



**THE EFFECT OF PERCEIVED VALUE AND FOOD SAFETY
CONCERN ON CONSUMERS INTENTION TO PURCHASE FOOD
ON E-COMMERCE PLATFORMS DURING COVID-19 PANDEMIC**

BY RAIS BIN HALID

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Project Paper Submitted in Partial Fulfilment of the Requirements for the Degree of
Master of Business Administration Universiti Tun Abdul Razak (UNIRAZAK)
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DECLARATION

I, Rais bin Halid, hereby declare that the research project is based on my original work except for quotations and citations that have been duly acknowledge. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or any other institutions.



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ABSTRACT

Abstract of the research project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration.

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Rais bin Halid

October 2022

A survey conducted by Rakuten Insight in 2020 reported that 58 percent of Malaysian consumers stated that they ordered food more often on food delivery apps during the pandemic (Statista, 2021). In Malaysia, this was the time that most the startups that managed to provide online food services came to introduces itself as a vital player to the public, as they were held as the heroes during pandemic in bringing food to the public. The main differences are being physical to access the surroundings of your food, or to being able to only get the end final product before eating as there are several processes that's invisible to the consumers, but how would they trust as it's part of safety and daily hygiene. Some of the e-commerce platforms that were made available for this study include Grab, Foodpanda and Beepit as these three were regarded as the ones consumers tend to use more to make online food deliveries but it was open to any type of service providers as well. From the findings, we could conclude the reliable variables being asked were all passed for the Cronbach's alpha theory and further gave an impact that many still do believe the positive influence over these two matters, which are the Perceived Value and Food Safety Concern contributed greatly towards the outcome in why and how consumers purchase food online. Hence, based on the results compared to previous studies, we can say that yes consumers have a positive effect on the perceived value. On the other hand, with half percentage of consumers still not aware on the food safety knowledge as we can see in the discussion later part. In addition, this research has empirically proven that perceived value has the most significant effect on the intention to purchase online food.

CHAPTER 1: INTRODUCTION OF RESEARCH

Introduction of Research Project

1.1 Background of the Study

On 11th March 2020, the World Health Organization declared Covid-19 as a global pandemic hence leading to the emergence of a new normal life throughout the society and business practices all over the world including Malaysia. Many of our usual lifestyles came to a change when the pandemic hits, our basic everyday working style to even the booming industry of online food providers mainly in the E-commerce world. Since then, the pandemic has caused a surge in demand for online food via e-commerce platforms due to various measures of lockdown preventing and in decreasing the public to go out and get food due to safety measures. In Malaysia, this was the time that most the startups that managed to provide online food services came to introduces itself as a vital player to the public, as they were held as the heroes during pandemic in bringing food to the public. A survey conducted by Rakuten Insight in 2020 reported that 58 percent of Malaysian consumers stated that they ordered food more often on food delivery apps during the pandemic (Statista, 2021). Online food deliveries are becoming a popular option as people want to reduce exposure to the Covid-19 virus and the trend continues until now. This can be seen in Malaysia during the lockdown, e-commerce platforms like Grab and Foodpanda was used even more than before as in getting food products to residents. Not only in Malaysia, but a recent survey done by Bloomberg, explained how these tech giants are reinforcing to adapt to pandemic service providers to making an impact on the lives that it continues in developing throughout the pandemic period.

Hence, the questions come in mind on what's the consumers perception and concerns regarding this new normal of having e-commerce platforms serving food online from various third-party food businesses alike. Of course, before, it's a very subjective topic as consumers would have their own control of perception and concern physically since they cook or buy from the shop itself. Now, since the pandemic, both these perception and concerns would lead to newer levels of safety and consumer take whether it's good for them or will it only leave a mark during these hard times.

When it comes to local consumers perception, it basically differs, since the focus is on Asia region, Malaysia we should understand the general definition from the root word, “Perceive”; as defined by Oxford Dictionary is an interpretation or regard about someone or something in a particular way, whereas “value” is defined as the importance, worthiness, or usefulness of something. A survey conducted by Rakuten Insight in 2020 reported that 58 percent of Malaysian consumers stated that they ordered food more often on food delivery apps during the pandemic (Statista, 2021). Consumers’ perceived value is influenced by a series of elements. Zeithaml (1988) asserts that perceived value comprises not just the product’s price but also various psychological aspects that influence consumers’ purchasing decisions, such as quality, emotional response, and reputation. Ali, Kapoor and Moorthy (2010) stated that consumers place greater emphasis on convenience, freshness, and quality when purchasing food.

In terms of food safety, there should be enough layers of justification since an added process in getting food from an e-commerce environment might add in extra processes and steps in safety with Covid-19 issues. The main differences are being physical to access the surroundings of your food, or to being able to only get the end final product before eating as there are several processes that’s invisible to the consumers, but how would they trust as it’s part of safety and daily hygiene. Bad food can lead to all sorts of problems to the public and not only to backfire the E-commerce world but also to shops and cafes that failed to follow the safety rule while prepping food for consumers that are not there but at home waiting for the product. However, people can fall sick from eating food contaminated with bacteria, viruses, toxins, or chemicals. Foodborne illness, also known as food poisoning, results from eating contaminated, spoiled, or toxic food.

Many food sellers in Malaysia do not adhere to food safety and hygiene regulations, thus increasing the risk of foodborne illness among customers. Also, to note is that apart of being a restaurant or café where certain certifications are done prior in conducting food business, for a quite while there were also grey areas on vendors that are made available in the E-commerce world before they can sell their food to consumers.

In 2019, approximately 16,583 food poisoning cases were reported in Malaysia (Department of Statistic Malaysia, 2021). Food safety has become a major concern due to these incidents. Contamination can happen anywhere, whether the food is served at the restaurant or delivered to customers. Thus, customers need to pay attention to potential risks associated with the food they intend to purchase online. Since foodborne diseases can lead to critical illness or even death, consumers need to have adequate knowledge about food safety.

Hence, that is why this research would focus on the prior booming of online food providers on E-commerce specifically during the pandemic era that focuses both on the consumers side of things such as perception and food safety knowledge, but all in all it focuses the specific world from food vendors, to how business take control online during pandemic and how can we better the needs if the trend of online food in E-commerce is going to stay for the long run.

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1.2 Problem Statement

For this research, is to investigate whether both perceived value and food safety concern has a significant effect on Malaysian consumers intention when purchasing food on e-commerce platform during pandemic Covid-19. The intention of the consumers when it comes on buying food online specifically during the pandemic period where most of the service providers were able to do business in the E-commerce ecosystem. Hence, a new way of purchasing products may rely heavily on human factors, and that is why both Perceived Value and Food Safety Concern was the main statement needed in the findings from the consumers side of things.

