students' Use of DFDS

According to Panwar et al. (2019), there are three main resources consumers always make decisions on how to spend them including time, money and effort. These resources vary in terms of proportion among different groups of consumers. One of these groups is university students (Muniady et al., 2014; Monika, 2015). This segment of the consumer market is said to have habits and their consumption basket is different from other segments such as household consumers (Monika, 2015). Habits stem from the social status/level, opinions, attitude and psychological factors. The consumption basket explains the list of goods and services consumed by students which is tied to economic conditions such as disposable income. Students are generally regarded as a low-income group given that they are not working. Which means they have lower consumption expenditure (Jadhav & Khanna, 2016).

Notwithstanding, students' consumption pattern tends to be skewed towards clothing, technology, personal care products, cosmetics and dieting (Monika, 2015), with the most critical one being the dieting. Students reportedly spend a chunk of their disposable income on restaurants, refectories and small shops (Miller & Washington, 2013). Unlike in the US where about 53% of university students live with their parents while attending classes (Monika, 2015), it is the reverse in Ghana. Majority of university students move to stay on campuses and surrounding communities away from their

guardians. This makes dieting an important component of student life. As a result, some resort to eating from restaurants and other food outlets. Accordingly, price has been a major factor for them considering the economic conditions of students (Muniady et al., 2014; Jadhav & Khanna, 2016).

One other area that is critical to students in relation to their consumption behaviour in the university setting is time. Because of academic demands, they may be inclined to using DFDS than having to walk for long distance to access food joints or get time to prepare meals by themselves. Even though preparing one's own meal proves to be hygienic, students prefer convenience of time and efforts (Panse, Rastogi, Sharma & Dorji, 2019). Gupta (2019), attested that online food ordering systems are basically designed for those people who do not have time to go to the restaurant. Due to the inherent time constraints, students tend to order food at various times of the day including breakfast, lunch, dinner and snacks.

When ordering food through any digital outlet, various modes of payment are available including cash on delivery, mobile money, credit/debit card and internet banking (Monika, 2015; Jadhav & Khanna, 2016). According to Jadhav and Khanna (2016), students prefer cash on delivery followed by debit card and internet banking. They concluded that factors such as time consciousness, lower prices, and perceived ease of use are affecting consumer usage of digital food delivery service. Given the growing popularity of DFDS, students may tend to want to know more about the electronic delivery system. This curiosity can be termed as behavioural intention (Graudone et al. 2019). According to Yeo et al. (2017), the kind of behaviour intention students would hold about this new technology would subsequently

lead to their use or otherwise. Thus, a positive behaviour intention towards DFDS would motivate the use of the service.

Factors that Motivate University Students' Usage of DFDS

DFDS has been described as useful within working and academic environments (Chaudhary, 2020). It provides the quickest means of getting access to meals without having to travel for long distance (Richardson, 2020). This attribute makes DFDS very useful in academic environments like universities since resorting to digital delivery could spare students the stress and time to learn. Technological dependency, less time taken and convenience food delivery are factors that could motivate consumers to choose the services offered by digital food ordering and delivery services (Yeo et al. 2017; Das, 2018). Aldaco et al., (2020), established that digital food delivery services are more convenient, safe and cost-effective for individuals than going to restaurants. Yogi et al. (2021), in their study showed that the determining factors which motivate new users of DFDS are flexibility and convenience DFDS offers.

Also, digital delivery services are said to offer an aesthetic and experience-based enjoyment derived from the entire buying decision process; right from need recognition to post purchase behaviour, which include consumption of the product or service. This aesthetic experience is termed as hedonism (Yeo et al., 2017). Online food delivery services come with some elements of fun, enjoyment and entertainment to customers (Dong & Siu, 2013). Once consumers perceive the entire purchasing process to involve these utilities, they may be motivated to use or adopt DFDS.

Additionally, Yeo et al. (2017) in their study revealed price and hedonic motivation towards the use of DFDS. Alavi et al. (2016) indicated that DFDS motivations can also come from values and pleasure that the consumer seeks from purchasing online. Carvajal-Trujillo (2013) found that the major influencing factor comes from the emotional arousal which is seen in hedonism. While some are influenced by hedonic factors, others are influenced by previous online purchase experiences (Prabowo & Nugroho, 2018). Again, utilitarian and hedonic motivations according to Nejati and Moghaddam, (2013) drove consumers to the use of DFDS. Considering the strong link between hedonism and DFDS usage, it is important to measure how this relationship plays out among student consumers who use DFDS in the university setting.

Furthermore, Alagoz and Hekimoglu (2013), demonstrated that people's lifestyle toward online food ordering varied depending on their habit as well as their innovativeness with regard to information technology, their trust in businesses, and numerous external influences. This invokes the question of how habit influences or motivates consumers to use DFDS. According to Gunden, Morosan and DeFranco (2020), habitual factors influence consumer usage of DFDS. For instance, urban living is reportedly associated with eating out (Prasetyo et al., 2021). People have become busier than before and as such have had to resort to DFDS for their meals. Thus, implying how habit/lifestyle can be a motivator of DFDS usage. The findings of Ray et al. (2019) also indicated that customer experience is among the important antecedents of online food delivery usage intentions.

Lastly, performance expectancy of DFDS by consumers can influence their behaviour or usage of DFDS. Here, the effectiveness of the DFDS, its function and utility are what a consumer considers. If adopting DFDS would be effective for the consumer in the immediate environment or situation as well as deliver the required utility, the individual may be motivated to go ahead. However, where the mentioned expectations are not sure to be met, the individual may decline to use DFDS.

Barrier's Students Face in Using Digital Food Delivery Service

It is important to note that the use of the new technology (DFDS) has both positive and negative impacts on the consumers. Several studies in the literature only focused on the adoption and use of DFDS with no effort to look at the constraints students face when using DFDS. In that regard, it is important to find out the challenges faced by consumers when using digital food delivery services on campus.

Ram and Sheth's (1989) categorized the barriers associated with digital delivery services into two; namely, functional and psychological barriers. These two barriers can affect consumers' desire to adopt innovations in general. According to Rudolph, Rosenbloom and Wagner (2004), functional barriers are likely to emerge if consumers perceive significant changes from the adoption of an innovation (DFDS) and their initial way of living (face-to-face ordering of food). On the other hand, psychological barriers arise when the innovation (DFDS) causes consumers to conflict with their prior beliefs (Rudolph et al. 2004). Contrasting the two, functional barriers seem to be tied to the product or service whereas the psychological barriers are focused on the

consumer. More so, the two barriers are further broken down into various categories.

Functional barriers are divided into usage, value, and risk barriers while the psychological barriers include traditional and image barriers (Rudolph et al., 2004; Kaur, 2020). Usage barriers looks at the resistance caused by the likely alteration presented by the innovation (DFDS) and measure the opposition that comes with the effort needed to learn and use the innovation (Kaur, 2020). Thus, obstacles that confront use of DFDS. Studies have established a negative association between usage barriers and consumer intention to use online delivery service (Lian &Yen, 2014), usage barriers and word of mouth (Ahmad & Laroche, 2017). These barriers are generally related to customer experience, particularly first-time users. When a usage barrier is experienced, the customer is likely to share negative word of mouth and the vice versa. Value barriers however represent obstacles resulting from a deviation of the innovation from an existing value system (Morar, 2013). Consumers expect product to give more value than the efforts exerted. Once this is not met, a barrier is created about re-use intention. Value barriers are related with quality issues. Customer expects value for money. Just like with the usage barrier, Lian and Yen (2014) found a negative association between value barriers and e-commerce of reuse intentions. Also, all uncertainties that come with the use of any innovation are referred to as risk barriers (Kaur, 2020). If the risks are higher, there is lower chance of consumers' acceptance of the innovation (DFDS). Studies have established a negative link between risk barriers and online shopping (Lian & Yen, 2014) and risk barriers and e-commerce (Moorthy et al., 2017).

The traditional barriers result from the cultural changes consumers go through when engaged in online shopping. It requires that consumers deviate from established traditions (Rudolph et al., 2004). Traditional barrier often relates to trust, security and reliability issues (Kaur, 2020). Chemingui and Lallouna (2013) believed that trust is an important element that affects people intentions to use or accept DFDS. Finally, when a consumer forms a negative impression about the service due to the poor nature of the service, an image barrier is created (Lian and Yen, 2013). Image barriers are related to poor customer service such as complex processes, delays in delivery and several others. Relatedly, Das (2018) highlighted the important role of previous experience with DFDS and the influence from family/friends in the use of DFDS. Trust in the security and dependability of online transactions, privacy concerns, consumer behaviour, and customer relationships are all challenges that need to be addressed (Schibrowsky et al. 2007). Rudolph et al. (2004) explained that digital and security barriers are the main obstacles to buying on the internet. Whether or not one is buying online, consumers are very concerned about the security of online food delivery service especially with regard to payments conducted with credit cards and the protection of personal data. The findings of Rudolph et al. (2004) also showed that access and online channel barriers exist. These barriers according to the researchers reflect consumers' unfamiliarity with the online shopping environment as well as their inexperience and inability to access this channel.

The Concept of DFDS Reuse Intention

Reuse intention is explained as the intention to inform other consumers about the experiences after using a particular product or service (Song, Jeon & Jeon, 2017). According to Choi and Sun (2016), reuse intention represents consumers' subjective preferences for using a product and recommending it to family and friends. In this context, reuse intention refers to the likelihood of a student wanting to use DFDS again as well as recommending it to colleague students. Reuse intention is positively related to actual use (Choi & Sun, 2016). Studies have shown that satisfaction has a positive effect on reuse intentions of a service (Morgeson & Petrescu, 2011; Dow et al., 2006). Thus, if a product or service is able to meet the purpose (quality) for which it is bought, there is a possibility of reuse of such product. Unsatisfied users tend not to harbour reuse intentions (Fong et al., 2017).

According to Morgeson and Petrescu (2011), product (service) quality may differ depending on perceived performance and may not result in repurchase (reuse) intention. This highlights the impact of perception on reuse intentions. Thus, how customers perceive a product can influence their reuse intentions. For instance, Prodanova, Ciunova-Shuleska and Palamidovska-Sterjadovska (2019), established the role of perceived value in influencing the reuse of online banking services. Similarly, strong perception about ease of use is said to influence consumer reuse intentions towards technological gargets (Venkatesh, Morris & Davis, 2003; Venkatesh, Thong & Xu, 2016). Based on the above argument, the hypotheses below are set.

***H₁**: University of Cape Coast students' perception about DFDS does not influence their reuse intention*

Additionally, convenience as a factor for choosing online food delivery service has been found to influence reuse intentions of consumers (Choi & Sun, 2016). Thus, if the service meets the customer quest for convenience (satisfaction), he or she is likely to form a reuse intention towards the service (Morgeson & Petrescu, 2011). The study therefore proposes that;

H₂: Convenience does not influence University of Cape Coast students' intention to reuse DFDS

Social influence has also been validated as a positive influencer of users' behavioural intentions to use new technologies, products, and services (Venkatesh, Thong & Xu, 2012). Social influence explains that the views of peers including family members influence the intension to use a particular service. It is synonymous to the subjective norm in theory of plan behaviour (Lee, Sung & Jeon, 2019). If peers strongly like using DFDS, they are more likely to recommend and influence colleagues to continue using it since they would like to move along (Bagozzi & Lee, 2002). Research has established that social influence affects reuse intention of consumers towards products and services (Singh & Matsui, 2017; Shaw & Sergueeva, 2019). On the basis of the above argument, the study proposes this hypothesis.

H₃: Social influence does not affect University of Cape Coast students' intention to reuse DFDS

Lifestyle is considered as antecedent to individual behaviour and reflects the link between a person's past and future behaviour (Gunden, Morosan & DeFranco, 2020). It is affected by current environmental conditions or past experiences and may be conscious or unconscious (Hsu,

Chang & Chuang, 2015). Meanwhile, prior experience is a prerequisite habit which influences the continued use and acceptance of new technologies or services (Venkatesh et al. 2012). Collaborated with similar processes from other digital platforms, the experiences of using DFDS to purchase food can influence consumer intention to reuse DFDS (Correa et al., 2019). Okumus et al. (2018) established positive influence of lifestyle on the adoption and intention of online food delivery service. Therefore, under this study, it was expected that students' lifestyle influenced their intentions to reuse DFDS hence, the hypothesis below is set.

H₄: Lifestyle does not influence University of Cape Coast students' intention to reuse DFDS

Theoretical Underpinnings of the Study

Two theories were reviewed to give the study theoretical grounding namely: The Theory of Consumption Values (TCV) and Theory of Planned Behaviour (TPB) by Ajzen (1991).

Theory of Consumption Values (TCV)

TCV throws light on consumer values and provides explanation over why consumers choose to use or not to use a specific product (Sheth et al., 1991) which in this context is the use of DFDS.

According to the TCV, five consumption values influence consumer choice behaviour. These include functional, social, emotional, epistemic, and conditional values (Sheth et al., 1991). Functional value relates to the economic utility (monetary and quality of benefits) derives from using DFDS.

The social value concerns with the recognition (social status) that comes with the use of DFDS (Khan & Mohsin, 2017). The emotional value talks about the utility acquired in the form of DFDS ability to arouse feelings or joy. The epistemic value relates to the perceived utility acquired from DFDS capacity to arouse curiosity, provide novelty and satisfy the desire for knowledge (Tandon et al., 2021). Lastly, the utility derived from the use of DFDS because of specific situations or circumstances that an individual may face such as emergencies is referred to as conditional value (Sheth et al., 1991). These five values together influence the behaviour of consumers towards DFDS.

TCV is deemed relevant for this study based on two reasons. First, the theory has formerly been used in digital technologies and services (Kaur et al., 2021; Dhir et al., 2020 and Talwar et al., 2020a). Secondly, TCV has contributed to explaining consumer behaviour in context similar to this study in the literature (Choe & Kim, 2019; Kaur et al., 2021).