For the perceived value, it has always been on whether the customers were influenced internally or externally by any mean of factors. But during the Covid-19 pandemic, we can see the E-commerce industry was booming with online food deliveries sparking up in cities hence to the consumers, what basically drove them as it was a new way in getting their purchase behaviour to trust more on the system instead. Purchase intention refers to the customer's willingness to purchase, increase, and continue to use a product and shows the consumer's motivation to perform the behaviour (Nguyen, 2019).

On the food safety concern, even though the norms of the buying intention for food was normally done in-store, where physically consumers are available to note on the spot, now with the online food delivery in the E-commerce world, process are cut short, and consumers might only see the product without needing to know all the previous processes. According to Li, Sha, Song, Yang, Zhao, Jiang, and Zhang (2020), risk perception is an essential factor affecting how individuals evaluate risk, make decisions, and behave. The impact of risk perception on customer purchase behavior has been widely studied; however, the association has been debated. But this would be a why on food safety as consumers might have troubles as this was an early area for the E-commerce world to filter for vendors, hence, to investigate the effect for this that may influence the intention. According to Ha, Shakur, and Do (2020), perception of food safety risk is formed through a complex process. Food incident information resulted in a lower level of institutional trust.

1.3 Research Objectives

The main objectives of the study are as follows:

To examine the perceived value and food safety factors involved in adopting an e-commerce platform to overcome the challenges of the Covid-19 pandemic in food service industry.

1.4 Research Questions

RQ1: Does Malaysian e-commerce food consumer influence by their perceived value?
Consumer perceived values are positively associated with purchase intentions.

RQ2: Does Malaysian e-commerce food consumer influence by their food safety concern?
Food safety knowledge positively affects personal attitude.

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1.5 Significance of Study

Both these variables of perceived value and food safety knowledge will enhance the future of the E-commerce specifically for the food providers as the main customers will always be the consumers. Ajzen (1991) state that human social behavior can best be described as following along lines of more or less well formulated plans. Before the online food in E-commerce was in the pandemic period of Covid-19, it was an added value service for the consumers to get their food with ease and comfort subject due that the consumers themselves can actually physically go in-store to buy food. But with Covid-19, we see lockdowns that basically restrict the public movement and it became a necessity overnight during the pandemic where it literally saves more life in allowing consumers to sit at home, a safe place instead of going to crowded public places, to get their own food. But in terms of the normality, it's quite new for us specifically in Malaysia and of course there's risk to it for example the food safety concerns hence why this study is significant. Beck and Ajzen (1991) stated that intention contains the factors that motivate and influence behaviour. It indicates the degree to which a person is willing to try and complete the behaviour. When people have a solid intention to engage in a behaviour, they are more likely to engage in that behaviour. Product quality risk is unlike all other forms of shopping outside of stores. It is difficult to inspect physical products on the Internet. For this, we can trace back to the food providers, the certification and license requirements which the E-commerce would get the verification, but there were also opportunities opened to normal regular vendors that may not have all the verified requirements and still being able to be the food providers. Consumers must rely on somewhat limited information and images displayed on a computer screen (Jarvenpaa & Tractinsky, 1999). Product risk is the perception that a purchased product may not perform as expected (Kim, Ferrin, & Rao, 2008). Some of the e-commerce platforms that were made available for this study include Grab, Foodpanda and Beepit as these three were regarded as the ones consumers tend to use more to make online food deliveries but it was open to any type of service providers as well. It's a bit hard to track all of them since during the pandemic itself, more newer e-commerce platform providers came into the picture as well.

1.6 The Organisation of the Study

The thesis is divided into five main chapters. Below is a summary of each chapter.

Chapter 1 provides the background of the study of factors of perceived values and food safety concerns on consumers intention to purchase food on E-commerce platforms during the Covid-19 pandemic. Chapter 2 consists of a review of prior literature to gain more knowledge and light on the research matter where previous study and findings would also help those two main factors of perceived value and food safety concern in enhancing the known results before in comparing with the current findings of this research. The concept of getting the proposed framework to expand the research even more. Chapter 3 represents the study's research design, which includes study population, sampling procedure, data collection method, dependent and independent variables operationalisation measurement, and data analysis technique. The reason for using a quantitative method is discussed, as well as the study's components. The statistical technique that was used using the SPSS software to reliability testing of statements for respondents. Chapter 4 analyses the findings from the online survey data and analyzes each factor of the five questions being asked to consumers representing each factor. This chapter discussed the descriptive analysis of the respondents and various statistical tests undertaken to ensure the goodness of data. The structural equation modelling was also depicted in this chapter to test the hypotheses is also discussed. Finally, Chapter 5 analyses the major findings and their implications for the conceptual model and hypothesis testing. Additionally, this chapter details the study's primary academic and theoretical contributions, followed by implications for management practices. Additionally, the study's limitations are acknowledged, and future research directions are recommended.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Perceived value has been recognized as an essential factor influencing customers' purchase decisions. Perceived value in general, is the worth that a product has in a consumer's mind (Lee & Chen-Yu, 2018). Prior studies have acknowledged that perceived value has a significant positive effect on purchase intention in social e-commerce (Gan & Wang, 2017), e-commerce (Hu, 2011), and travel websites (Ponte, Carvajal-Trujillo & Escobar-Rodríguez, 2015). Theory of Planned Behaviour posits that behavioural intentions are determined by attitude, subjective norm, and perceived behavioural control (Ajzen, 1991).

This would be a why on food safety concern factor as consumers might have troubles as this was an early area for the E-commerce world to filter for vendors, hence, to investigate the effect for this that may influence the intention. In 2019, approximately 16,583 food poisoning cases were reported in Malaysia (Department of Statistic Malaysia, 2021). Food safety has become a major concern due to these incidents. Contamination can happen anywhere, whether the food is served at the restaurant or delivered to customers. Thus, customers need to pay attention to potential risks associated with the food they intend to purchase online. Since foodborne diseases can lead to critical illness or even death, consumers need to have adequate knowledge about food safety.

Purchase intention refers to the customer's willingness to purchase, increase, and continue to use a product and shows the consumer's motivation to perform the behaviour (Nguyen, 2019).

2.2 Theoretical Foundation

Using the Theory of Planned Behavior to underpin the research framework, the current study examines the effect of perceived value and food safety concerns on Malaysian consumers' intention to purchase online healthy food.

There's a strong relationship between these two factors in the buying intention of online food; Perceived Value & Food Safety Concern. Both these factors will enhance two-ways, both the consumers and also the business and would also contribute in the trust of the E-commerce business models for future use. If our perceived values can be tune in to become a normality like buying food in stores, then possibly the objectives for the E-commerce online food is complete because it matches to what us as consumers having the perceived values in buying in stores. For the food safety knowledge, even though it's more considered as a common sense for us since everyday we get food or make it our own, but to know whether those food providers follow the guidelines and regulations before they even began to sell food online. As consumers, of course we want the best in whatever market we may buy food from, and food safety is one of the things that could prevent a consumer in purchasing that product online.