Theory of Planned Behaviour (TPB)

The TPB by Ajzen (1991) has a psychological orientation and linked beliefs to behaviour (usage). It has been used widely in explaining technology adoption behaviours such as understanding how users interact with virtual communities (Bagozzi & Dholakia, 2006), online service (Liao, Chen & Yen, 2007), students' intention to use technology (Teo & Lee, 2010) and mobile service (Zhang et al. 2020). Thus, making it useful for this study.

TPB explains that the individual behaviour towards a phenomenon is predicted by the intention and that the intention is conditioned by three main elements namely; individual attitudes, subjective norms and perceived

behavioural control. These three domains influence the intention and thus, the actual behaviour (Ajzen, 1991). According to Ajzen, attitude relates to the individual beliefs (perceptions) about the outcome (benefits) of the behaviour where behaviour under this study represents the use of digital food delivery services (DFDS). The subjective norms however look at social influence. The expectations of family and friends or what others say about the use of DFDS. According to Eagly and Chaiken (1993), the subjective norm is largely the individual's quest for recommendation and approval, which could motivate an individual to engage in a behaviour. The perceived behavioural control explains the presence of factors that could impede or facilitate the individual's ability to adopt DFDS or successively execute an online order using DFDS (Belanche, Flavian & Perez-Rueda, 2020). Thus, factors that could serve as barriers to the use of DFDS. Now, when the individual perceives a positive outcome of the behaviour, the recommendations from social groups are positive (motivating); and if the individual can overcome the perceived barriers, he/she is likely to engage in the behaviour and the vice versa. This is indicated in the figure 1.

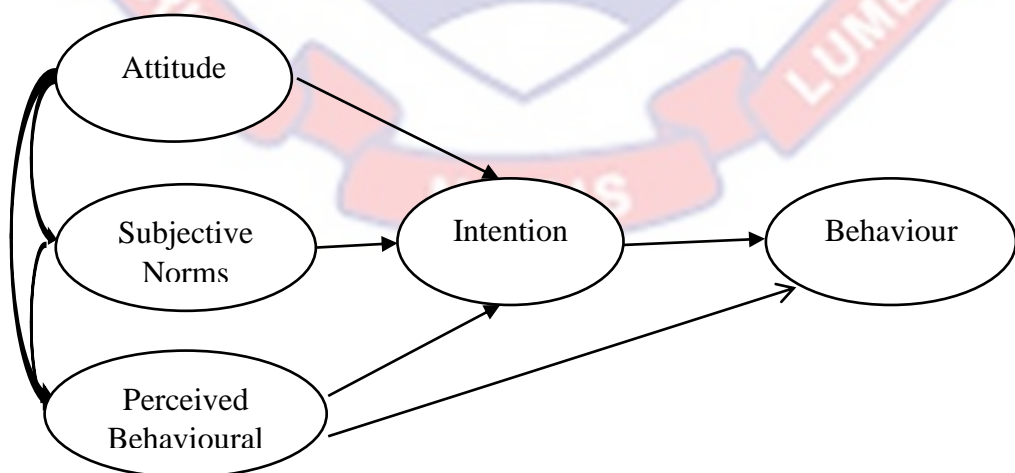


Figure 1: Theory of planned behaviour by Ajzen (1991).

Conceptual Framework

The conceptual framework for this study was an adaptation of the theory of planned behaviour by Ajzen (1992). From figure 2, the outcome variable is students' use of DFDS as well as the intention to reuse DFDS whereas perception and motivation serve as precursors/antecedents to the use of DFDS.

The framework explains that students perceived benefits of DFDS could influence their use of DFDS. Thus, if students perceive DFDS to be accessible, safe, secured, and flexible and have value for money, they are more likely to adopt its usage (Zhang & Reithel, 2009; Leung & Chen, 2017). But where they do not perceive DFDS in that regard, they are less likely to adopt it. These perceived values are arrived at based on the individual internal evaluation.

Complementing the individual own perception about DFDS are motivators which could be internal or external to a person. These include social influence (recommendations/approval from social groups), convenience, lifestyle and the need for pleasure could influence students to use DFDS (Liao; Chen & Yen, 2007).

Nevertheless, in the quest by students to use DFDS irrespective of their perception and motivation, they may confront barriers that would inhibit their efforts. Thus, barriers may moderate students' use of DFDS (Belanche et al., 2020). Some of these barriers include risk issues, trust concerns, cost of delivery, network failure and delay in delivery. These barriers may vary from person to person. If the individual has the capacity to overcome the barrier, the

most likely the person would use DFDS. But if the individual could not overcome the barrier, the less likely the person would use DFDS.

Finally, the framework assumes that students may form reuse intentions after experiencing DFDS service. Nevertheless, perception about DFDS, the quest for convenience, social influence and personal lifestyle could influence students to form reuse intentions (Singh & Matsui, 2017; Shaw & Sergueeva, 2019).

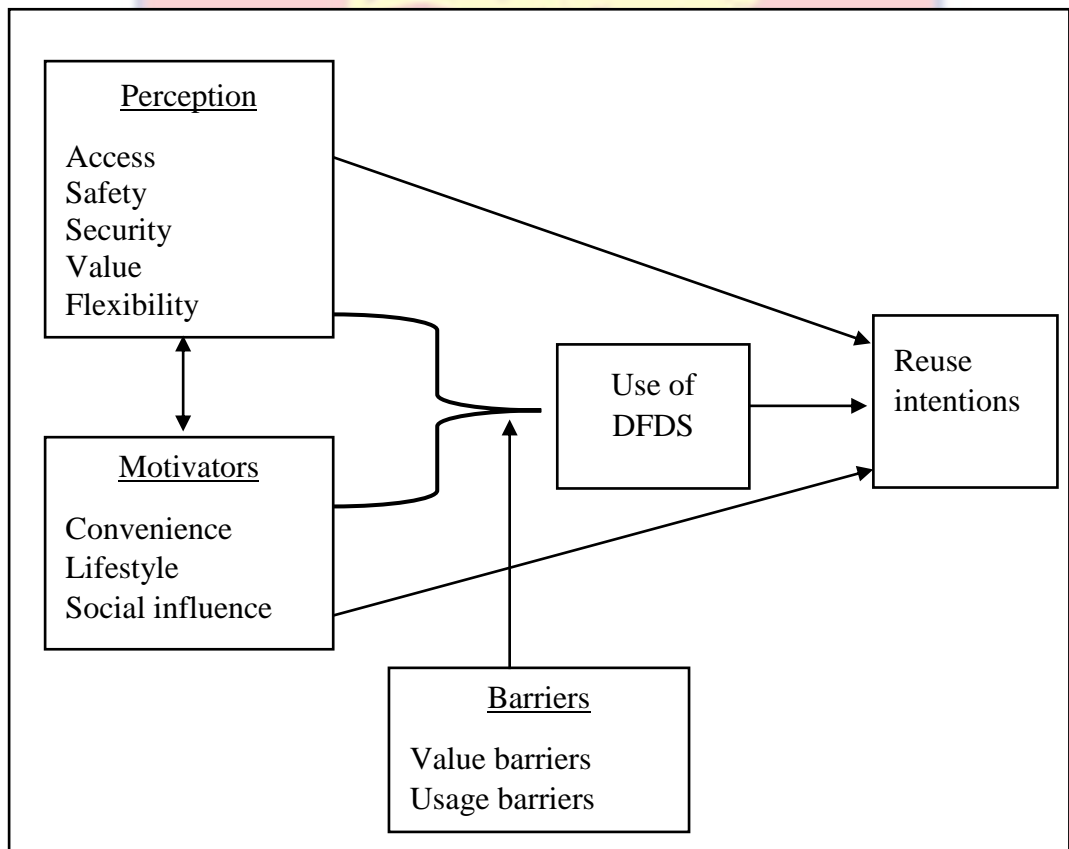


Figure 2: Conceptual framework

Source: Adapted from Ajzen (1991).

CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter comprised the research methodology that guided the study. It outlined the following: research philosophy, research design, and study area, target population, sampling and sampling procedures. It also covered the data sources, research instrument, fieldwork and data collection, data processing and analysis and ethical considerations.

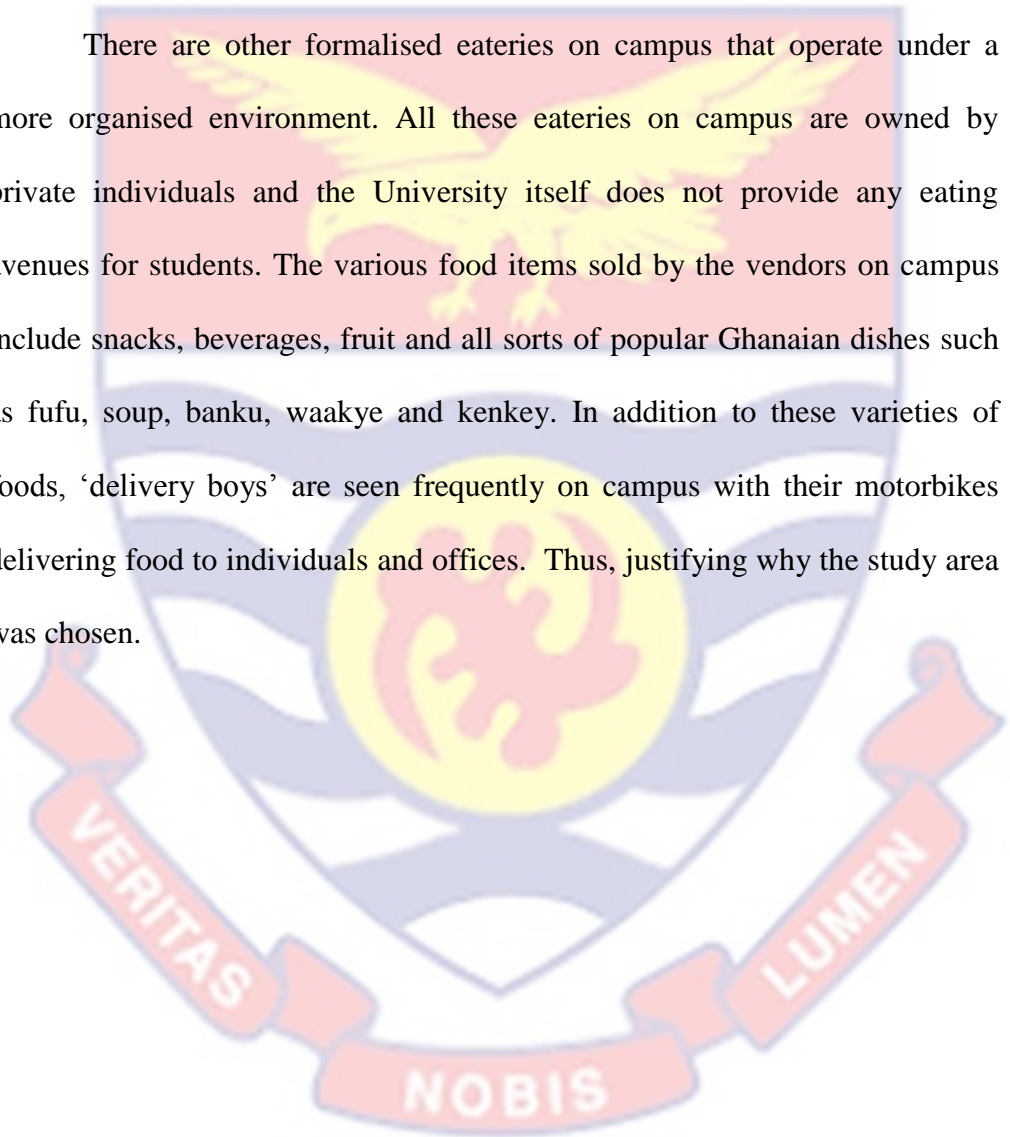
Study Area

The study was conducted in Ghana using the University of Cape Coast as the study area. The University of Cape Coast is located in Cape Coast, the capital town of the central region of Ghana. It is about 100 m from the Atlantic Ocean. It has two main adjoining campuses namely; the North and South campuses. The University was established in 1962 as a University College. It was the third public university to be established in Ghana after the University of Ghana and Kwame Nkrumah University of Science and Technology. Currently, it is one of the fifteen public universities in the country. The University currently has student population of 23,727 (UCC MIS, 2021). Today, the University provides avenues for learning in a myriad of subject areas which are grouped under colleges, faculties, schools and departments as well as centres.

The University has eleven (11) main halls of residence on campus and students upon admission are affiliated to one of these halls. Each of the eight halls has various eateries ranging from traditional food hawkers who either

prepare the food at home or prepare it within the premises of the halls to conventional restaurants with highly structured menus and formalised eating environments. In addition to this, the University has also provided a lot of avenues for food hawkers to prepare and sell food at certain vantage points or prepare the food at their homes and sell them on campus.

There are other formalised eateries on campus that operate under a more organised environment. All these eateries on campus are owned by private individuals and the University itself does not provide any eating avenues for students. The various food items sold by the vendors on campus include snacks, beverages, fruit and all sorts of popular Ghanaian dishes such as fufu, soup, banku, waakye and kenkey. In addition to these varieties of foods, ‘delivery boys’ are seen frequently on campus with their motorbikes delivering food to individuals and offices. Thus, justifying why the study area was chosen.



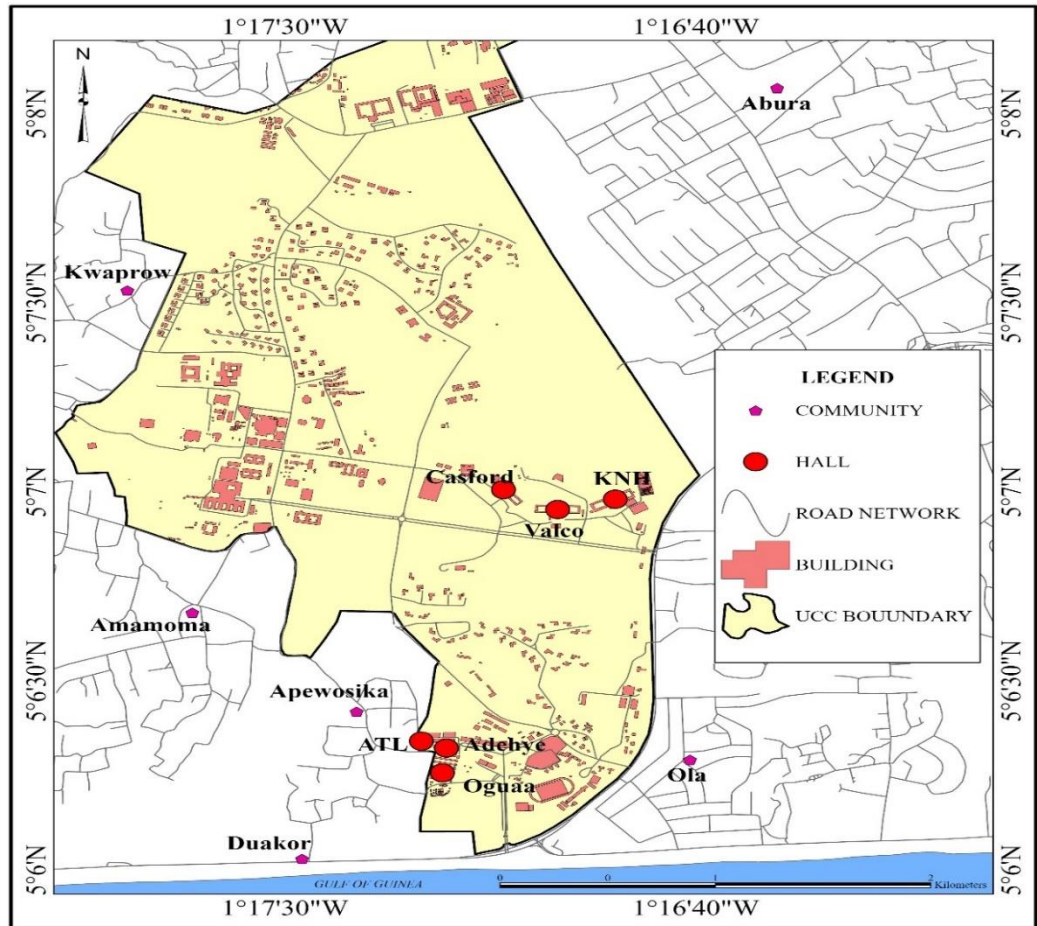


Figure 3: Map of UCC campus

Source: GIS Remote Sensing and Cartography Unit, University of Cape Coast, 2021.

Research Paradigm

Paradigm is “a basic set of beliefs that guide action, also referred to as worldview, epistemologies and ontologies,” (Creswell, 2014; Lincoln, Lynham & Guba, 2011). In social science, there are various research paradigms such as positivism, constructivism, pragmatism, feminism, and critical theory (Jarvie & Zamora-Bonilla, 2011). Each of these paradigms has its own interpretations of reality and knowledge constructions, and therefore shapes the methodological choices they make (Patten & Newhart, 2017;

Cartwright & Montuschi, 2014). Therefore, the paradigms have their own philosophical foundations for believing in what constitutes truth (i.e., ontology) and how to interpret reality (i.e., epistemology) and the best way to research reality (i.e., methodology) (Tashakkori & Teddlie, 2008).

In view of the objectives of the study, the philosophical foundation that was adapted to guide the study is the positivists' philosophy. This philosophy is based on the ontological foundation that there is a single reality about a phenomenon which could be directly observed or measured (Cartwright & Montuschi, 2014). From an epistemological perspective, the positivists argue that research should be value-driven and that the methodological approach to attaining value-driven research is quantitative research approach (Patten & Newhart, 2017). Positivists' philosophy postulates that knowledge should be acquired through objective and detached manner (Patten & Newhart, 2017). Issues of use of DFDS exist external of the individual. As a result, this philosophy was deemed suitable in examining the motivations and use of DFDS by university students.

Research Approach

Research approach is described as the plans and the procedures for a study which covers the steps in the study from the broader philosophical assumptions to detailed methods of data collection, analysis, and interpretation of results (Creswell & Creswell, 2017). The quantitative research approach was adopted for the study. Quantitative research approach involves the collection of numerical data through experiments or surveys and quantifying and analysing the data with the aid of a statistical tool to get results (Creswell,

2003; Williams, 2011). Two reasons accounted for its adoption. First, this approach is fundamentally lean to the positivists' philosophy (Patten & Newhart, 2017). Secondly, it seeks precise and objective measurement and analysis of a phenomenon that allows for generalization. Thus, making it suitable for the study.

Research Design

Research design is defined as the specific methods used in gathering and analysing data based on the research approach chosen (Dawson, 2019). A cross-sectional descriptive survey design was employed for the study. A cross-sectional survey is a design that allows the researcher to study a particular population within a specified period by collecting data from a representative cross section of the population of interest, analysing and interpreting results in order to understand the situation (Creswell & Creswell, 2017; Schutt, 2018). It was ideal given that the study is time bound.

Source of Data

The study used both primary data and secondary sources of information. The primary data which the study relied heavily on was collected from the field (UCC campus) through the research instrument designed by the student. The secondary information comprised published reports, journals and works related to the phenomenon under study.

Target Population

The population of a study is defined as the collection of all individuals who share similar characteristics such as age, sex, or work conditions out of which a researcher can sample respondents for a particular study (Creswell, 2013; Plonsky, 2017). The target population in the hand is a group of individuals with peculiar characteristics that forms the subject of enquiry in a study (Plonsky, 2017). In this study, the target population was made up of students of the University of Cape Coast who have used DFDS. Two reasons accounted for their selection. Firstly, majority of university students in Ghana, including University of Cape Coast students, stay away from home and therefore are not eating from home. Secondly, they are burden with academic activities, which means they would not always have the time to be prepare their own meals and thus, may resort to restaurants and food vendors via DFDS. Accordingly, the study investigated their motivations and use of DFDS.

Sample Procedure

The multistage sampling technique was employed to select the respondents for the study. They comprised both undergraduate and graduate regular students of the University of Cape Coast. The students were stratified into colleges. The university has five colleges, which include the College of Agriculture and Natural sciences (CANS), College of Education Studies (CES), College of Health and Allied Sciences (CoHAS), College of Humanities and Legal studies (CHLS) and College of Distance Education (CoDE). However, the CoDE was exempted in the stratification because its

students are not regular on campus or are at other study centers of the university but on the main campus. This brought the number of colleges to four. Using the cluster sampling technique, the colleges were further grouped into cluster based on faculties/schools. A faculty/school was selected from each of the four colleges using the simple random sampling technique. Two departments were then selected from each of the selected faculties/schools with the same simple random sampling. Finally, eight departments were selected for the study. The sample size was then distributed to these eight (8) departments proportionally. A list of students from these departments was obtained from the Management Information Systems (MIS) unit of the university. The systematic random sampling technique was adopted to select student from the department list. The identity of students on the list was students' registration numbers. Once a student's registration number is selected, the registration number is used to trace him/her to the department. A filter question was used to find out if a student has ever used DFDS. This was to ensure their eligibility in the study and to verify that they would communicate valid information based on their prior experience. This filter question consisted of "yes" or "no" responses. Those who responded "yes" were made to continue with the rest of the study while those who responded "no" were replaced using the sample replacement technique.

Sample Size

Since data on the populations of the various departments are available, a proportionate stratified random sampling method was utilized in estimating the sample size for each population. The population of the eight (8)

departments was obtained from the University of Cape Coast's MIS. The total number of students will be proportionately divided to determine the sample size for each department

$$\frac{\text{Number of students in specific departments}}{\text{Total number of students in the department}} \times \text{Sample size}$$

$$\text{Department of Population and Health} = \frac{202}{4986} \times 341 = 14$$

$$\text{Department of Hospitality and Tourism Management} = \frac{454}{4986} \times 341 = 31$$

$$\text{Department of Vocational and Technical Education} = \frac{921}{4986} \times 341 = 63$$

$$\text{Department of Business and Social Sciences Education} = \frac{2143}{4986} \times 341 = 146$$

$$\text{Department of Forensic Sciences} = \frac{177}{4986} \times 341 = 12$$

$$\text{Department of Biochemistry} = \frac{520}{4986} \times 341 = 36$$

$$\text{Department of Clinical Nutrition and Dietetics} = \frac{297}{4986} \times 341 = 20$$

$$\text{Department of Optometry} = \frac{272}{4986} \times 341 = 19$$

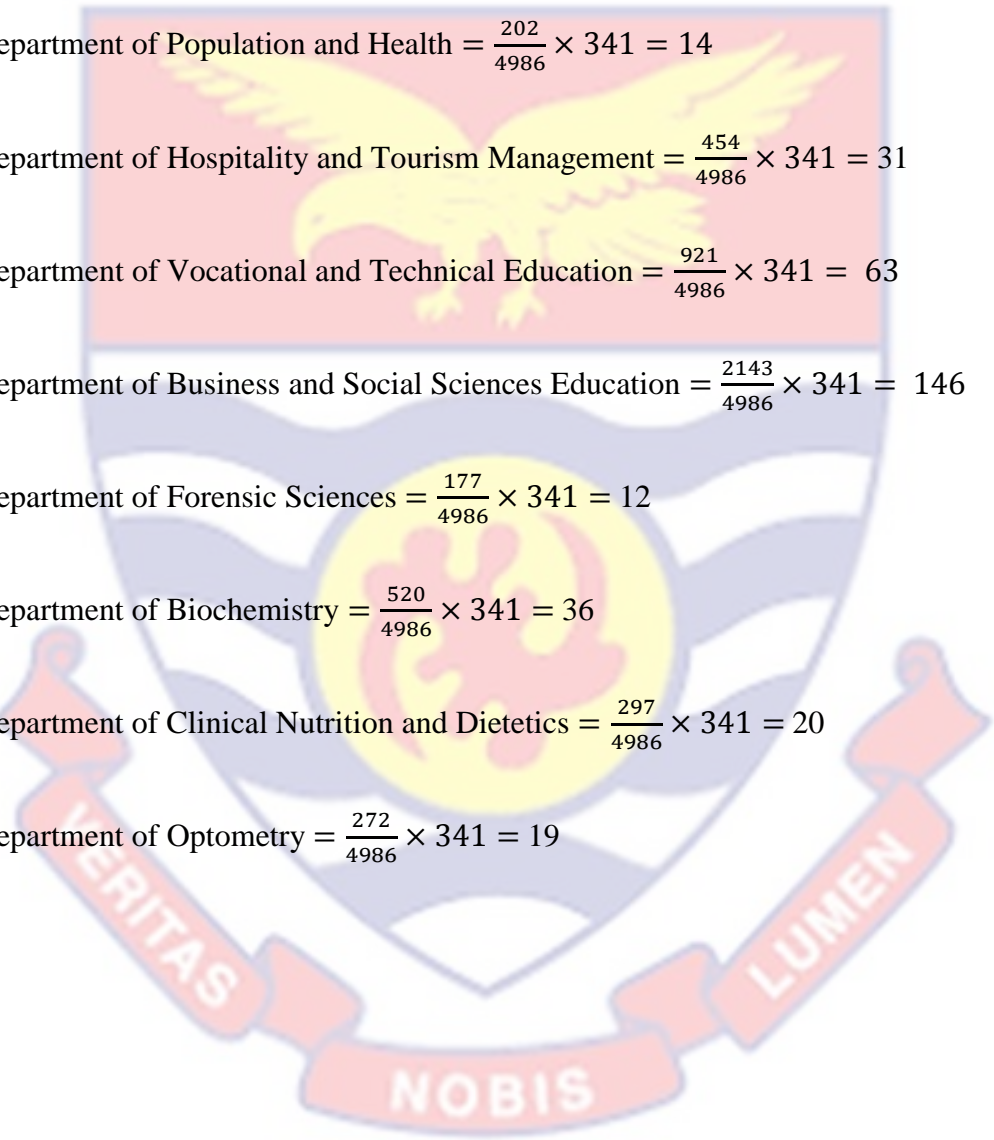


Table 1: Populations and Sample Sizes from the Eight Departments

Department	No. of students	Sample size
Department of Population and Health	202	14
Department of Hospitality and Tourism Management	454	31
Department of Vocational and Technical Education	921	63
Department of Business and Social Sciences Education	2143	146
Department of Forensic Sciences	177	12
Department of Biochemistry	520	36
Department of Clinical Nutrition and Dietetics	297	20
Department of Optometry	272	19
TOTAL	4986	341

The process found 341 students who have ever used DFDS thus, constituting the sample size of the study. According to Hair et al., (2019) a number of respondents 200 or more is acceptable as a critical sample size for regression and factor analysis. The sample size for this study (341) exceeds the recommended minimum for similar studies.

Data Collection Instruments

Data was collected through a structured questionnaire. The questionnaire was informed by the literature on consumer usage of digital food delivery service (DFDS) (Yeo et al. 2017; Das, 2018; Monika, 2015). The questionnaire was divided into five parts. Part I looked at the nature of the use of DFDS and included issues such as the device used for digital food ordering,

frequency of food purchased, types of meals purchased and modes of payments. Part II captured issues related to students' perception about DFDS and their re-use intention. Under perception, statements that bordered around accessibility, safety, security, value for money and flexibility akin to DFDS were captured and respondents were asked to rate using a five-point likert scale. According to Dawes (2007), a five-point Likert scale is more likely to produce slightly higher mean scores as compared to a 10-point scale. Also, under reuse intention, statements about commitment to reuse were captured. Part III examined the factors that motivated student usage of DFDS. It captured thematic issues such as performance expectancy, social influence, hedonic reasons, and lifestyle. Under each of these headings were statements and students were asked to indicate their level of agreement or disagreement. Part IV looked at barriers students face in using DFDS. Issues including quality/value barriers, image barriers, risk barriers, traditional barriers, and usage barriers were captured. Lastly, Part V measured the socio-demographic characteristics of the students.