Proposed Conceptual Framework

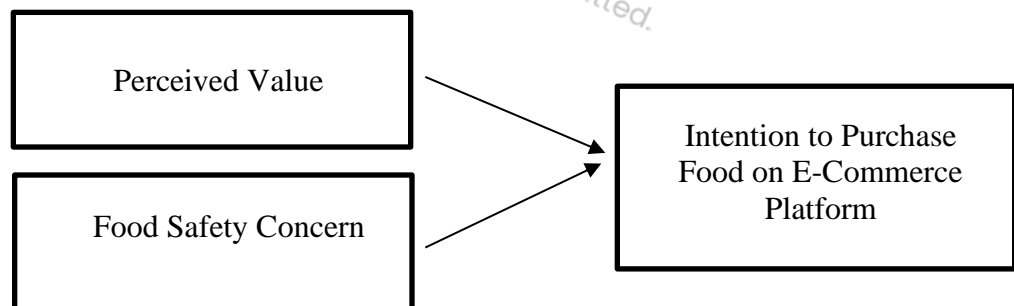


Figure 2.1 Conceptual Framework

2.3 Hypothesis Development

In this research, we have formulated two hypotheses based on the discussed conceptual model on intention to purchase online food on the E-commerce platform. The study was conducted in the quantitative method, which employed Exploratory factor analysis (EFA). This study uses the multivariable linear regression analysis method to determine the degree of influence of each factor on long-term employee commitment. And then, the author synthesizes and analyzes the data and uses the deductive inductive method to draw conclusions and give appropriate managerial implications. The independent variables were both the perceived value and food safety concern where else the dependent variably were the contributions towards the consumers intention to purchase food on E-commerce platform.

H1: Perceived value has a positive influence on consumers intention to purchase food on e-commerce platform during Covid-19 pandemic.

When it comes to consumers buying intention, there's always the room for positive influence with perceived values as its nature to us consumers in terms of spending. Perceived value (PV) refers to "consumers' overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given" (Ziethmal, 1988). According to Lee and Chen-Yu (2018), customers base their purchase decisions on perceived value, and their propensity to buy grows as their perception of value increases. Perceived value is relevant in online contexts. Prior studies have acknowledged that perceived value has a significant positive effect on purchase intention in social e-commerce (Gan & Wang, 2017), e-commerce (Hu, 2011), and travel websites (Ponte, Carvajal-Trujillo & Escobar-Rodríguez, 2015). In a nutshell, the literature posits that the greater consumers' perceived value on the online service, the stronger their intention to purchase. Therefore, it is relevant to investigate the impact of perceived value on consumers' intention to buy online healthy food.

H2: Food safety concern has a positive influence on consumers intention to purchase food on e-commerce platform during Covid-19 pandemic.

For the second hypotheses, of course logically as consumers we need clean preparation of food either its raw or in a cooked form. The food safety concern in enhancing consumers to buy good products in an online environment may not be normalized now but it could affect the percentage in the future. All consumers would want the food safety concern highly to be responsible for the e-commerce players and food providers hence it will increase the trust and confidence in enhancing a better influence in purchasing food online.



2.4 Summary of Chapter Two

Both these factors will enhance two-ways, both the consumers and the business and would also contribute to the trust of the E-commerce business models for future use. The food safety concern in enhancing consumers to buy good products in an online environment may not be normalized now but it could affect the percentage in the future. As consumers, of course we want the best in whatever market we may buy food from, and food safety is one of the things that could prevent a consumer in purchasing that product online. When it comes to consumers buying intention, there's always the room for positive influence with perceived values as its nature to us consumers in terms of spend. In a nutshell, the literature posits that the greater consumers' perceived value on the online service, the stronger their intention to purchase. All consumers would want the food safety concern highly to be responsible for the e-commerce players and food providers hence it will increase the trust and confidence in enhancing a better influence in purchasing food online.

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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

3.1.1 Quantitative Analysis

The quantitative research technique was chosen for this study based on the study's goal, the nature of the research enquiry, and the topics to be researched. The goal of this research is to investigate an explanatory relationship between the two main variables, i.e., perceived value and food safety concern with another supporting in knowing the intention of consumers in purchasing food online during pandemic Covid-19. Furthermore, the quantitative methodology is better appropriate for evaluating hypotheses and generalisation in this research.

In deciding whether to do qualitative or quantitative research, a variety of aspects should be examined. These aspects include the researcher's own opinions about the most acceptable method for studying human behaviour, the research questions, and the rigour of the research, which involves both universality and verifiability of outcomes. Additionally, the method's degree of comprehension of the issue, the amount to which the results generalise to other situations and individuals, and the usefulness of the findings are also considerations to consider (Maxwell, 1996). As a result, the quantitative methodology is well-suited to addressing this research purpose, as the primary purpose is to demonstrate a causal link between two or more variables (Mahajan, Misra, & Mahajan, 2017).

Previous research has established a sizable collection of consumer literature that conceptualises the nature of the relationship between various variables of consumer with regards to buying online of certain products or the usage of E-commerce in the current market and specifically aimed at during the pandemic Covid-19 period. Quantitative research is more appropriate in mature research streams that place a higher premium on testing than on discovery. This study used a quantitative research methodology to analyse the variety relationship between four independent variables and customer retention. Additionally, the quantitative research technique lends more legitimacy to the researcher's

interpretations and degree of confidence in the results. Bivariate and multivariate statistical techniques offer the benefit of enabling the researcher to assess and control variables (Edwards, 1998). These statistical approaches aid in the description of relationships in an easily understandable manner and in determining the strength and validity of any stated link (Cowan, 1990)

3.2 Data Collection

By using convenience sampling, questionnaires were created via the Google Forms and distributed among respondents. After data screening, 100 questionnaires were usable and taken for further analysis using IBM's SPSS Statistics software.

3.3 Measures

The survey questionnaire for this study comprised three independent variables, namely perceived value (5 items), food safety concern (5 items), and purchase intention (5 items). The measurement utilized in this study was adapted from past literature through an in-depth investigation geared towards fulfilling the research objectives. The primary constructs were created by adapting information obtained from previous well-published studies, which had been fairly tested for their reliability and validity to ensure a valid conclusion. The variables were assessed by adapting instruments developed by Ling and Ang (2018), Ueasangkomsatea et al. (2016) and Phan and Mai (2016). Respondents rated all measures on a seven-point Likert scale ranging from 1 (Strongly disagree) to 7 (Strongly agree).