Pre-testing

The instrument was designed in English and tested at the University for Development Studies, Tamale campus, one of the pioneer public universities in Ghana from 2nd to 14th August, 2021. The pre-test study included a total of 25 students who were purposefully selected based on their use of DFDS. The instrument appropriateness and dependability were determined using the pre-test. The researcher was able to identify unnecessary

questions and questions that were wrongly phrased in the instrument and the necessary changes were affected.

Data Collection Procedure

Before the data collection, the researcher took ethical clearance from his department. The data collection started from 6th September – 20th September, 2021. Questionnaires were administered at lecture rooms, either before or after lectures. Three (3) field assistants were recruited to help in the process based on their familiarity with the University of Cape Coast campus. One of the field assistants was a graduate while the remaining two were undergraduate students of the University of Cape Coast. The field assistants were taken through a one-day training on how to administer the questionnaire. The researcher and the field assistants traced students who were picked through the systematic random sampling to their departments. Depending on the availability and convenience of students, a filter question was asked about whether a selected student has used DFDS. Then the field assistants went on to administer the instruments to students who have had such experience. Before the administration of each instrument, verbal consent was sought from respondents.

One of the major challenges faced during the data collection was about tracing students who were selected through the systematic random sampling technique. It was costly in terms of transportation and also time-consuming tracing individual students to the department or to their hostels. In order to overcome this challenge, students in various departments were grouped based

on levels or year groups and were tracked through their lecture hours using their timetable and the questionnaire was administered.

Data Processing and Analysis

The data was first cleaned thus, screened for incomplete responses and consistency in response. Five questionnaires were incomplete and by virtue of that were removed since they would have an effect on the analysis. The cleaned data was then coded and keyed into SPSS version 25. The data was analysed using descriptive statistics, t-test and ANOVA, chi-square, exploratory factor analysis (EFA) and linear regression. These tools were selected because there was the need to compare the means of two groups (t-test and ANOVA), reduced some factors into main dimensions of factors (EFA) and to explore relationship between various variables (linear regression).

Ethical Considerations

High ethical standards were followed in all the stages of conducting the study. Ethics are very critical aspects of research because they ensure that research participants are protected in all the stages of the research process (Plonsky, 2017). The study considered respondents' informed consent, anonymity and confidentiality. In handling these; first, consent of all participants was sought and their expected role in the study was made known to them; subject to respondents' approval, the instrument was administered.

Anonymity: Anonymity of participants is considered when the researcher or other person is unable to recognize respondents from the

information provided (Cohen et al., 2007). The instrument was designed such that participants' identities were not required and real names and information with regard to location were consciously omitted from the research report.

Informed consent: The next ethical issue is informed consent, which is an ethical prerequisite that allows participants to be able to choose to participate in the study after receiving full data on the potential risks and benefits of participating (Kusi, 2012). All the participants were guaranteed that information given as responses to questions asked during the study would be strictly used for the purpose of the study and nothing else. The information would not be handed to a third party under any condition.

Right to privacy: overall, participants were not induced to respond to any question or do anything that would cause harm to their self-esteem or physical body.

Chapter Summary

This chapter looked at the research methodology used for the study. Issues covered include the study area in terms of its importance to the study. The target population as well as the sample size for the study and the sampling technique that was adopted in getting respondents were also discussed. The research instrument and its various parts were discussed. The chapter finally looked at the data processing and analytical techniques together with ethical considerations.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

Introduction

This chapter presented the results and discussions of the study. The issues covered were the socio-demographic characteristics of the respondents, perception of University of Cape Coast students about digital food delivery service (DFDS), University of Cape Coast students' use of DFDS as well as their reuse intentions. Other issues include factors that motivate University of Cape Coast students' usage of DFDS and the barriers University of Cape Coast students face in using DFDS.

Socio-demographic Characteristics of Respondents

Certain background data of the students including age, gender, level of education and religion were collected and analysed, and the results are presented in Table 2.

The results in Table 2 revealed that over half (55.7%) of the respondents were females and less than half (44.3%) were males, indicating more females were found to be using digital food delivery services than their male counterparts. Suhartanto et al. (2019) in the study of loyalty towards online delivery services found that most females' use of online purchasing services is influenced by convenience and hedonic factors. This study identified convenience and hedonic reasons as part of the main factors motivating students' use of DFDS. Convenience and hedonic factors may be the reasons why more female students use DFDS as compared with their male counterparts.

Table 2: Socio-demographic Characteristics of Respondents

Socio-demographics	Frequencies (N=341)	Percentage (%)
Gender		
Male	151	44.3
Female	190	55.7
Age		
17-30	299	87.7
31-40	42	12.3
Average age	25years	
Marital status		
Single	293	85.9
Married	48	14.1
Level of education		
Undergraduate	238	69.8
Postgraduate	103	30.2
Religion		
Christian	274	80.4
Muslim	57	16.7
Others	10	2.9

Source: Field survey, Forgtah (2021)

In terms of age, over two-third (87.7%) of the respondents were between 17-30 years whereas less than a quarter (12.3%) were between 31-40 years. The average age was 25 years. The finding indicated that a substantial majority the students who use DFDS were between 18 and 30 years. Concurring with this finding, Murugan (2019) in a study of customers' perception about online marketing found that the majority of the respondents

were between the ages of 18 and 30 years. People within this age group are said to be tech-savvy (Jain, Anthony & Patil, 2020). This may be the influencing factor why students within that age group are inclined to using DFDS.

Also, about 86 percent of the respondents were single whereas only few (14.1%) were married. This was expected since the respondents were students. It is public knowledge in the study area that many students especially at the undergraduate level are catered for by their parents and therefore could not have married.

Finally, more undergraduate students (69.8%) were found to be using DFDS than their postgraduate counterparts (30.2%). Furthermore, a little over two-third (80.4%) of the respondents were Christians and few (16.7%) were Muslims. However, about 2.9 percent belonged to other religions.

University of Cape Coast Students' Perception about DFDS

Consumer perception is seen as a prime antecedent to consumer patronage of goods and services including digital food delivery services (DFDS). Studies have linked perception and the use of digital food delivery services (Belanche et al., 2020; Alalwan, 2020; Balapour et al., 2020). According to these studies, perception about DFDS is formed based on a number of factors including convenience, flexibility of access, safety and security, value for money and image and price. Accordingly, seven statements were carved from these parameters to measure university students' perception about DFDS. Using a five-point likert scale, students were asked to indicate the extent of their agreement or disagreement with each statement. Before the

analysis was carried out, the five-point likert scale which was used in capturing the data was put into two namely; agree and disagree. Thus, 'strongly agree' and 'agree' were recorded as 'agree' whereas 'strongly disagree' and 'disagree' were recorded as 'disagree'. The data was skewed to these opposite ends. This was done to enhance understanding and easy interpretation of the results without tempering with the quality of the data. For instance, Adam and Amuquandoh (2013), employed this approach in their study without any loss in the quality of data. The results of this analysis are presented in Table 3.

Evidence in Table 3 suggests that more than two-third of the students (83.9%) believe digital food delivery service offers safe and secure packaging for consumers. A greater number (80.9%) believe DFDS offers privacy to users. In terms of whether DFDS gives variety and secured mode of payment, almost all (85%) of the respondents said it does. These suggest that respondents have positive perception about DFDS in relation to safety and security. With this positive view, it is likely that they would exhibit positive behaviour towards DFDS (Yeo et al., 2017).

Similarly, a greater number of the respondents indicated that (82.1%) DFDS provides value for money services. Also, over two-third (84.7%) believes DFDS is more convenient and time saving. A significant number of the respondents (86.5%) think that DFDS is more flexible to use. Lastly, the majority of the students (88.2%) believes DFDS is easily accessible by customers. Overall, about 84.5 percent of the students agrees to all the statements. Considering that all the statements were presented in the positive,

it is suggestive that students' perception about digital food delivery service is positive.

Table 3: Perception of University of Cape Coast Students about DFDS

Statement	% of response		
	Agree	Mean	SD
I believe DFDS has safe and secure packaging	83.9	1.838	.368
I believe DFDS offers privacy	80.9	1.809	.393
I believe DFDS gives variety and secured mode of payment	85.0	1.850	.357
I believe DFDS brings value for money	82.1	1.821	.383
I believe DFDS is more convenient and time saving	84.8	1.847	.360
I believe DFDS is more flexible	86.5	1.865	.342
I believe DFDS is easily accessible by customers	88.3	1.882	.322
<i>Overall</i>	<i>84.5</i>	<i>1.820</i>	<i>.300</i>

Source: Field survey, Forgtah (2021). Scale: 1–1.49 = strongly agreed, 1.50–2.49 = Agreed, 2.50–3.49 = Neutral, 3.50–4.49 = Disagreed, 4.50–5.0 = strongly disagreed

The theory of planned behaviour (Ajzen, 1991) as well as the conceptual framework as used in this study explained that when consumers perceive positive outcomes or benefits about a particular product or service, they are more likely to purchase and use that product or service. Also, previous studies by Leung & Chen, (2017) and Frederick & Bhat, (2021) suggested that favourable orientation about DFDS led to its usage. But consumers who hold misgivings about the benefits of DFDS are likely not to use it. The positive perception students hold about digital food delivery service as found in this study may be because of the benefits since students are already using it.

UCC Students' Perception about DFDS by Socio-demographics

Given that consumers vary in terms of their perceived wants and needs, there was the need to explore how the perception about DFDS varies across the socio-demographics of respondents. The individual perceptions with regard to the statements were computed into a single continuous variable and used to run against various variables under the socio-demographics using t-test and ANOVA. The results are presented in Table 4.

The results indicated that there was a statistically significant difference in the perception about DFDS between students who were single and those that were married ($p=.032$). This difference may be emanating from the different roles and responsibilities each carries. The differences in perception between students that were married and those that were single may be associated with the extra different responsibilities carried out aside being a student. According to Akar and Dalgic (2018), roles and responsibilities tend to affect consumer perceptions by influencing them to take different decisions.

Given this finding, it does suggest that these two groups of students would use DFDS differently.

Table 4: UCC Students’ Perception about DFDS by Socio-demographics

Socio-demographics	Perception about DFDS		
	N=341	Mean	P value
Gender			
	151	3.70	
Female	190	3.56	.058
	df=339	t=1.903	
Marital status			
Single	293	3.59	
Married	48	3.83	.032*
	df=339	t=-2.169	
Level of education			
Undergraduate	238	3.59	
Postgraduate	103	3.69	.223
	df=339	t=-1.221	
Religion			
Christian	274	3.60	
Muslim	57	3.69	
Others	10	3.62	.698
	df=2	f=.360	
Age			
17-30	299	3.62	
31-40	42	3.61	.939
	df=339	t=.076	

Source: Field survey, Forgtah (2021)

*=significant at $p \leq .05$; ** $p \leq .01$

However, there was no significant difference in perception by sex ($p=.058$), age ($p=.939$), educational attainment ($p=.223$), and religion ($p=.698$). This means that student's perception about DFDS is similar or the same based on their sex, age, educational attainment and religious affiliations.

University Students' use of Digital Food Delivery Services

This aspect of the chapter looked at the use of DFDS by students. It captured the mode of ordering food, frequency of usage, meal period and the modes of payments. Data about these constructs was collected and analysed. The results are presented in Table 5.

Regarding the mode of ordering, almost two-third (73%) of the students use phone call. While more than a quarter (27%) use Mobile App. Contrary to this finding, Jadhav and Khanna (2016) found that majority of students in India rather prefer to use a laptop to make food orders, followed by the cell phone.

In the current finding, the mobile phone dominance may be attributed to a number of factors including the portability of phones, ease of use and cost. Phones are handy and can be carried around with ease, making orders on the go. Additionally, using the mobile phone to make orders comparatively is much easier than the rest of the devices which require some amount of tech-savviness to be able to navigate through interfaces and processes. Also, the phone call is convenient and place insensitive.

With frequency of ordering of food, a significant number (37.5%) of the students make at least 1 order in a month. Similarly, greater number (36.1%) make 2-5 orders in a month. Those that order 6-10 times in a month

were 19.4 percent whereas above 10 times in a month constituted 7 percent. Overall, about 62.5% of the students make more than 1 order in a month using DFDS. This somewhat portrays the degree of use of DFDS among the students.

Table 5: UCC Students’ Use of DFDS

Nature of usage of DFDS	Frequency (N=341)	Percentage (%)
<i>Mode of ordering</i>		
Phone call	249	73.0
Mobile App	92	27.0
<i>Frequency of order</i>		
Once in month	128	37.5
2-5 times in a month	123	36.1
6-10 times in a month	66	19.4
10+ in a month	24	7.0
<i>Meal period (time)</i>		
Lunch	151	44.3
Dinner	144	42.2
Snack	28	8.2
Breakfast	18	5.3
<i>Mode of payment</i>		
Cash on delivery	188	55.1
Mobile money	150	40.0
Internet banking	3	0.9

Source: Field survey, Forgtah (2021)

Meanwhile, majority (44.3%) of the meals ordered was lunch related food followed by dinner (42.2%), snacks (8.2%) and breakfast (5.3%) related foods. Several factors may account for why lunch and supper dominated the list. First, in the mid-day, students may be engrossed in academic activities and so, to save time and efforts, they use DFDS to order food. Secondly, after returning from lectures in the evening, they may have been exhausted and as a result, resort to DFDS as the quickest means of getting a meal.

Lastly, it is revealed that over half (55.1%) of the students prefer cash on delivery as a mode of payment. This was followed by mobile money (40.0%) and internet banking (0.9%). This finding concurs with Jadhav and Khanna (2016), who discovered that students prefer cash on delivery to any mode of payment in India.

Use of DFDS by Socio-demographics of Students

After finding out the nature of use of DFDS by students, the study further explored the inherent nuances of the use of DFDS by socio-demographic characteristics of the students using cross tabulation. The results are presented in Table 6.

The results revealed that in terms of mode of ordering, more females (n=145) use phone call to make orders than their male counterparts (n=104). On the order hand, more males (n=47) use mobile app to make orders than their female counterparts (n=45). The majority (n=222) of students within age 18-30 uses phone call to make orders whereas few (n=77) uses mobile app.

With regard to the frequency of ordering, while more females (n=73) ordered once in a month) few of them (n=14) ordered 10 times and above in a

month. Similarly, more males (n=55) order once in more with just a handful (n=10) ordering 10 times and above in a month. The undergraduate students who use DFDS, majority (n=92) ordered once in a month and few (n=17) ordered 10 times and above in a month. The postgraduate students who also used DFDS, majority (n=36) ordered once in a month and just a handful (7) ordered 10 times and above in a month. More Christians (n=100) and Muslims (n=23) ordered once in a month respectively. Lastly with the frequency of order, students within the ages of 31-40 ordered less once in a month (17), 2-5 times in a month (16), 6-10 times in a month (5) and 10+ in a month (4) compared to those within the ages of 18-30.

In relation to the type of meals ordered using DFDS, the same number (n=9) of males and females ordered breakfast related foods. However, more females (n=82) ordered lunch related foods using DFDS than their male counterparts (n=69). More females also order dinner (n=83) and Snacks (n=16) than their male counterparts. Students that were single ordered more dinner (n=131) using DFDS with the least ordered meal being Breakfast (n=16). Quite differently, majority of those who were married ordered more Lunch (n=25) than they did for dinner (n=13). The same number of students (n=131) who were between the ages of 18-30 ordered more lunch and dinner related foods than they did for Snacks and Breakfast. Relatedly, majority (n=20) of those who were 31-40 years ordered more lunch related foods with an insignificant number (n=1) purchasing breakfast.

Finally, while the majority of males (n=79) preferred cash on delivery as mode of payment, few (n=3) preferred internet banking. Majority of both the single and married also preferred cash on delivery as well as mobile

money. Many of the undergraduate students opted for cash on delivery (n=130) then mobile money (n=107). The same was found about postgraduate students as majority (n=58) preferred cash on delivery followed by mobile money (n=43). A greater number (n=164) of the students who were within the ages of 18-30 favoured cash on delivery and then mobile money (n=133) as mode of payment than they did for internet banking. The postgraduate students also have special preference for cash on delivery (n=24) and mobile money (n=17) than they do for internet banking.



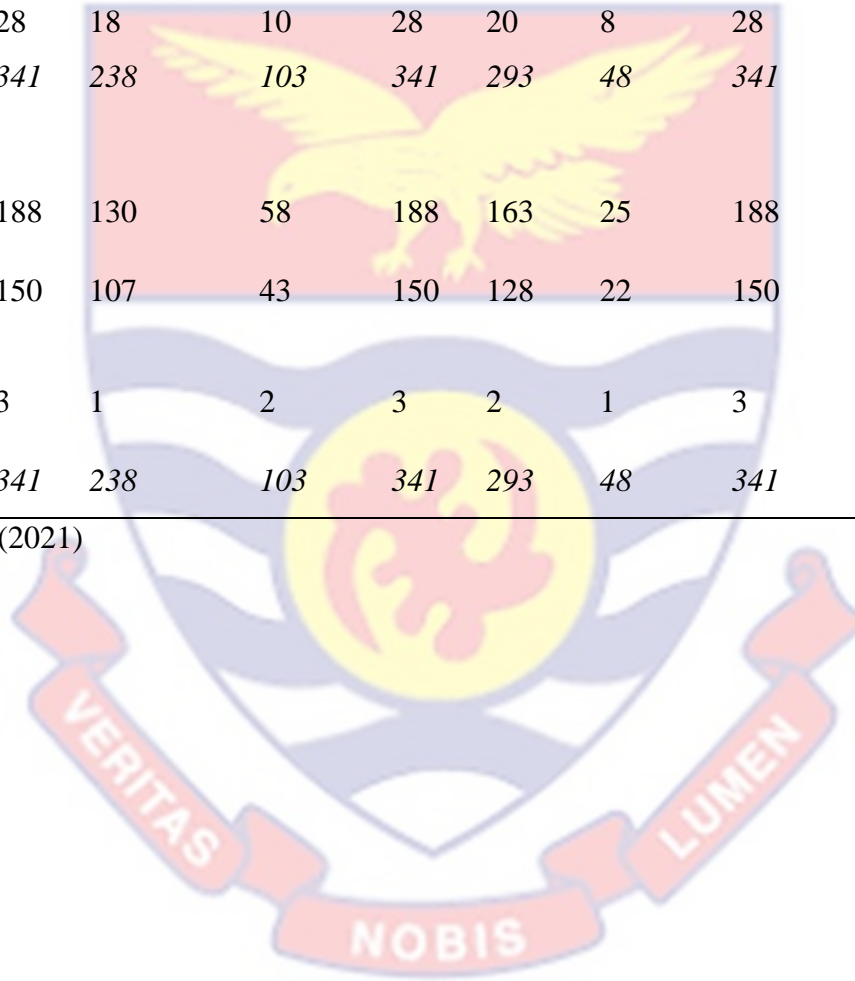
Table 6: Use of DFDS by Socio-demographics of Students

DSDS	Demographics															
	Gender			Age			Level of education			Marital Status			Religion			
	Male	Female	Total	18-30	31-40	Total	Undergrad	Postgrad	Total	Single	Married	Total	Christian	Muslim	Others	Total
Mode of order																
Mobile App	47	45	92	77	15	92	61	31	92	79	13	92	78	13	1	92
Phone call	104	145	249	222	27	249	177	72	249	214	35	249	196	44	9	249
<i>Total</i>	<i>151</i>	<i>190</i>	<i>341</i>	<i>299</i>	<i>42</i>	<i>341</i>	<i>238</i>	<i>103</i>	<i>341</i>	<i>293</i>	<i>48</i>	<i>341</i>	<i>274</i>	<i>57</i>	<i>10</i>	<i>341</i>
Freq. of order																
Once in a month	55	73	128	111	17	128	92	36	128	114	14	128	108	15	5	128
2-5 times	54	69	123	107	16	123	82	41	123	104	19	123	100	23	0	123
6-10 times	32	34	66	61	5	66	47	19	66	54	12	66	48	14	4	66
10+	10	14	24	20	4	24	17	7	24	21	3	24	18	5	1	24
<i>Total</i>	<i>119</i>	<i>156</i>	<i>341</i>	<i>299</i>	<i>42</i>	<i>341</i>	<i>238</i>	<i>103</i>	<i>341</i>	<i>293</i>	<i>48</i>	<i>341</i>	<i>274</i>	<i>57</i>	<i>10</i>	<i>341</i>
Meal period																
Breakfast	9	9	18	17	1	18	13	5	18	16	2	18	13	4	1	18
Lunch	69	82	151	131	20	151	94	57	151	126	25	151	121	26	4	151

Table 6 continued

Dinner	61	83	144	131	13	144	113	31	144	131	13	144	120	20	4	144
Snacks	12	16	28	20	8	28	18	10	28	20	8	28	20	7	1	28
<i>Total</i>	<i>151</i>	<i>190</i>	<i>341</i>	<i>299</i>	<i>42</i>	<i>341</i>	<i>238</i>	<i>103</i>	<i>341</i>	<i>293</i>	<i>48</i>	<i>341</i>	<i>274</i>	<i>57</i>	<i>10</i>	<i>341</i>
Mode of payment																
Cash on delivery	79	109	188	164	24	188	130	58	188	163	25	188	154	29	5	188
Mobile money	70	80	150	133	17	150	107	43	150	128	22	150	117	28	5	150
Internet banking	2	1	3	2	1	3	1	2	3	2	1	3	3	0	0	3
<i>Total</i>	<i>151</i>	<i>190</i>	<i>341</i>	<i>299</i>	<i>42</i>	<i>341</i>	<i>238</i>	<i>103</i>	<i>341</i>	<i>293</i>	<i>48</i>	<i>341</i>	<i>274</i>	<i>57</i>	<i>100</i>	<i>341</i>

Source: Field survey, Forgtah (2021)



Factors that Motivate Consumer Usage of DFDS

Consumers undoubtedly choose to use digital food delivery service based on certain considerations. These considerations could be described as motivators or influencers. Empirical studies have identified a number of these considerations that consumers make their decisions around. The changing nature of consumers is a critical issue faced by restaurant businesses and other food outlets in recent times (Ritzer & Miles, 2019). This is worsened by intense competition (Chen, He & Paudel, 2018). As a result, there is the need to map out the factors influencing or motivating consumers so that marketers can design marketing techniques to address them.

To measure the factors influencing students' usage of digital food delivery service within the University environment, a number of issues from the literature were looked at. These issues were grouped into performance expectancy, convenience, social factors, hedonic reasons and habit/lifestyle. A five-point likert scale question format was used and students were asked to indicate their level of agreement or disagreement to each variable. Table 7 shows the explanatory variables.

Table 7: Motivators of UCC Students Use of DFDS

Statement	N	% of Agreement	Mean	Std Error Mean	Cronbach's Alpha Value
<i>Performance expectancy</i>					
DFDS is very useful in academic environment	341	88.0	1.880	.0176	
DFDS enables me to accomplish food purchasing tasks more quickly.	341	87.1	1.871	.0181	
DFDS helps improve the effectiveness my learning through time saving	341	87.1	1.871	.0181	
<i>Overall Score</i>	341	87.4	1.880	.0182	.783
<i>Convenience</i>					
I find DFDS as the quickest medium to purchasing food	341	84.5	1.844	.0196	
DFDS processes are clear and easy for me to understand	341	91.8	1.918	.0149	
I can use DFDS to make an order anywhere and anytime	341	83.00	1.830	.0204	
DFDS provides me Variety of payment Options	341	84.8	1.848	0.195	

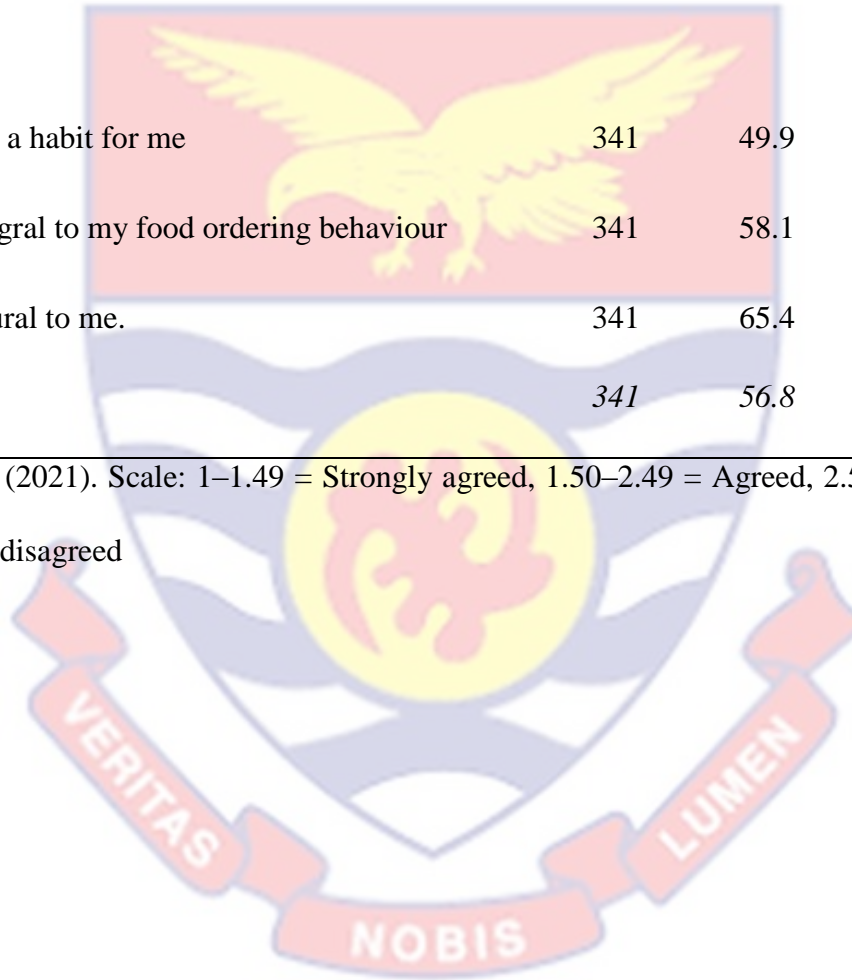
Table 7 continued

The hustle of walking longer distance to buy food is removed by DFDS	341	90.3	1.903	.0160	
DFDS provides me with door-step delivery	341	88.0	1.880	.0176	
<i>Overall</i>	<i>341</i>	<i>86.1</i>	<i>1.861</i>	<i>.0157</i>	<i>.830</i>
<i>Social Influence</i>					
Most of my colleagues use DFDS and that has influenced my usage as well	341	70.1	1.701	.0248	
A friend encouraged me to use DFDS	341	72.1	1.721	.0243	
DFDS helps me feel accepted by other students	341	56.0	1.560	.0269	
<i>Overall</i>	<i>341</i>	<i>65.1</i>	<i>1.651</i>	<i>.0284</i>	<i>.720</i>
<i>Hedonic Reasons</i>					
Using DFDS is enjoyable as it provides me with pleasure	341	72.1	1.721	.0243	
DFDS makes food ordering more interesting	341	80.6	1.807	.0214	
DFDS makes ordering of food entertaining for me	341	73.9	1.739	.238	

Table 7 continued

<i>Overall</i>	341	74.5	1.744	.244	.814
<i>Lifestyle</i>					
The use of DFDS has become a habit for me	341	49.9	1.499	.0271	
Using DFDS has become integral to my food ordering behaviour	341	58.1	1.581	.0268	
Using DFDS has become natural to me.	341	65.4	1.654	.0258	
<i>Overall</i>	341	56.8	1.560	.0245	.861

Source: Field survey, Forgtah (2021). Scale: 1–1.49 = Strongly agreed, 1.50–2.49 = Agreed, 2.50–3.49 = Neutral, 3.50–4.49 = Disagreed, 4.50–5.0 = Strongly disagreed



Evidence from Table 7 indicates that majority (87.4%) of the student's decision to use DFDS was influenced by performance expectancy. The mean scores for the individual items were recorded. Thus, the students (mean=1.880) agreed that DFDS is very useful in the academic environment and influence their usage. Some (87.1%, mean=1.871) said DFDS enables them to accomplish food purchasing tasks more quickly. Similar number (87.1%, mean=1.871) said DFDS helps them improve their effectiveness in learning through saving time. These findings suggest that DFDS offer unique utility for students within the University environment, which the theory of consumption values described as conditional value (Sheth et al.1991). Conditional value here means, students can use DFDS to solve emergency issues and situations with limited time.