A correlational study was adopted in this effort to investigate the relationship between food safety knowledge, personal attitude, perceived social pressure, perceived autonomy, and purchase intention without any involvement of manipulation. The study results were derived from the statistical analysis carried out via Statistical Package for the Social Sciences. (SPSS)

3.4 Study Population

The target population of the study was consumers in Malaysia aged 18 years old and above. To ensure a generalized finding, the minimum sample size of the targeted population is a must (Sekaran & Bougie, 2016) and we did a minimum of 100 based on the respondents in from filling the electronic survey. The data were collected by using convenience sampling via an online platform, thereby deemed as the right approach due to consumers shifting towards technology (Brick, 2011). More importantly, the global population is facing COVID-19 and calls for avoiding direct contact needs in ensuring an appropriate social distancing practice (Sajed & Amgain, 2020). The link containing the study survey was distributed through online groups and a three-week period was allocated for data collection purposes.



3.5 Respondents Profile Information

Based on the descriptive analysis carried out for the data, most of the respondents were female (66.0 per cent). Age-wise, 48.0 per cent of them was between 26 to 35 years old, 36.0 per cent was between 18 to 25 years old, 10.0 per cent was between 36 to 45 years old and finally 6.0 per cent was between 46 – 55 years old. Furthermore, most of the respondents had been from the M40 monthly household income group (48 per cent), followed by B40 (30.0 per cent), and T20 (22.0 per cent).

Item	Descriptions	Frequency	Percentage (%)
Gender	Male	34	34
	Female	66	66
Age	18-25 years old	36	36
	26-35 years old	48	48
	36-45 years old	10	10
	46-55 years old	6	6
Occupation	Student	14	14
	Self-Employed	12	12
	Retired	6	6
	Administrative	16	16
	Managerial	6	6
	Professional	36	36
	Others	10	10
Ethnicity	Malay	56	56
	Chinese	10	10
	Indian	22	22
	Bumiputera Sarawak	6	6
	Bumiputera Sabah	6	6
Monthly Household Income Group	B40	30	30
	M40	48	48
	T20	22	22

Table 3.1 Population of Study

3.6 Data Analysis

To ensure the data were entered accurately, data screening was conducted, and minimum and maximum analyses were next carried out to identify any missing values, following which the data were coded accurately.

Constructs	Items	Questions
Perceived Value	A1	I prefer to purchase online food during the COVID-19 pandemic.
	A2	I have the willingness to purchase online food during the COVID-19 pandemic.
	A3	Price is not the most important factor when it comes to purchasing online food during the COVID-19 pandemic.
	A4	Online food can be obtained conveniently in-store (Supermarket, organic food market, hypermarket and others) during the COVID-19 pandemic.
	A5	Overall, I think I have the autonomy to purchase online food during the COVID-19 pandemic.
Food Safety Concern	B1	I am knowledgeable about food safety concern.
	B2	I know various certificates of food safety from regulated body on the product packaging
	B3	I know how to choose food products to reduce potential foodborne illnesses.
	B4	I try to purchase food that is free from pesticides, fertilisers and genetic modifications.

	B5	Overall, I have a good food safety knowledge.
Intention to Purchase Food on E-Commerce Platform	C1	I am knowledgeable about the e-commerce platform to purchase food.
	C2	I know various e-commerce service providers to buy food.
	C3	I know how to choose which service providers which are available on the e-commerce platform.
	C4	I try to purchase food through e-commerce platform.
	C5	Overall, I have a good purchase intention on buying food through e-commerce platform.

Table 3.2 Data Analysis

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3.7 Discussion of Chapter Three

Perceived value showed a significant and positive relationship with consumers' intention to purchase food through E-commerce platforms. We can see that 82.0 per cent of all respondents either "Somewhat Agree, Agree or Strongly Agree" when it comes to good purchase intention on buying food through E-commerce platform. Consumers choose online food service because it offers greater comfort and speed, at the same time.

On the other hand, what's also interesting is the overall food safety knowledge where half of the respondents were not quite aware on their own but another 50.0 per cent were aware on having good food safety knowledge. Food safety assurance is a joint responsibility between the government, food industry, and consumers. Food safety audits and certifications are examples of mechanisms used by the government to guarantee food quality and safety along the entire production chain.

We can also see that in terms of respondent's willingness to purchase online food during Covid-19 pandemic, where 46.0 per cent were willing, and another 54.0 per cent were not too willing. This may be caused due to the food safety knowledge on buying food via E-commerce, since it was during the pandemic it totally became visible.

3.8 Conclusion of Chapter Three

The study offers a theoretical model to assess the behavioural intention toward online food in Malaysia. The finding of this study extends and makes contributions to theoretical knowledge around consumer behaviour. In addition, this research has empirically proven that perceived value has the most significant effect on the intention to purchase online food. Future research could address this problem by using a combination of qualitative and quantitative methods. Second, the current study focused on online food services. It would be interesting to replicate this research across different service categories. Lastly, the study was undertaken in Malaysia and whether the results of this paper are applicable to other countries remains uncertain. Thus, future research could be expanded to a larger geographical area and bigger sample size.

CHAPTER 4: RESULTS & FINDINGS

The population for this study is comprised of all Kuala Lumpur population. With a customer population of 8.4 million, it becomes critical to use a statistical model to determine the sample size. Thus, Taro Yemane's (1967) method was used to determine the population on key parameters with an acceptable degree of probability, with a confidence level of 0.08. According to Hair, Black, Babin, and Anderson (2009), setting the significance level, or alpha, indicates the risk that the researcher is prepared to take in determining if the estimated coefficient is greater than zero.

The alpha value that is commonly utilised in research is 0.05 (Paul, 2008). When the researcher seeks a lower probability of being incorrect and lowers the significance threshold, the statistical test becomes more demanding. Hazelrigg (2009) said that when confidence intervals are calculated, there is nothing sacred or mystical about these figures. As a result of the time constraints of this investigation, a somewhat higher alpha value of 0.095 is employed.

Thus; $n = \frac{N}{1 + N(e)}$ Where, n = sample size sought e = level of significance ($e = 0.05$)
 N = population size ($N = 8,400,000$) 1 = constant

Applying the above formula, the figure are; $n = \frac{8,400,000}{1 + 8,400,000(0.095)}$ $n = 110$

This study is designed to compile data from a target sample size of 100 individuals based on the calculated computation. A total of 200 online surveys will be delivered to Klang Valley working adults, students and those living here where consumers using a convenience sampling technique.

To conduct the study, researchers must rely on people's willingness to answer surveys. In research, when participation in a survey is optional, a maximum response is not expected (DeMaio, 1980). Questionnaire-based surveys should strive for the highest response rate feasible. Increased response rates result in bigger data samples and statistical significance, as well as more credible conclusions among important stakeholders (Rogelberg & Stanton,

2007). A total of 100 survey questionnaires were returned and used for analyzing the statistics for this whole research. All surveys were received from respondents with completed information. The rate of response is deemed acceptable and satisfactory.

4.2 Respondent and Demographic Profiles

Prior to examining the data from the samples, it is necessary to get some insight into the demographic and socioeconomic features of the respondents to this research. This is a common technique that establishes the context for the analysis that follows. The variables covered here include gender, age, education level, occupation, and household income, all of which are anticipated to have a significant impact on how the results are interpreted.

Female comprises of 66.0 % and males comprise of 34.0% of the total respondents. Most of the respondents are female.

Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	34.0	34.0	34.0
	Female	66	66.0	66.0	100.0
Total		100	100.0	100.0	

Figure 4.1 Gender analysis

The top age group respondents' age group are 26-35 years old, 18-25 years old, 36-45 years old and finally 46-56 years old with a percentage of 48%, 36%, 10%, and 6% respectively. However, there are no respondents from both age groups of above 65 years old and above. In a survey on shopping behavior in Malaysia conducted by Rakuten Insight, 71 percent of

the respondents aged 35 to 54 years stated that they now preferred to shop online exclusively due to the COVID-19 pandemic. In contrast, five percent of respondents in that age group stated that they continued to shop in physical stores.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years old	36	36.0	36.0	36.0
	26-35 years old	48	48.0	48.0	84.0
	36-45 years old	10	10.0	10.0	94.0
	46-55 years old	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Figure 4.2 Age Analysis

For the occupational statistics, the highest percentage of respondents are working professionals with 36.0 per cent of the total while being followed by administrative work 16.0 per cent and students 14.0 per cent. As we know that Kuala Lumpur is a diverse melting pot for various walks of life hence why there's variations in the respondents' occupational statistics. Followed up by 12 per cent from Self-Employed and other 6 percent with the lowest percentage of even 6 per cent for both respondents in Managerial line and who has retired from working.

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	14	14.0	14.0	14.0
	Self-Employed	12	12.0	12.0	26.0
	Retired	6	6.0	6.0	32.0
	Administrative	16	16.0	16.0	48.0
	Managerial	6	6.0	6.0	54.0
	Professional	36	36.0	36.0	90.0
	Others	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Figure 4.3 Occupation Analysis

The monthly household income group frequency analysis revealed that the vast majority of respondents (48.0 per cent) declared their income group of M40 where else another 22.0 per cent of the respondents reported an income group of T20, followed by 30 per cent to be in the B40 monthly household group. The income range of respondents is quite similar with Malaysia income range context, i.e., the lower-income group consist of 40% of the population, the middle-income group consists of 40% of the population and the upper-class consist of the balance 20% of the population (Department of Statistics Malaysia, 2019).

		Monthly Household Income Group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B40	30	30.0	30.0	30.0
	M40	48	48.0	48.0	78.0
	T20	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Figure 4.4 Monthly Household Income Group Analysis

Ethnicity

In terms of ethnicity, for this research even though the respondents were all from Klang Valley, their ethnicity may be diverse due to the rich culture and people of all sorts available as survey consumers for this project. Out of the 100, majority of 56 per cent is Malay, 22 percent is Indian, 10 percent is Chinese and equal 6 percent for both Bumiputera Sarawak and Bumiputera Sabah.

		Ethnicity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	56	56.0	56.0	56.0
	Chinese	10	10.0	10.0	66.0
	Indian	22	22.0	22.0	88.0
	Bumiputera Sabah	6	6.0	6.0	94.0
	Bumiputera Sarawak	6	6.0	6.0	100.0
	Total		100	100.0	100.0

Figure 4.5 Ethnicity Analysis

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4.3 Validness of Data

Validity refers to the degree to which a measuring instrument accurately measures what it is meant to measure in quantitative research (Thatcher, 2010). Although validity necessitates instrument reliability, an instrument might be reliable without being valid (Kimberlin & Winterstein, 2008).

The validity of a research instrument is a measure of how well it measures what it is intended to measure (Robson, 2011). It refers to the degree to which the outcomes are accurate. As a result, a research instrument (questionnaire) is essential to precisely evaluate the theories under study (Pallant, 2011). It comprises the whole experimental idea and establishes if the obtained results adhere to all the scientific research method's standards. Validity refers to the degree to which the requirements of scientific research methods were adhered to during the process of obtaining research findings. It is a required component of all sorts of study (Oliver V., 2010).

4.4 Reliability

In quantitative research, dependability refers to the consistency, stability, and repetition of results. Thus, a researcher's findings are deemed credible if they have been acquired consistently in identical but dissimilar circumstances (Twycross & Shields, 2004).

The term reliability refers to a measurement that consistently produces identical values (Blumberg, Cooper, & Schindler, 2005). Cronbach's alpha determines whether linked items have a high degree of communality and a low degree of distinctiveness. It assesses a study's consistency, accuracy, reproducibility, and trustworthiness (Chakrabartty, 2013). It shows the degree to which the instrument is bias-free (error-free), ensuring consistent measurement across time and across the instrument's different components (the observed scores). It is a problem whenever a single observer is the source of data since the research will have no guarantee against the impact of that observer's subjectivity (Babbie, 2010). Reliability concerns are often inextricably linked to subjectivity, and when a researcher takes a subjective approach to the study, the work's degree of reliability is jeopardised (Wilson J. , 2010). The term reliability refers to the capacity to assess the consistency of measures given to the same people at various periods and the equivalency of groups of

items from the same test (Kimberlin & Winterstein, 2008). The higher the reliability, the more accurate the findings. Thus, the former improves the likelihood of selecting the right decision throughout the research process. The reliability coefficient ranges from 0 to 1, with perfect reliability equal to 1 and no reliability equal to 0. Typically, reliability for test-retest and alternative forms is determined using statistical correlation tests (Traub & Rowley, 1991). Reliability should be higher than 0.9 in high-stakes circumstances (e.g., licencing examinations), although values of 0.8 or 0.7 may be acceptable in less critical situations. As a rule, reliability values higher than 0.8 are regarded to be high (Downing, 2004).

Construct	Cronbach's Alpha	Mean	Standard Deviation
PV1	0.857	4.54	1.44
PV2	0.857	5.13	1.29
PV3	0.868	4.32	1.97
PV4	0.867	4.61	1.71
PV5	0.859	5.52	1.29
FSK1	0.855	4.82	1.52
FSK2	0.850	4.25	1.48
FSK3	0.850	4.54	1.51
FSK4	0.862	5.02	1.58
FSK5	0.859	4.64	1.66
EC1	0.861	5.27	1.46
EC2	0.860	5.33	1.12
EC3	0.860	5.02	1.23
EC4	0.860	5.45	1.05
EC5	0.865	5.08	1.16