About 86.1 percent of the students agreed that convenience influence their usage of DFDS. Under convenience, some (84.5%, mean=1.844) found DFDS as the quickest medium to purchasing food. Others (91.8%, mean=1.918) indicated that DFDS processes were clear and easy for them to understand. The majority (83%, mean=1.830) used DFDS to make orders anywhere and anytime. Complimentarily, some (84.8%, mean=1.848) added that DFDS offered them variety of payment options which meant they could make payment at their convenience. In substantiating the convenience claim, about 90.3 percent of the student revealed that the hustle of walking for long distance to buy food is removed by DFDS with 88 percent pointing at the door-step delivery policy of DFDS. Thus, indicating how these factors influenced their decisions to use DFDS. These findings suggest that the quest

for convenience by students has influenced them to adopt DFDS since it is considered fast and safer (Aldaco et al. 2020).

Furthermore, about 65.1 percent revealed that they used DFDS as result of social influence. That is, a large proportion (70.1%, mean=1.701) of the students are using DFDS because most of their colleagues are doing so. Similarly, a good proportion of students (72.1%, mean=1.721) is encouraged by friends to use DFDS. Meanwhile, over half (56%, mean=1.560) of the students use DFDS because they want to feel accepted by their colleagues. What this means is that DFDS comes with status esteem or recognition for individual's user (Khan & Mohsin, 2017). So, consumers that value this recognition would be motivated to adopt DFDS as pointed out by the theory of consumption values. Additionally, these findings validate what the study theorized that the expectations of family and friends could influence consumer decision to use DFDS (Ajzen, 1991). It is not surprising therefore to find that some students using DFDS because they want to be accepted by their peers.

Also, about 74.5 percent of the students were influenced by hedonic reasons to use DFDS. Where hedonic reasons include the taste for enjoyment and entertainment (Yeo et al. 2017). In that regard, less than two-third (72.1%, mean=1.721) indicated they use DFDS because of the motivation for enjoyment and more than two-third (80.7%, mean=1.807) use DFDS because it is interesting to use. Almost two-third (73.9% mean=1.739) said they use DFDS because it is entertaining or somewhat fun for them. These reasons are related to the desire to arouse feelings and joy which imply that the students value their emotions (Tandon et al., 2021).

Lastly, the use of DFDS was influenced by habits/lifestyle as confirmed by 56.8 percent of the students. Specifically, less than half (49.9%, mean=1.499) of the students pointed out they use DFDS because it has become a habit. Whereas more than half (58.1%, mean=1.581) indicated they use DFDS because it has become an integral part of their food purchasing behaviour. Accordingly, about 65.4 percent disclosed that the use of DFDS has become natural thus, making a lifestyle. According to Prabowo and Nugroho (2018), previous experience with DFDS could influence consumer usage, which has been confirmed by the current findings.

Factors that Motivate UCC Students to Use DFDS

The study further explored the underlined structure of the factors motivating students' usage of DFDS. This was to ascertain how the individual factors interact to motivate students to use DFDS within the university environment. Factor analysis was employed in this regard. The analysis was performed on the 18 explanatory variables and the results presented in Table 8. The suitability of the data was assessed. The correlation matrix disclosed the presence of many coefficients of 0.3 and above. The Bartlett's test of sphericity (2930.472) was significant at ($p = .000$) and the Kaiser-Meyer-Olkin (KMO) value of 0.901 confirmed the factorability of the correlation matrix. The principal component analysis using varimax rotation techniques reduced the 18 explanatory variables to three (3) underlying dimensions of factors influencing students' usage of DFDS within the university environment.

Factor one (1) labelled as convenience included the following issues: DFDS enabling the accomplishment of food purchasing task more quickly, removes the hustle of walking longer distance to buy food and provide door-step delivery. Others included DFDS serving as the quickest medium to purchasing food, DFDS being very useful in the academic environment, able to use DFDS to make an order anywhere and anytime, DFDS processes being easy and clear, DFDS helps to improve effectiveness of learning through time saving, DFDS providing variety of payment options and DFDS making food ordering more interesting. This factor accounted for 28.90 percent of the total variance explained. The finding concurs with the observations made by Chaudhary (2020), Richardson (2020), Yogi et al., (2021) and Aldaco et al., (2020) that the quest for convenience tend to influence usage of online food delivery services.

Factor two (2) was concerned with habit and lifestyle of students that influenced their usage of DFDS. It included the following issues: DFDS forms an integral part of individual food ordering behaviour, the use of DFDS being a habit and natural to individual as well as source of entertainment and enjoyment or pleasure. This factor accounted for 19.23 percent of the total variance explained. Confirming the above findings, studies such as Alagoz and Hekimoglu (2012), Gunden et al., (2020) and Ray et al. (2019) have demonstrated that habitual factors could influence people decision to use DFDS.

Table 8: Factors that motivate UCC students to use DFDS

Factor	Variables included in the factor	Loading	Eigenvalue	% of variance explained
I	<i>Convenience</i>			
	DFDS enables me to accomplish food purchasing task more quickly.	.799		
	The hustle of walking longer distance to buy food is removed by DFDS	.748		
	DFDS provides me with door-step delivery	.724		
	I find DFDS as the quickest medium to purchasing food	.698		
	DFDS is very useful in academic environment.	.698		
	I can use DFDS to make an order anywhere and anytime	.690	6.776	28.90
	DFDS processes are easy and clear for me to understand	.679		
	DFDS helps improve the effectiveness of my learning through time saving	.667		

Table 8 continued

	DFDS provides me variety of payment Options	.624		
	DFDS makes food ordering more interesting	.517		
	<i>Lifestyle</i>			
	Using DFDS has become an integral part of my food ordering behaviour	.867		
	The use of DFDS has become a habit for me	.823		
	Using DFDS has become natural to me.	.816		
II	DFDS makes ordering of food entertaining for me	.513	2.757	19.23
	Using DFDS is enjoyable as it provides me with pleasure	.501		
	<i>Social influence</i>			
	DFDS helps me to feel accepted by other students	.565		
III	A friend encouraged me to try DFDS	.833	1.065	10.75
	Most of my colleagues use DFDS and that has influenced my usage as well	.694		

Source: Field survey, Forgtah (2021)

Finally, factor three (3) was related to social influence and included issues such as the need to feel accepted by other students, encouragement from friends and students using DFDS because their colleagues are using. This factor accounted for the least 10.75 percent total variance explained. This finding intersects the proposition held by the theory of planned behaviour as used in the study. According to this theory, the expectations of social groups such as friends could motivate to a greater extent an individual to behave towards a particular phenomenon or object in a certain way (Ajzen, 1991). As confirmed by the current finding, students tend to use DFDS because of the influence from their colleagues.

It was observed that the eigenvalues of the factors decreased in magnitude [factor I: 6.776, factor II: 2.757 and factor III: 1.065] implying a decreasing magnitude of importance of each of the factors. In all, the three (3) factors explained 58.88% of the total variance of factors motivating students to use DFDS.

From the above findings, it could be concluded that three main factors namely; convenience, habit/lifestyle and social influence provide the basis for students' usage of DFDS. The findings showed that these factors vary at various degree and individual students consider these factors differently. Nevertheless, convenient factors were critical among the students.

Barriers UCC Students face in using Digital Food Delivery Services

The use of digital food delivery service requires some technological proficiency. Unfortunately, not all users have this proficiency. Additionally, the adoption of DFDS comes with new experiences. Some of which often turn out as barriers which discourage or hinder users.

In order to explore the barriers students face in using DFDS, a number of issues were considered from the literature. These issues were captured under various categories such as value, image, risk, tradition/culture and usage. Using a five-point likert scale question format, students were asked to indicate the extent to which they encounter each of the variables. Before the analysis was carried out, the five-point likert scale was recoded into three due to the response rate for each scale. Thus, “always” and “very often” were recorded as “very often”. “Sometimes” and “rarely” were maintained as such. “Never” was deleted due to fewer or no response rate. This was done to facilitate interpretation and understanding of the data. The results of the analysis are found Table 9.

Table 9: Barriers Students face in using Digital Food Delivery Services

Statement	% of responses			Cronbach's Alpha Value
	Very often	Sometimes	Rarely	
<i>Quality/Value issues</i>				
Inappropriate packaging of food	15.6	37.8	46.6	
Food from DFDS looks unhygienic	12.6	39.3	48.1	
Food does not come in the right temperature	15.0	46.9	38.1	
Food does not look fresh	10.3	38.1	51.6	
Food comes in smaller quantity	34.9	30.5	34.6	
<i>Overall</i>	<i>16.9</i>	<i>39.0</i>	<i>44.2</i>	<i>.740</i>
<i>Customer care</i>				
Refusal to take responsibility for an incorrect or delay delivery	33.4	35.8	30.8	
Refusal to take responsibility for poor quality of food	27.9	34.6	37.5	

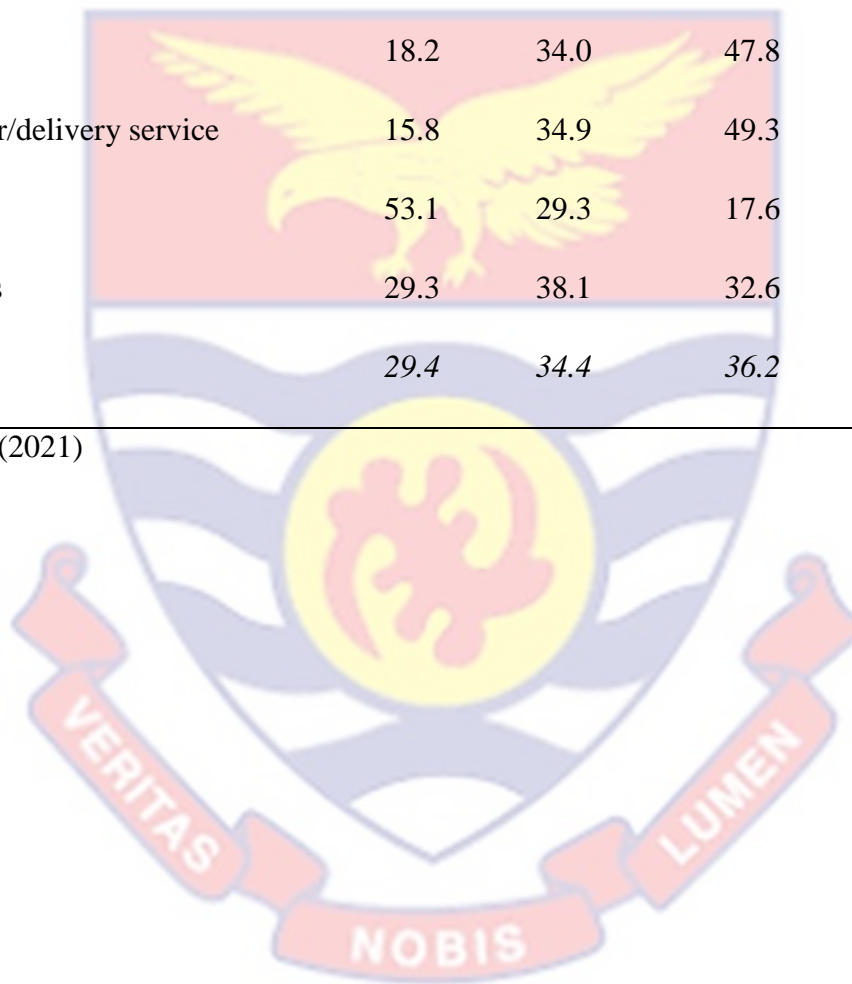
Table 9 continued

Customer complain not take seriously	32.0	35.2	32.8	
<i>Overall</i>	<i>31.1</i>	<i>35.2</i>	<i>33.7</i>	<i>.813</i>
<i>Risk barrier</i>				
I am not always comfortable giving my address to the delivery person	32.6	31.1	36.4	
I am not always sure of the safety of the food	22.6	39.6	37.8	
<i>Overall</i>	<i>27.6</i>	<i>35.3</i>	<i>37.1</i>	<i>.700</i>
<i>Trust issues</i>				
I always have doubt if the food will be delivered	19.1	38.1	42.8	
I feel insecure in making payment before delivery	20.2	37.2	42.5	
I have doubt with the information provided about the food	20.5	35.5	44.0	
<i>Overall</i>	<i>19.9</i>	<i>37.0</i>	<i>43.1</i>	<i>.782</i>
<i>Usage/experience barriers</i>				
Network failure	27.3	37.5	35.2	

Table 9 continued

High cost of delivery fee	33.1	32.3	34.6	
Payment challenges	18.2	34.0	47.8	
Non-availability of courier/delivery service	15.8	34.9	49.3	
Too long delivery time	53.1	29.3	17.6	
Limited choice of cuisines	29.3	38.1	32.6	
<i>Overall</i>	29.4	34.4	36.2	.783

Source: Field survey, Forgtah (2021)



Regarding value or quality issues, the students encountered inappropriate packaging of food received via DFDS at different frequencies. Similarly, students (39.3%) found that food received from DFDS sometimes looked unhygienic and did not come in the right temperature (46.9%). It was also found that the food received via DFDS did not look fresh and very smaller in quantity. Overall, 16.9 percent of the students said they encountered these value and quality concerns very often. While 39 percent sometimes encountered these issues, 44.2 percent rarely experienced these issues. This is suggestive that over half (53.8%) of the students encountered value or quality concerns in one way or the other in their usage of DFDS to purchase food which could discourage them from using it. According to Laukkanen (2016), value barriers are the most critical impediments to the adoption of online delivery service particularly in the banking sectors. Lian and Yen (2013) added that these barriers could make a consumer reluctant in using DFDS.