Table 4.1 Summary of Item-to-Total Correlation

Generally, alphas of 0.7 are necessary to be considered reliable (Werhahn & Brettel, 2012). Most alpha values were on the high side. Items-to-total correlations were also analysed in addition to Cronbach's alpha. The former correlation coefficients indicate the degree to which an item is connected to a dimension or concept. Scores less than 0.35 can jeopardise the reliability (Netemeyer, Bearden, & Sharma, 2003). The above table summarises that the item-to-total correlations scores for each item in relation to the depicted construct and dimension. The result indicated that the majority of the item-to-total correlation scores were high. Validity is frequently described as an instrument's ability to accurately measure what it claims to measure (Blumberg, Cooper, & Schindler, 2005). According to Linn and Groundlund (2000), validity refers to the measuring instrument's ability to provide the intended result.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I prefer to purchase online food during the Covid-19 pandemic	69.0000	145.394	.562	.819	.857
I have the willingness to purchase online food during the Covid-19 pandemic	68.4100	147.759	.562	.791	.857
Price is not the most important factor when it comes to purchasing online food during Covid-19 pandemic	69.2200	144.032	.403	.659	.868
Online food can be obtained conveniently in-store (Supermarket, organic food market, hypermarket, etc) during the Covid-19 pandemic	68.9300	147.904	.389	.616	.867
Overall, I think I have the autonomy to purchase online food during Covid-19 pandemic	68.0200	148.666	.528	.559	.859
Overall, I have a good purchase intention on buying food through E-commerce platform	68.4600	154.655	.384	.651	.865
I try to purchase food from E-commerce platforms	68.0900	152.729	.506	.642	.860

I know how to choose which service providers are available on the E-commerce platform	68.5200	150.373	.499	.759	.860
I know various E-commerce service providers to purchase online food	68.2100	150.026	.571	.728	.858
I am knowledgeable in the E-commerce platforms to purchase online food	68.2700	147.977	.477	.808	.861
Overall, I have a good food safety knowledge	68.9000	143.869	.511	.705	.859
I try to purchase food that is free from pesticides, fertilizers and genetic modification	68.5200	147.080	.456	.590	.862
I know how to choose food products to reduce potential foodborne illnesses	69.0000	140.000	.692	.841	.850
I know various certificates of food safety from regulated body on the product packaging	69.2900	140.349	.696	.748	.850
I am knowledgeable about food safety concern	68.7200	143.052	.594	.679	.855

Figure 4.6 Item Total Statistics

4.5 Structural Equation Model Path

The study has utilized structural equation modelling (SEM) to estimate the overall model fit. Firstly, the researcher has created the SEM route diagram using the theoretical framework as a guide. It demonstrates how the independent and dependent constructs are mathematically connected to one another. The regression weight is denoted by the one-way arrow that begins with the exogenous variable and ends with the endogenous variable. There are 15 observed variables in this study, for which a questionnaire was developed, and responses were gathered from Klang Valley residents. Each of these fifteen observable variables has a conceptual relationship with three variables. As a result, all of these fifteen observed variables are referred to together as indicators of three latent variables. The

indicators are used to indicate the latent variables' various components. The two theoretically exogenous variables are perceived value and food safety knowledge. The result of the SEM is in graphical form as the following figures.

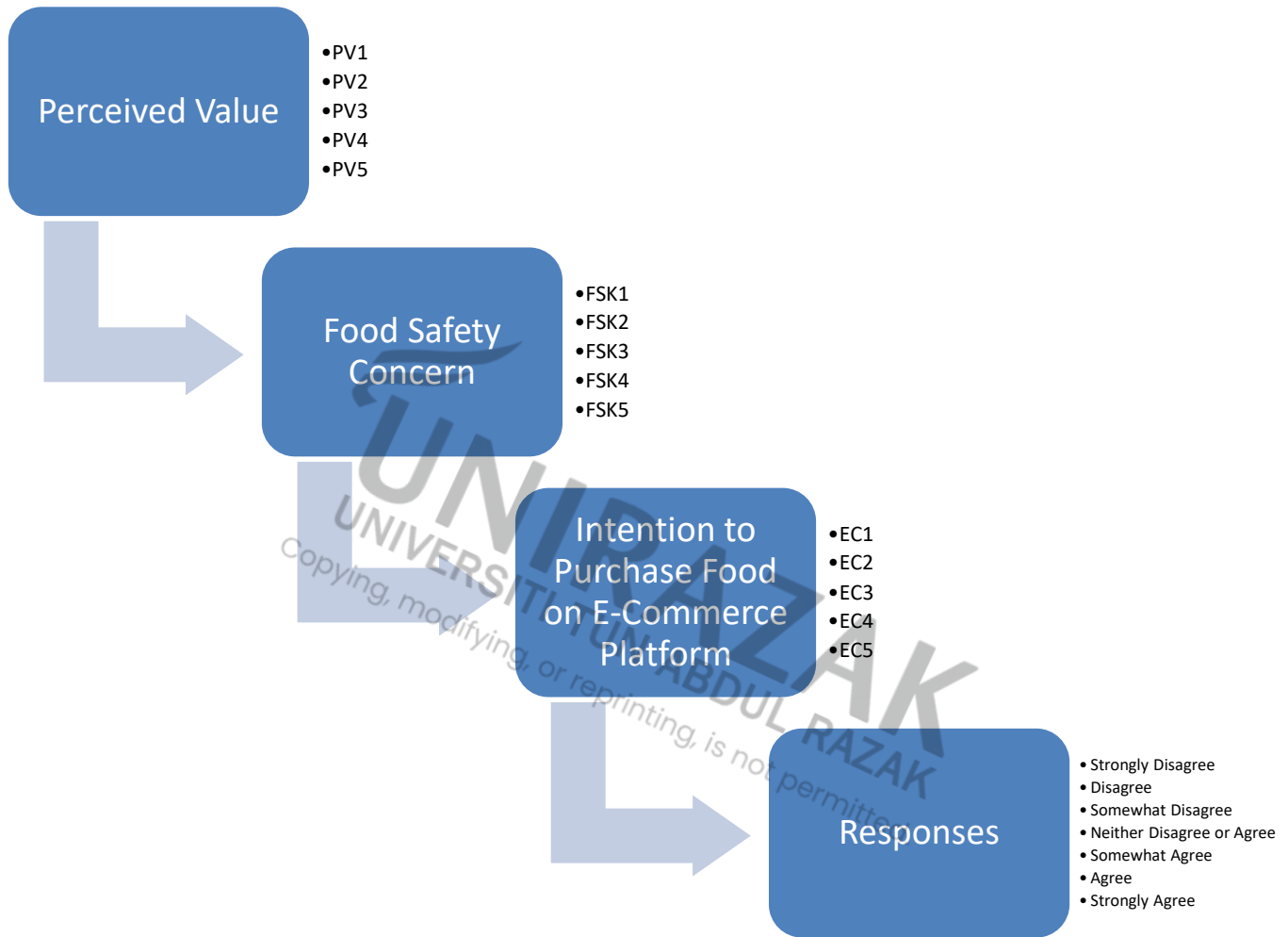


Figure 4.7 Variables of Study

CHAPTER 5: DISCUSSION & CONCLUSION

Chapter 5

5.1 Introduction to Chapter Five

The focus of the research was to determine these two factors of perceived values and food safety concern that may affect consumers intention on purchasing online food on the E-commerce platform during pandemic Covid-19. Data was collected in general through online surveys among those living, working, or studying in Klang Valley area. Analysis of the results from the survey was carried out using structural equation modelling (SEM) with the statistics being computed using SPSS software.

The findings of the study are further discussed in Chapter Five with great assist to relevant literature that has already been published before. In this research there may be similarities of discussions in terms of its research limitations, implications, further extension of research, and the results of the findings based on the demographics as for now we would say that Klang Valley residents are likely to have the services easier and accessible compared to the ones living in cities where the E-commerce world has not evolved in daily needs such as ordering food. From the findings, we could conclude the reliable variables being asked were all passed for the Cronbach's alpha theory and further gave an impact that many still do believe the positive influence over these two matters, which are the Perceived Value and Food Safety Concern contributed greatly towards the outcome in why and how consumers purchase food online.

5. 2 Factor Influencing Consumers Purchase Intention on Online Food During Pandemic Covid-19

1. Perceived Value (PV)

In the research, we asked the consumers which all did purchase food online via the E-commerce during the recent pandemic of Covid-19. For the first under this subcategory was “I prefer to purchase online food during the COVID-19 pandemic.” The findings showed the frequency of an equal of 36.0 per cent of consumers find “Somewhat Agree” and “Agree” with the responds of “Neither Disagree or Agree” and only 18.0 per cent which says to disagree. We could see the ones that agree may have purchased online food for a period compared to the ones responding to “Neither Disagree or Agree” as some respondents may still prefer to cook at home or buy in-stores which is rarely the case during lockdown period. As such, fair to all the respondents to claim the preference which contribute to the next Perceived Value, PV2, that is the “I have the willingness to purchase online food during the COVID-19 pandemic.” That not only preference but are the consumers willing even though they may have the app installed or somehow did once a time purchase of food online via an E-commerce market during the pandemic period. 68.0 per cent of the respondents did “Somewhat Agree”, “Agree” and “Strongly Agree” which majority would still be willing to get food online during pandemic Covid-19. 32.0 per cent would still be unwilling and true as this may also come from group of students who may have prefer to cook for themselves or have family members to cook for the household. The strong agreement may be found in society where busy lifestyle with young families still prefer to the comfort and quickness of online food delivery compared in preparing the food or getting it in-stores where possible of lockdowns and risks of getting the virus may be affecting their decisions too.

I have the willingness to purchase online food during the Covid-19 pandemic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	2	2.0	2.0	2.0
	Neither Disagree or Agree	30	30.0	30.0	32.0
	Somewhat Agree	22	22.0	22.0	54.0
	Agree	38	38.0	38.0	92.0
	Strongly Agree	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Figure 5.1 Willingness Analysis

Next for PV3, where would see “Price is not the most important factor when it comes to purchasing online food during the COVID-19 pandemic.” After preference and willingness, how will the Klang Valley consumers say when it comes to pricing, 54.0 percent would be on the agreeable side and another mere of 46.0 per cent would still consider the price factor. These can be seen that true enough that such food vendors that are providing food services vis this E-commerce platforms may be charged higher compared to when a consumer goes to the exact shop to get their own food, or of course by preparing a meal at home. But comfort and easy always comes with a price but not all Klang Valley respondents may have the thought on considering the price of food provided online. The fourth Perceived Value, PV4, where the “Online food can be obtained conveniently in-store (Supermarket, organic food market, hypermarket and others) during the COVID-19 pandemic.” To discuss when it comes to varieties and choices since some of these E-commerce platform providers started introducing grocery in their inventory as consumers can now purchase it online and is still considered to be online food as it was part of the business cycle. The frequency on these were 54.0 per cent respondents were on the agreement side of yes they could bought it in-store, also mainly may be subjective to the previous PV3 of pricing, but on the other hand a sum of 36.0 per cent found it that no they can’t get it in-stores may be due to the restrictions where we know Klang Valley had several lockdowns in place so consumers really can’t physically go out to get food and can only get it online. This may also be

perceived to other countries importing where it became more accessible for consumers for example to get Ramen straight from Korea, from a local distributor, provided to a local business, where it has opened the business in another E-commerce platforms that contributed to the Ramen to get to delivered straight to the consumers destination with regards to only time. This has truly evolved the way consumers perceived shopping groceries online rather than in-store where not all food items are sold the same in every supermarket or general grocery store. The final Perceived Value is PV5 where “Overall, I think I have the autonomy to purchase online food during the COVID-19 pandemic.” Which gives the greatest responsibility for this factor I personally think as its literally up to the consumers because they have the purchase power and right for the food, they buy online for whatever reasons specific in the pandemic Covid-19 era. 16.0 per cent responded, “Somewhat Agree”, with 22.0 per cent on the agreement side “Strongly Agree” and a slide of 50.0 per cent to “Agree” which total up of 88.0 per cent find it agreed on they have the autonomy in making purchases of food online via any E-commerce platform during the pandemic. Only 12.0 percent were “Neither Disagree or Agree” and “Disagree” which means the necessity for them to check with someone to purchase food online. This could be supported by the earlier Occupational Statistics where largely the age range were working class hence purchase independent and autonomy basically lies back on the consumer hands.

2. Food Safety Concern (FSK)

For the awareness, having all our PVs being in the findings above, the research then brings the subtopic in the other factor relating to food safety knowledge which is the first FSK1, “I am knowledgeable about food safety concern.” The main awareness whether consumers know what food safety concern is, and 60.0 per cent responded agreeing that they were aware, and 40.0 percent were either still not aware as having to “Neither Disagree or Agree” were mainly 18.0 percent find it totally did not aware of food safety concern when purchasing it online during the pandemic. The second FSK2 “I know various certificates of food safety from regulated body on the product packaging” brings various of percentages as follows, the highest being the “Neither Disagree or Agree” 36.0 per cent, followed by 20.0 per cent “Somewhat Agree” and 12.0 per cent of both “Agree” and “Strongly Agree”.

We can know that many of these certifications are being recognized by licensees in franchise restaurants which makes up the largest in the food industry in the E-commerce such as in Malaysia the common Halal logo that many Muslim consumers may be aware as it has been a global food certification for the consumers. The percentage would then follow the total of 32 percent where they disagree that they might don't really know the certifications may be due to beliefs or was not aware in the concern of getting online food and trusted either the traditional beliefs of food providers being to their ethics in providing food on whether it should be certified by some industry body or just to sell a product directly to the consumer since it's only food and very general compared to a certain product and it must be consumed several time a day instead of monthly or annually. The next findings on the third food safety concern, FSK3 is the "I know how to choose food products to reduce potential foodborne illnesses." Where this relate to personal experience consumers may have all faced once in a lifetime and preventive measures were buying through online and not being there to either inspect part of the process or trusted the E-commerce food providers as it's vital during pandemic. Only 22.0 per cent has the disagreement and 16.0 per cent "Neither Disagree or Agree" which slightly brings the question that the consumers would not really know in order before they purchase as the online menu and food being delivered may differs as the early stage may be a grey area in this but also 62.0 per cent agree that they know how to prevent and choose the best food providers online during the pandemic.