The students also encountered customer care issues including DFDS refusal to take responsibility for an incorrect or delay delivery, DFDS refusal to take responsibility for poor quality of food and not taking customer complain seriously. Thus, 31.1 percent of the students very often encountered these challenges whereas 35.2 percent sometimes faced these challenges. However, about 33.7 percent rarely faced these challenges. This indicated that cumulatively customer care challenges confront students in their usage of DFDS since majority (66.3%) either very often or sometimes encounter various issues. Customer care related concerns are described as image barriers (Lian & Yen, 2013; Das, 2018). This finding emphasized how poor customer services could discourage consumers from using DFDS. This could be

attributed to the lack of interpersonal relationship in the transaction process considering that it is largely digital.

There is also the issue of risk barriers. About 27.6 percent of the students indicated they are often uncomfortable about giving their addresses to the delivery person as well as not sure of the safety of the food. Also, 35.3 percent sometimes harbour these concerns and 37.1 percent rarely had these concerns. Higher risk barriers have been proven to be a major inhibitor in the adoption of DFDS (Laukkanen, 2016).

In terms of trust related barriers, overall, about 19.9 percent of the students often have doubt with the information provided about the food and if the food would be delivered as well as feel insecure in making payment before delivery. Additionally, 37 percent sometimes have doubt with similar issues and 43.1 percent rarely think about those issues. The deeper these doubts, the more likely students would decline to use DFDS and the vice versa. Previous research has indicated that when security measures are put in place, trust barriers are usually minimised if not eliminated (Murugan, 2019).

Lastly, the students encountered various usage barriers such as network failure, high cost of delivery fee, payment challenges, non-availability of courier/delivery service, longer delivery time and limited choice of cuisines. About 29.4 percent of the students encountered these barriers very often whereas 34.4 percent confronted them sometimes. However, 36.2 percent rarely encountered these barriers. Deductively, majority (63.4%) of the students faced these barriers in the use of DFDS to purchase food. These barriers being encountered could discourage many users of DFDS from further

using it. These barriers need to be reduced or eliminated to encourage or make DFDS more convenient for users

Factors Serving as Barriers to Student Usage of DFDS

There was the need to explore the underlined structure of factors serving as barriers to students' usage of DFDS. This was to ascertain how the individual factors interact to disrupt the smooth usage of DFDS within the university environment. Factor analysis was used in this regard. The analysis was performed on the 19 explanatory variables and the results presented in Table 10. The suitability of the data was assessed and the correlation matrix disclosed the presence of many coefficients of 0.3 and above. The Kaiser-Meyer-Okin (KMO) value of 0.902 Bartlett's test of sphericity (2466.455) was significant at ($p = .000$) confirming the factorability of the correlation matrix. The factor loadings indicated the relationship between factor and the variables. A coefficient of larger value shows the factor and the variable are closely correlated. The principal component analysis using varimax rotation techniques reduced the 19 explanatory variables to two (2) underlying dimensions of factors serving as barriers to students' usage of DFDS within the university environment.

Factor I which was labelled as usage barriers looked at changes that came with the uses of DFDS to purchase food compared with face-to-face purchase (Kaur, 2020). The variables that loaded under Factor I included limited choice of cuisines, longer delivery time, high cost of delivery fee, customer complain not taken seriously, non-availability of courier/delivery service, DFDS refusal to take responsibility for an incorrect or a delayed

delivery and refusal to take responsibility for poor quality of food. Others included payment challenges, students always feeling uncomfortable to give their addresses to the delivery person, network failure and small quantity of food received via DFDS. This factor accounted to 6.885, which is 25.67 percent of the total variance explained. According to Ahmad and Laroche (2017), this factor is usually related with customer experiences especially, first time users. This suggests that students who experience these issues as first-time users are likely not to use DFDS.

Factor II measured value barriers. It comprised predominantly variables that raise value for money concerns such as food received via DFDS looking unhygienic, inappropriate packaging, food not being in the right temperature and not looking fresh. Other attributes included doubt of information provided about the food and whether food would be delivered, insecurity in making payment before delivery and lack of surety of the safety of the food. This factor accounted to 1.642 which represented 19.21 percent of the total variance.

Value barriers are reported in the literature to be related to quality of food and service. They resulted from a deviation from existing value systems or they value consumers experience before they switched to DFDS (Morar, 2013). Thus, the value gotten from face-to-face purchase of food. When this value surpasses what is being experienced with DFDS, students may stop using DFDS and the vice versa.

Notably, the eigenvalues of the factors declined in magnitude from factor I [Factor I: 6.885, Factor II: 1.642]. Overall, the two factors explained

44.88% of the variance of factors acting as barriers to the use of DFDS by students in the university environment.

Even though the domains of barriers affecting the use of DFDS are varied and many, two dimensions of barriers hindered students' use of DFDS in the university environment. The students indicated that these barriers were encountered at various degrees. Of the two barriers, usage barriers were the most encountered followed by value barriers. Usage barriers are likely to discourage students to discontinue the use of DFDS and resort to alternatives such as face-to-face purchase since such barriers require extra efforts to overcome the challenges (Kaur, 2020). Since students are not getting the right value/quality they desire, they may switch DFDS brands thus, resulting to loss of customer loyalty.

The results revealed that students' encounter of the individual barriers differed. To tackle these barriers, various service providers particularly, restaurant owners and food vendors need to focus on addressing user difficulties and harness both service and product quality to promote the use of digital food delivery services on campus.

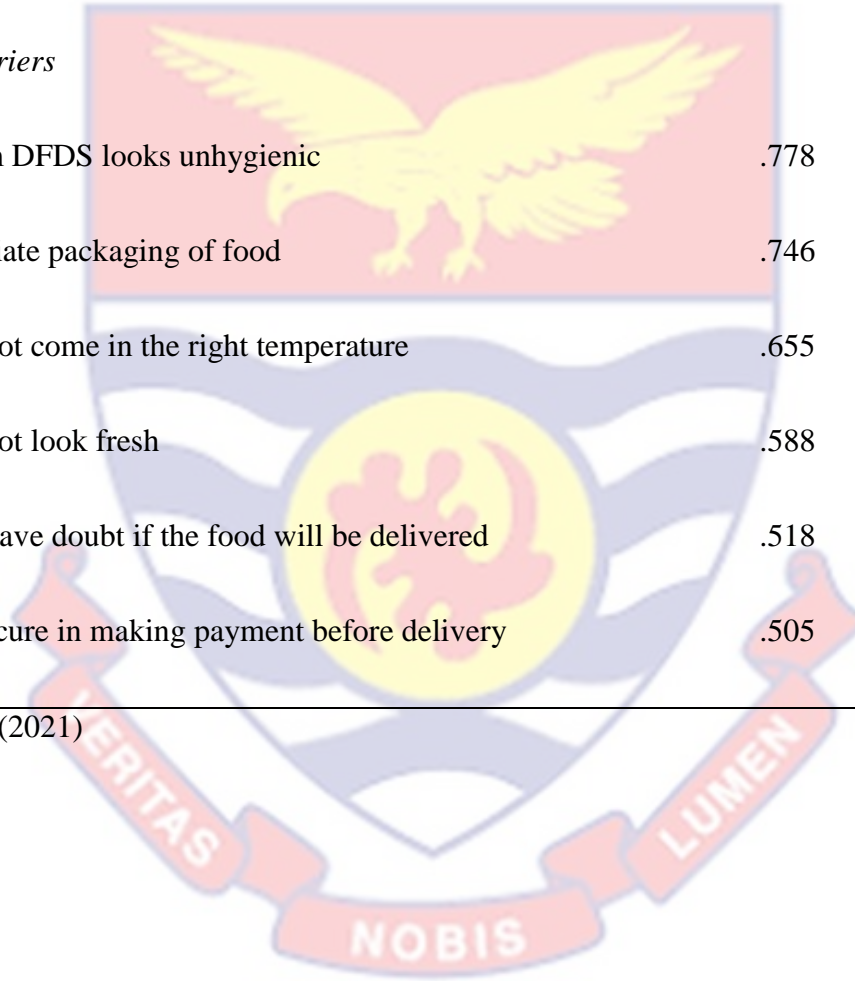
Table 10: Factors serving as barriers to student usage of DFDS

Factor	Statement	Loading	Eigenvalue	% of variance explained
	<i>Usage barriers</i>			
	Limited choice of cuisines	.705		
	Too long delivery time	.665		
	High cost of delivery fee	.654		
	Customer complain not taken seriously	.603		
	Non-availability of courier/delivery service	.595		
	Refusal to take responsibility for an incorrect or delayed delivery	.581		
I	Refusal to take responsibility for the poor quality of food	.561	6.885	25.67
	Payment challenges	.559		
	I am not always comfortable giving my address to the delivery person	.555		

Table 10 continued

	Network failure	.549		
	<i>Value barriers</i>			
	Food from DFDS looks unhygienic	.778		
	Inappropriate packaging of food	.746		
II	Food do not come in the right temperature	.655	1.642	19.21
	Food do not look fresh	.588		
	I always have doubt if the food will be delivered	.518		
	I feel insecure in making payment before delivery	.505		

Source: Field survey, Forgtah (2021)



UCC Students' Reuse of DFDS Intentions

It was necessary to examine students reuse intentions to establish if they would continue to use DFDS in their daily purchase of food. Adapting statements from the literature, students were asked to indicate the extent to which they agree or disagree based on a five-point likert scale. The five-point likert scale was further grouped into two namely; agree and disagree. Thus, 'strongly agree' and 'agree' were recorded as 'agree' whereas 'strongly disagree' and 'disagree' were recorded as 'disagree'. The regrouping was informed by the skewedness of data as well as the need to enhance understanding and easy interpretation of the results. The results are presented in Table 11.

The results showed that over two-third (mean=1.800) of the students sampled like using digital food delivery services. Two-third (mean=1.760) indicated that DFDS fits into their purchasing plans. Thus, implying that the use of DFDS for these groups of students is likely not going to stop. Also, over two-third (mean=1.800) of the students disclosed they would continue to use DFDS, suggesting that the use of DFDS could become a lifestyle which connotes positive behaviour. Confirming this assertion, over half (mean=1.712) of the students revealed they were committed to using DFDS. Furthermore, over two-third (mean=1.823) said they would recommend DFDS to other consumers. Complimentarily, a greater number (mean=1.824) of the students indicated they would readily assist friends who are not tech-savvy to use DFDS. Overall, about 78.8 percent of the customers agreed to the statements.

The above findings arrived at the conclusion that students have positive reuse intentions towards DFDS. This is grounded in the fact that about 80.1% of them use DFDS to order meals at various times of the day. Not only that about 71.3% are committed to using DFDS with 83% willing to recommend DFDS and assist friends to use DFDS. These positive intentions may be partly influenced by the positive perceptions students hold about DFDS as suggested by the conceptual framework guiding the study.

Table 11: UCC Students’ Reuse of DFDS Intentions

Statement	% of response		
	Agree	Mean	SD
I like using DFDS	80.1	1.800	.400
DFDS fit into my food purchasing style	76.0	1.760	.428
I will continue to use DFDS in the future	79.8	1.800	.402
I am committed to using DFDS	71.3	1.712	.453
I recommend DFDS to others	83.0	1.823	.376
I readily assist friends to use DFDS	82.4	1.824	.381
Overall	78.8	1.890	.410

Source: Field survey, Forgtah (2021)

Scale: 1–1.49 = strongly agreed, 1.50–2.49 = Agreed, 2.50–3.49 = Neutral, 3.50–4.49 = Disagreed, 4.50–5.0 = strongly disagreed

DFDS Reuse Intentions by Socio-Demographics

The literature suggested that students' consumption behaviour varies from other segments of consumers (Muniady et al., 2014; Monika, 2015; Jadhav & Khanna, 2016). But it was silent on how reuse intention varies based on their socio-demographics. In order to contribute to this grey area, this section of the chapter examined how students' reuse of DFDS intentions varies in terms of their socio-demographics using t-test and ANOVA. Table 12 contains the results of the analysis.

The results showed that female students' reuse intentions did not differ significantly from their male counterparts ($p=.443$). This implies that both male and female students have the same reuse intentions. Similarly, there was no difference in reuse intentions among students that were Christians, Muslims and those that belonged to other religious faith ($p=.092$).

With regard to age, there was no statistically significant difference in reuse intentions among students within the age group of 17-30 and 31-40. This is suggestive that behaviour towards DFDS in terms of age is the same among the students. However, it was found that there was a significant difference in reuse intentions towards DFDS among students that were single and those that were married ($p=.001$) implying that each of these groups of students may reuse DFDS at different frequencies. Face check of the mean values suggests that students that were married may reuse DFDS frequently than students that were single.

Table 12: DFDS reuse intentions by Socio-demographics

Socio-demographics	DFDS reuse intention		
	N=341	Mean	P value
Gender			
Male	151	3.42	
Female	190	3.35	.443
	df=339	t=.768	
Marital status			
Single	293	3.32	
Married	48	3.76	.001*
	df=339	t=-3.273	
Level of education			
Undergraduate	238	3.27	
Postgraduate	103	3.63	.000 *
	df=339	t=-3.568	
Religion			
Christian	274	3.33	
Muslim	57	3.59	
Others	10	3.53	.092
	df=2	f=2.402	
Age			
17-30	299	3.60	
31-40	42	3.57	.137
	df=339	t=-1.492	

Source: Field survey, Forgtah (2021)

*significant at $p \leq 0.05$

Additionally, there was also a statistically significant difference in reuse intentions between undergraduate students and postgraduate students ($p=.000$). This perhaps implies that both groups of students' reuse of DFDS would vary at various degrees.

The Influence of Perception about DFDS and Motivators of Use DFDS on Reuse Intentions

In order to test the hypotheses that were set out for the study, a standard regression model was employed. This was to statistically establish the magnitude and direction of influence of the various variables that emerged from the factor analysis over re-use intentions. The results are presented in Table 13.

With regard to students' re-use intention towards digital food delivery service, the model which was made up of perception, convenience, social influence and lifestyle/habit as independent variables explained a significant difference ($R^2 = .506, p=.000$) in students' re-use intentions towards DFDS. In other words, more than half (50.6%) of the variation in intentions re-use DFDS is significantly explained by the model.

With the individual dimensions in the model, perception had a significant positive influence on students' re-use intentions towards DFDS ($\beta = .297, p < 0.01$). Thus, perception explained about 29.7 percent of the student's reuse intentions towards DFDS, warranting the rejection of the null hypothesis that university students' perception about DFDS does not influence their reuse intentions. Chandrasekhar, Gupta and Nanda (2019), highlighted the important role perception had on consumers' decision to use DFDS.

Table 13: Regression Coefficients of Perception and Motivators on Re-use Intentions of DFDS

DFDS Reuse Intentions		
	Beta (SE)	P value
Perception	.297 (.062) *	.000
Convenience	.172 (.054) *	.001
Social influence	.126 (.042) *	.009
Lifestyle	.370 (.034) *	.000
Constant		
R^2	$R^2 = .506$ $p = .000$	

Source: Field survey, Forgtah (2021)

*significant at $p < 0.01$

Convenience also had a significant positive influence on students' behaviour towards DFDS ($\beta = .172, p < 0.01$). It explained about 17.2 percent of student's re-use intentions towards DFDS. This validates the rejection of the null hypothesis that convenience does not influence university students' intention to reuse DFDS.

Similarly, social influence exerted significant positive influence on the re-use intentions of students towards DFDS ($\beta = .126, p < 0.01$). About 12.6 percent of changes in students' reuse is accounted by social factors such as

peer influence. Thus, providing grounds for the rejection of the null hypothesis that social influence does not affect university students' intention to reuse DFDS.

Lastly, student's lifestyle was found to influence many of their decisions to reuse DFDS ($\beta = .370$, $p < 0.01$) by explaining about 37.0% of the changes in re-use intentions towards DFDS. Therefore, the null hypothesis that lifestyle does not influence university students' intention to reuse DFDS is duly rejected. It could be concluded that perception about DFDS, convenience, social influence and lifestyle are important predictors of re-use intentions towards DFDS.

Chapter Summary

This chapter analysed and discussed the findings of the study. The analysis was done based on the questions and objectives of the study. The chapter examines university students' perception about digital food delivery service. It was unearthed that students had positive perception about DFDS. It further examined university students' use of DFDS where it was found that students' use of DFDS was positive. The factors motivating students to use DFDS were also explored. Three main factors namely; convenience, habit/lifestyle and social influence were found to be the basis for which students used DFDS. Finally, two main factors served as barriers to the use of DFDS by students in the university environment. These were value barriers and usage barriers.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter presented an overview of the entire study. The chapter focused on the summary of the research process, main findings, conclusions drawn and recommendations made towards improving the use of digital food delivery service.

Summary

The main objective of the study was to analyse the usage of digital food delivery services among students of the University of Cape Coast. The specific objectives were to:

1. Examine University of Cape Coast students' perception about Digital Food Delivery Services.
2. Examine University of Cape Coast students' use of Digital Food Delivery Services.
3. Explore factors that motivate University of Cape Coast students' use of Digital Food Delivery Services.
4. Explore barriers University of Cape Coast students face in using Digital Food Delivery Services.
5. Examine University of Cape Coast students' reuse intention of Digital Food Delivery Services.

Despite recent surge in food delivery service, scanty research has been devoted to investigating the use and acceptance of DFDS by University of Cape Coast students in Ghana. The study adapted the theory of planned

behaviour by Arjen (1991). The theory has its tenets closely linked to the variables of the study and therefore informed the conceptual framework. The quantitative approach together with the survey design was adopted for the study. Data was collected through a structured questionnaire. There were 341 respondents. The data was analysed using descriptive and inferential statistics such as t-test, ANOVA, correlation, and standard regression analytical tools.

Main Findings

The study found that over two-third (84.5%) of the students who use DFDS perceived it to have safe and secure packaging, offer privacy and variety of payment options, value for money, convenience, flexible and is easily accessible. However, the perception about DFDS significantly differed among students who were married and those that were single ($p=.032$).

In terms of the use of DFDS, the study established that the majority of the students use Phone call to make orders followed by Mobile App. Whiles a greater number ordered once in a month and 2-5 times in a month respectively, majority of these orders was made at lunch time and dinner time. It was found that more than half of the students preferred cash on delivery as a mode of payment.

The study found three (3) underlined dimensions of factors motivating students' usage of DFDS. The factors included convenience, lifestyle and social influence. These factors explained 28.90 percent, 19.23 percent and 10.75 percent variations in students' usage of DFDS respectively. Together, perception, convenience, habit/lifestyle and social influence explained about 58.88 percent of the total variations in students' usage of DFDS. More so,

perception ($\beta=.297, p<0.01$) convenience ($\beta=.172, p<0.01$), social influence ($\beta=.126, p<0.01$) and lifestyle ($\beta=.370, p<0.01$) were found to have positive significant influence on reuse intentions.

Furthermore, two (2) underlined dimensions of factors were found as barriers students faced in using DFDS. These factors included usage and value barriers. While usage barriers accounted for 25.67 percent variance in students' usage, value barriers contributed 19.21 percent of the difference in usage of DFDS.

Lastly, more than two-third (78.8%) of the students harboured reuse intentions. However, DFDS reuse intentions significantly varied among students that were single and those that were married ($p=.001$). Similarly, undergraduate students reuse intentions significantly differed from their postgraduate counterparts ($p=.000$).

Conclusions

The study analysed the motivation and use of Digital Food Delivery Services among students of the University of Cape Coast. On the basis of the above findings, the following conclusions were made.

The study concluded that University of Cape Coast students' perception about DFDS was positive and this perception was informed by the utility that accompanied the use of DFDS such as safe and secured packaging, privacy and variety of payment options, value for money, convenient, flexibility and ease of access. This means that, the benefits associated with the use of DFDS are what influence University of Cape Coast students'

perception. Nevertheless, the perception varied among students that were married and those that were single.

The study further concluded that students ordered lunch and dinner related meals at least, once in a month using mostly phone calls and mobile apps. Majority of the students intended to reuse these modes of ordering even though the intention differed by marital status and educational attainment.

Also, three factors namely: convenience, lifestyle and social influence were the main factors motivating University of Cape Coast students' usage of DFDS. Thus, the quest for convenience and peer influence were what motivate students to use DFDS. Also, the congruence of DFDS to students' lifestyle influence the usage of DFDS. Meanwhile, convenience, lifestyle and social influence together with perception significantly determined whether students would reuse of DFDS or not.

On the barriers that students face with regard to DFDS, the study found usage and value barriers to be inhibiting the use of DFDS by University of Cape Coast students. Meaning students faced challenges such as network issues, limited choices, too long delivery time and lack of 'delivery boys' to inappropriate packaging, food looking unhygienic and not fresh. Inasmuch as students ordered food via DFDS, they did so with the mind of getting value for what they purchased as well as good health after nourishment.

Finally, the study found perception, convenience, social influence and lifestyle as the important predictors of students' re-use intentions of DFDS. It could be concluded that perception about DFDS, convenience, social influence and lifestyle are very significant in the development of DFDS re-use intentions UCC students.

Recommendations

Based on the findings of this study and the conclusions drawn, the following recommendations were made towards improving use of DFDS.

- Given that perception about DFDS varied based on marital status, service providers should capitalize on the established positive perception and design different marketing schemes/programmes that would appeal to these different group of users. This would ensure that various marital segmentations would not relinquish the positive perception due to unappealing marketing information.
- To ensure that students do not stop using DFDS, service providers should standardize the quality of delivery of services to continually make students satisfied. Service providers should also conduct studies to understand the different reuse intentions established between the married and the single as well as undergraduate and postgraduate students. Such studies would inform service providers whether to design different products for each group or not.
- Complementing the above, Service providers should undertake strategic advertisements that target at the convenience component of DFDS, the lifestyle of consumers and social groups as these factors influence or motivate usage of DFDS. Since these factors motivate students to use DFDS, adverts that communicate or convey messages related to factors that would be able to attract more student users.
- Finally, the Food and Drugs Authority (FDA) should mount strict enforcement to regulate the quality of food being sent into the market by service providers as this could help curb the value concerns raised by students. Additionally, service providers should modify the procedures one has to follow in making

purchase, institute customer complain management system and guarantee customers of the protection of their privacy. This would invariably reduce the usage barriers encountered by users.



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APPENDIX I

**UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT
SURVEY QUESTIONNAIRE**

INSTRUCTION

The researcher is a Master of Philosophy (MPhil) student researching on UNIVERSITY STUDENTS' MOTIVATION AND USE OF DIGITAL FOOD DELIVERY SERVICES. This research is part of the requirement for the award of an MPhil degree in Hospitality Management at the University of Cape Coast, Ghana. I would be very grateful if you could use 15 minutes of your time in filling this questionnaire. I guarantee that all responses provided would be strictly anonymous, handled in confidence and used for academic purposes only. Please, your participation in this study is voluntary, but your decision to participate is highly appreciated. Thank you.

Filter question

Have you used digital food delivery services before?

- a. Yes [] b. No []

If YES, please continue

University students’ perception towards Digital Food Delivery Services

The following statements are concerned with your perception and reuse intention toward Digital Food Delivery Services (DFDS). Where Perception relates to one’s views, beliefs, opinions and worldviews about DFDS and reuse intention relates to the intention to reuse DFDS. From a scale of 1 to 5 (Where; 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.), kindly indicate your level of agreement or disagreement.

Statements	1	2	3	4	5
Perception					
I believe the packaging DFDS provide is safe for human consumption					
I believe DFDS offers privacy in terms of customers’ personal data					
I believe DFDS gives a secured mode of payment					
I believe services provided by DFDS brings value for money – services are worth the amount paid.					
I believe DFDS is more convenient and time saving					
I believe DFDS is more a flexible way of getting meal as compare to dinning out.					
I believe DFDS is easily accessible by customers					
Reuse intention					
I like using DFDS					
DFDS fit into my food purchasing style					
I will continue to use DFDS in the future					
I am committed to using DFDS					
I recommend DFDS to others					
I readily assist friends to use DFDS					

University students’ use of Digital Food Delivery

1. What is your preferred mode of Digital Ordering of Food? (1) Mobile app []
(2) Phone call []
2. What is your frequency of ordering food using any of the DFDS? (1) Once in a month [] (2) 2-5 times in a month [] (3) 6-10 times in a month [] (4) More than 10 times in a month []
3. Which meal period do you usually order most using DFDS? (1) Breakfast [] (2) Lunch [] (3) Dinner [] (4) Snacks and others []
4. Which of the following modes of payments do you use when ordering food digitally? Choose as many as are applicable. (1) Cash on delivery [] (2) Mobile money [] (3) Internet Banking []

Factors that motivate university students’ use of Digital Food Delivery Services

The following statements seek to find out factors that motivates the use of Digital Food Delivery Services. From a scale of 1-5, kindly score, by ticking, based on how each statement reflects your reasons of use of DFDS. Where; 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
Performance Expectancy					
DFDS is very useful in academic environment.					
DFDS enables me to accomplish food purchasing task more quickly.					
DFDS helps improve the effectiveness of my learning through time saving.					
Convenience					
I find DFDS as the quickest medium to purchasing food					
DFDS processes are easy and clear for me to understand					
I can use DFDS to make an order anywhere and anytime					
DFDS provides me variety of payment					

Options					
The hustle of walking a long distance to buy food is removed by DFDS					
DFDS provides me with door-step delivery					
Social Influence					
Most of my colleagues use DFDS and that has influenced my usage as well.					
A friend encouraged me to try DFDS.					
DFDS helps me to feel accepted by other students.					
Hedonic Reasons					
Using DFDS is enjoyable as it provides me with pleasure.					
DFDS makes food ordering more interesting.					
DFDS makes ordering of food entertaining for me.					
Habit/Lifestyle					
The use of DFDS has become a habit for me.					
Using DFDS has become an integral part of my food ordering behaviour.					
Using DFDS has become natural to me.					

Barriers university students’ face in using Digital Food Delivery Services

The following statements seek to find out factors that hinder university students’ efforts in using Digital Food Delivery Services. With reference to your use of DFDS, kindly indicate, by ticking, the rate at which you encounter the following as barriers.

Barrier	Always	Very often	Sometimes	Rarely	Never
Quality control					
Food containers from DFDS are often not sealed, raising doubt as to whether the food ordered is safe for consumption					
Food received via DFDS is often prepared under an unhygienic environment					
Food received from DFDS does not often					

come in the right temperature					
Food received from DFDS is often not fresh					
Food received via DFDS often comes in smaller quantities as compared to dining at the restaurant					
Customer service					
DFDS customer service often refuses to take responsibility for an incorrect or delayed delivery					
DFDS customer service often refuses to take responsibility for the poor quality of food					
Customer feedback is not often taken seriously					

Risk barrier					
Explaining my delivery address to the delivery person is often a big hassle					
Unprofessional behaviour from delivery persons					
Trust issues					
I do not trust DFDS					
I feel insecure ordering food via DFDS					
Unreliable information provided by DFDS					
Customer experience					
Network failure					
High cost of delivery fee					
Payment challenges					
Non-availability of					

courier/delivery service					
Too long delivery time					
Limited choice of cuisines					

Socio-demographic

1. How old are you?
2. Gender (1) Male [] (2) Female []
3. Level of Education (1) Undergraduate [] (2) Postgraduate []
4. Marital status (1) Single [] (2) Married [] (3) Divorced [] (4) Separated (5) Widowed []
5. Religion (1) Christian [] (2) Muslim [] (3) Others []