For FSK4, where respondents had to respond to "I try to purchase food that is free from pesticides, fertilisers and genetic modifications." Where specifically it's part of the healthy initiatives we see such as more greens as nowadays in our modern world some part of marketing towards the Klang Valley societies which is also positive in a way but may be hard in case a consumer really does a deep dive on the food providers, but in terms of food products it would be possible as ingredients list would be there for consumers to check themselves. A balance equal of 50-50 in percentages for all agree and disagree to agree as explained as it might be quite specific but for food safety concern such as the non-genetic for vegetables and fruits were already introduced to us society way before the online food was introduced to the E-commerce platforms that's booming since pandemic Covid-19. And the final questions on the findings for the food safety concern, FSK5 "Overall, I have

a good food safety knowledge.” Should summarized the overall awareness on this food safety concern factor. A total of 50 per cent responded to “Somewhat Agree”, “Agree” and “Strongly Agree”, and 20 per cent “Neither Disagree or Agree” with a total of 30.0 per cent responded to “Disagree” and “Somewhat Disagree” which shows the balance of food safety concern among the consumers when it comes to buying food online on E-commerce platform during pandemic Covid-19.

Overall, I have a good food safety knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	10.0	10.0	10.0
	Somewhat Disagree	20	20.0	20.0	30.0
	Neither Disagree or Agree	20	20.0	20.0	50.0
	Somewhat Agree	10	10.0	10.0	60.0
	Agree	30	30.0	30.0	90.0
	Strongly Agree	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Figure 5.2 Food Safety Knowledge Analysis

3. Intention to Purchase Food on E-Commerce Platform (EC)

The third was an addition in the support of the findings where respondents should have been able to have awareness in basic transactions of online food during pandemic Covid-19 as all the respondents did the survey did purchase food online during the pandemic. We broke the variables to EC1, where the first is to respond to “I am knowledgeable about the e-commerce platform to purchase food.” Where consumers should know on how or where they can purchase food online during the pandemic. In many cases, there were many apps in the E-commerce market that supported the ecosystem such as Grab and Foodpanda that focuses on the food providers. A large 72.0 per cent of respondents agreed to this statement where they were well knowledge on using the e-commerce platform in getting food specifically during the pandemic era where else only 8 per cent “Neither Disagree or Agree” and 16 per cent “Disgaree”. This can be caused due to app limitations on certain electronic

devices, or the payment methods provided by these food providers on E-commerce that would make it difficult for consumers interest to learn more on the E-commerce adaptability of purchasing food or for the age range of older where still prefer to get food in-stores. The second on supporting the consumers intention in purchasing food online, EC2, "I know various e-commerce service providers to buy food." Where respondents should have the choices as there were several service providers when it comes to food products in the E-commerce market system. 86 per cent responded, "Somewhat Agree", "Agree" and "Strongly Agree" and 8 per cent "Neither Disagree or Agree" and only minor 6 per cent "Disagree". From this statement we see respondents were aware on the choices they have despite not only being on one service providers to get food online during the pandemic. For the next intention on purchasing for consumers on E-commerce platform, EC3, "I know how to choose which service providers which are available on the e-commerce platform." With 46.0 per cent "Somewhat Agree", 28.0 per cent "Agree" and 4 per cent "Strongly Agree" summing up 78 per cent consumers do know the various service providers whether on app or mobile still through online for them to purchase food online during the pandemic. For EC4, "I try to purchase food through e-commerce platform." Where respondents already know on how to use the E-commerce to buy food and aware that there are service providers to buy food online during the pandemic, 40.0 percent agreed to this statement, 12.0 percent "Strongly Agree" and 34.0 per cent "Somewhat Agreed" and total up to 86.0 percent for consumers to eventually try the E-commerce providers in the intention to purchase food during the pandemic Covid-19. There were no consumers disagreeing this statement which could be understand that they've actually tried to purchase food through online during the pandemic, and only 14.0 per cent "Neither Disagree nor Agree".

Overall, I have a good purchase intention on buying food through E-commerce platform					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	6.0	6.0	6.0
	Somewhat Disagree	4	4.0	4.0	10.0
	Neither Disagree or Agree	8	8.0	8.0	18.0
	Somewhat Agree	46	46.0	46.0	64.0
	Agree	32	32.0	32.0	96.0
	Strongly Agree	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Figure 5.3 Purchase Intention Analysis

Finally, the findings for the purchase intention for consumers falls to EC5, “Overall, I have a good purchase intention on buying food through e-commerce platform.” Where 82 percent, majority of the respondents do find it under their good intention when it comes of believing the E-commerce market of the service providers to the food providers in purchasing food online during pandemic Covid-19. Only 8.0 per cent “Neither Disagree or Agree” with the statement and 10.0 per cent “Strongly Disagree” and “Disagree” that their intention on buying online differs to buying in-store even considering the pandemic Covid-19 and lockdown measure being placed.

5.3 Research Contributions and Implications

The study findings offer numerous contributions to theory, research, and practice. The academic and theoretical contributions are examined, and the consequences for management practice are then discussed.

5.4 Conclusion of Research

The study offers a theoretical model to assess the behavioural intention toward online food in Malaysia. The finding of this study extends and makes contributions to theoretical knowledge around consumer behaviour. In addition, this research has empirically proven that perceived value has the most significant effect on the intention to purchase online food. Future research could address this problem by using a combination of qualitative and quantitative methods. Second, the current study focused on online food services. It would be interesting to replicate this research across different service categories. All consumers would want the food safety concern highly to be responsible for the e-commerce players and food providers hence it will increase the trust and confidence in enhancing a better influence in purchasing food online. Hence, a new way of purchasing products may rely heavily on human factors, and that is why both Perceived Value and Food Safety Concern was the main statement needed in the findings from the consumers side of things. Lastly, the study was undertaken in Malaysia and whether the results of this paper are applicable to other countries remains uncertain. Thus, future research could be expanded to a larger geographical area and bigger sample size.

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APPROVAL PAGE

TITLE OF PROJECT PAPER: THE EFFECT OF PERCEIVED VALUE AND FOOD SAFETY CONCERN ON CONSUMERS INTENTION TO PURCHASE FOOD ON E-COMMERCE PLATFORMS DURING COVID-19 PANDEMIC

NAME OF AUTHOR: RAIS BIN HALID

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfillment for the degree of Master of Business Administration.

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Date:



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Dean

Graduate School of Business

Date: