

## Foodpanda's Impact on Consumer Behavior During the Pandemic

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### ABSTRACT

The COVID-19 pandemic has set off a new era in the world, the food delivery applications have become an important aspect of individuals' daily lives. In addition, consumer behavior will change during COVID-19 pandemics. Due to changes in consumer behavior during the pandemics, many companies are facing difficulties such as reduced sales. Therefore, this paper aims to examine the impact of consumer behavior on Foodpanda during the COVID-19 pandemic. Lockdown and social distancing have disrupted consumer buying and shopping habits during the COVID-19 pandemic. This dramatic scenario also strongly influenced consumer behavior. The data was collected using an online questionnaire. The data was collected primarily through surveys distributed to 100 respondents. The results show that Food panda provides a very convenient service for customers during the Covid-19 outbreak. The results also show that customers are satisfied with the quality of Food panda's service.

**Keywords:** Consumer Behavior, Covid-19 Pandemics, Food Panda, Impact.

## **INTRODUCTION**

Foodpanda Malaysia was founded by Lucas Nagel and Rico Wyder in 2012 and is headquartered in Berlin, Germany (Mustary, 2020). Foodpanda is one of the world's leading food delivery service companies. Besides, it is also an online food and grocery delivery platform. It is a platform where customers can have food delivery services; simultaneously, sellers sell food to customers or provide food delivery services (Kamilah et al., 2020). Now, Foodpanda is the largest food and grocery delivery platform in Asia.

In early December 2019, the World Health Organization (WHO) attributed the pneumonia outbreak near Wuhan, Hubei province, China, to a new coronavirus (CoV) known as COVID-19. COVID-19 has a significant impact on almost every civilization on earth. COVID-19 spread across the globe in early 2020, spiraling out of control in just a few weeks. The World Health Organization (WHO) later declared the pandemic (Neger & Uddin, 2020). The virus has caused a pandemic that threatens economies and health systems worldwide (Koch, Frommeyer, & Schewe, 2020). Then, some governments imposed long-term measures to stop the spread of the virus. They also imposed restrictions on various social activities to slow the spread of the virus. Though these stringent measures have shown to be effective in preventing the virus from spreading further, they had a significant effect on the global economic system, which caused an unprecedented shock to the economies and labor markets. COVID-19 also led to dramatic business behavior and consumer behavior (Donthu & Gustafsson, 2020). The outbreak of the COVID-19 pandemic has had more impact on the way people work, shop, and communicate than any other disruption in this decade (Despin, 2020). This dramatic situation has had a significant impact on consumer behavior and attitudes revealed by an analysis of economic data on sales.

Consumer behavior can affect a company's success because it can reflect customer loyalty and satisfaction. However, the whole world has collectively experienced absolute social isolation through various forms of lockdown together in the last few months. Fortunately, there are so many apps to help people during this pandemic, but one of the most important is the online food delivery app. The demand for food delivery services has surged in Malaysia and Southeast Asia as people need to keep a distance. During the COVID-19 pandemic, online food services have become even more critical in maintaining safety and social distancing to prevent the coronavirus from spreading. Online food services like Foodpanda are necessary for people to access during a Mobile Control Order (MCO) because they cannot go out. In addition, Foodpanda provides a wide variety of new foods to its customers every day. Before the MCO spread, most customers used cash on delivery, but now they are being advised to pay online to reduce the spread of the COVID-19 pandemic (Chai & Yat, 2019). As more people work from home, the COVID-19 pandemic has fuelled a new demand for food delivery in Asia and globally.

## **LITERATURE REVIEW**

According to Kwong (2017), an online food ordering system is a comprehensive self-service system that allows the customers to control their pace of ordering, hence limiting the number of personal interactions they encounter. There is a fast-food delivery market in Southeast Asia. While the food market is a trillion-dollar

business, the delivery market is only a tiny fraction of this market (Kandasivam, 2017). Southeast Asia's online food delivery spend is expected to grow more than two times faster than the total food service spent in the region over the next five years at a Compound Annual Growth Rate (CAGR) of 24.4% versus 12.1% (Grab, 2021). The online food delivery sector's expected market capacity will be 182,327 million globally, and 410 million for Malaysia by the year 2024 (Statista, 2020). Despite the rapid growth of the Malaysian food delivery market, half the Malaysian population has not experienced ordering food delivery from their phone. They might not be used to ordering food on their phone or prefer to take out orders in the restaurant. The average age of Malaysians is 28.7 years old, of which 44.2% are below 24 years old. The young people are deemed tech-savvy. Based on this assumption, many Malaysians are still not exposed to online shopping, reflecting a significant potential for the e-commerce marketplace in Malaysia (Morgan, 2020). Therefore, based on Morgan's research, there is much more potential for online ordering food delivery as it is also part of e-commerce which uses the mobile application as a tool to promote the food and attract customers to order the food delivery. The common-known online food delivery ordering platform is Food Panda, Grab, Shopee Food, Eat Delivery, and Easi.

In Malaysia, the pandemic of Covid-19 has been affecting the daily life of the people for the past two years. Hence, the government has implemented the policy of movement control (MCO) towards the people. Shopping and having a meal in the restaurant seems to be impossible. Thus, the government of Malaysia is encouraging people to shop online and order food delivery to reduce the movement. Therefore, it created a massive market for e-commerce and food delivery and cultivated the consumer behavior of ordering food delivery on the other way. According to Tan, Lim, and Yeo (2021), this MCO has forced consumers to adjust their preferences and opt for digital services, including food purchases. This lockdown implemented during the COVID-19 outbreak was enacted to minimize physical contact. Therefore, deliveries increased 30% compared to the previous week before the MCO (Kamel, 2021).

The Internet has been more popularized during this global pandemic of covid-19 as people stay at home to minimize their movement, as working and studying activities are also conducted at home. Therefore, in 2020, about 88% of the Malaysian population was using the Internet. By 2025, this figure is projected to grow to 89.6% (Müller, 2021a). Malaysians access the Internet, reflecting Southeast Asia's highest internet penetration rates. In 2021, there were 738,000 new internet users, representing an increase of 2.8% from 2020. In 2020, about 87.61% of the population in Malaysia will use a smartphone (Müller, 2021b). That shows 9 out of 10 people who have a smartphone use it. Therefore, it gathers all the conditions needed to grow the food delivery industry. Malaysia is one of Southeast Asia's most burgeoning food delivery countries.

Since the exploration of this Covid-19 global pandemic, the issue of public health has been more concerned by people. Public health is a science of protecting and improving the health of people and their communities. During the pandemic, public health is more important than ever as the Covid-19 virus will spread within the community and jeopardize the health of people. Because of how COVID-19 spreads, the greatest risk of infection could occur through intimate contact with others. Many restaurants now allow guests to pay in advance, either via phone or online, reducing the need for physical cash transfers or credit card processing, both

of which might carry the virus (Sanew, 2021). The use of e-wallets has become common and will become popular in the next two years during the global crisis (Kee et al., 2021). Thus, ordering food delivery (OFD) has been a new normal during this pandemic to avoid the spread of the virus. Besides, many restaurants have turned to food delivery to stay in business. Dinners are gradually adapting to the "new normal" after depending on food delivery and home-cooked meals during the lockdown (Chotigo & Kadono, 2021). The COVID-19 pandemic had a negative influence on the catering industry due to the safety regulations which prohibited direct contact and must obey the social distancing for reducing the risk of transmission (Muangmee, Kot, Meekaewkunchorn, Kassakorn, & Khalid 2021). Consequently, from the perspective of public health, the government has urged people to use delivery services such as online shopping and online food ordering to reduce physical contact. As a result, this led to the following hypothesis:

**H1:** Public health is positively related to consumer behavior on Foodpanda during the pandemic.

Another factor of behavior and intention to use new technology is social influence. According to Kelman (1958), the core idea of social influence theory is that referent individuals influence an individual's attitudes, beliefs, and subsequent actions or behaviors through three processes: compliance, identification, and internalization. Kelman (1958) proposed that social influence causes changes in attitude and behavior, which can occur at many "levels". From the theory above, people stay at home all the time during the pandemic and spend most of the time on the internet. Thus, there will be a social influence on their decision on ordering the food delivery. The social influence could be the types of advertisements or friends who post their food on the internet. Users get the willingness to explore new technologies from others, such as friends, colleagues, and families, through social influence. The user's intentions to utilize new technologies are positively influenced by social influence (Sair & Danish, 2018; Skoumpopoulou, Wong, Ng, & Lo, 2018; Sathye, Prasad, Sharma, Sharma, & Sathye, 2018). As a result, this factor can be used to predict whether a user would continue to use the FDA. The expanding number of mobile social networks, according to Alaimo, Fiore, and Galati (2020), has increased the social effect on the use of new mobile technologies, such as FDA's. However, the enhanced social influence is linked to beneficial effects on user satisfaction. Consequently, it is hypothesized that:

**H2:** Social influence is positively related to consumer behavior on Foodpanda during the pandemic.

Long before the foreboding COVID-19 made headlines around the world, online food delivery was benefiting from increased digitization and the availability of additional delivery apps. The rising sector was fuelled by the broader trend toward e-commerce, more urban life, and changing social patterns.

With many authorities forbidding food and beverage establishments from accepting dine-in customers, the food delivery industry is gaining popularity. In the face of shifting regulations and expectations, Christina Furlong as the Consumer & Market Insight Specialist for Kerry Europe, argues that having access to preferred and familiar food service and delivery items provides consumers with comfort during this tough time (Hussey, 2020). Customers can also use third-party applications to explore menus, place orders, and have meals delivered directly to their door (Ming, 2020).

Undoubtedly, there are numerous reasons to use online food delivery services, to get goods online to avoid the human interaction that comes with traveling to the supermarket or local store, or to have your favorite cuisine delivered to your home. As Suleiman et al. (2021) say customers have the chance to browse the huge number of listed restaurants and order food without the hassle. It is true because numerous options can be ordered from a variety of menus using only one app. The variety of foods available online allows us to try something new daily. Food delivery is convenient for people who want to keep their physical distance by not eating out or for those who don't have time to shop, prepare, or cook food (Ming, 2020).

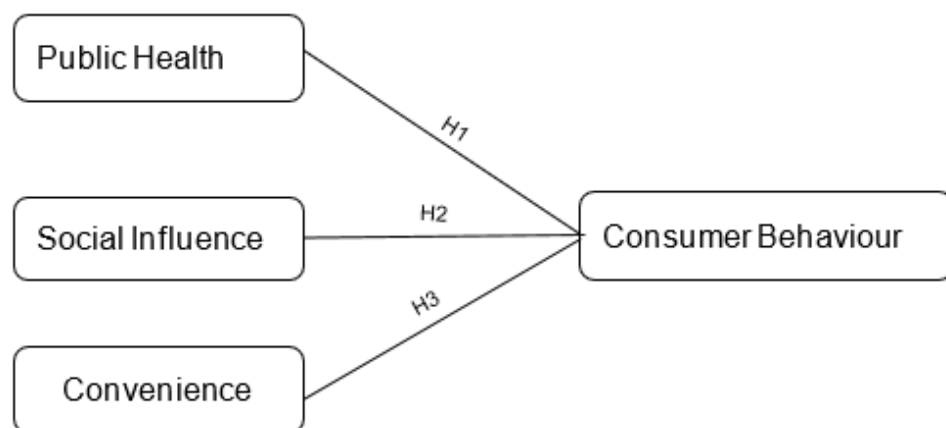
The incentive to place that order could stem from a lack of cooking skills or a lack of time as it is understandable how inefficient working from home can be at times, let alone when you have toddlers running around. Not only that, but busy workers can also order food without leaving their desks or interrupting their job as more individuals start working from home due to the Covid-19 pandemic. Ming (2020) It could be a desire to replicate the lifestyle the researchers formerly took pride in, a desire for diversity, or an appreciation for well-prepared meals (EHL Insights, 2020).

**H3:** The convenience is positively related to the consumer behavior of Foodpandas during the pandemic.

## RESEARCH METHOD

Figure 1 illustrates the research framework of the relationships between determinants of the Impact of Consumer Behaviour of Foodpanda during the Pandemic (Public Health, Social Influences, Convenience) and students' academic performance.

**Figure 1.** Research Framework



The researchers randomly distributed an online survey questionnaire with 16 questions using Google form to university students in Malaysia and Indonesia. This questionnaire investigates consumer behavior towards food delivery companies, particularly Foodpanda during the Covid-19 pandemic. The respondents targeted are up to 100 respondents and will be evaluated thoroughly. The researchers employed a three-section questionnaire, namely demographic, consumer behavior discovery, consumer behavior usage, and satisfaction. The first section, which is the demographic respondents uses multiple-choice answers and contains four

items to access the respondents' personal information such as gender, age, ethnicity, and employment status. The second section (discovery) uses a mixture of multiple-choice and checks where it is allowed to submit more than one answer depending on the respondents' preference. This section contains three items to assess the respondents' acknowledgment of Foodpanda, namely whether they have heard of Foodpanda, where did they discover it, and the frequency of it. The last section uses a five-point Likert scale for the measurement of responses. The researchers have asked the respondent to specify "1" for very unlikely and "5" for very likely for every statement in the questionnaire. This section contains nine items to assess the usage of Foodpanda delivery such as the frequency of respondents using the Foodpanda delivery, the amount spent on it, the convenience, usefulness, and satisfaction of the delivery.

## RESULTS

The researchers have distributed Google Forms through social media to 100 respondents. This section will explain the results that the researchers acquire based on the responses received through the Google Form. The survey is regarding the study of Foodpanda's impact on consumer behavior during the pandemic. The researchers made 3 sections that consist of demographic, convenience, usage, and satisfaction towards Foodpanda.

**Table 1.** Respondents Demographic (N=100)

Respondents	Frequency	Percentage
Gender		
Female	60	60
Male	40	40
Age		
20 and below	10	10
21-30	48	48
31-40	3	3
41-50	7	7
51 and above	32	32
Ethnicity		
Malay	64	64
Chinese	24	24
Indian	5	5
Eurasian	2	2
Kayan	1	1
Kadazan	1	1
Iban	1	1
Bidayuh	1	1
Dusun	1	1
Employment status		
Employed	36	36
Unemployed	2	2
Self-employed	2	2

Student	56	56
Retired	4	4

Table 1 shows respondents' demographics. The majority of respondents were female (60%). The respondents were mainly in the age range of 21-30 years old (48%) followed by 51 and above (32%). For ethnicity, most respondents are Malay (64%). The employment status of respondents is mostly students (56%) followed by employed respondents (36%).

According to table 1, it can be concluded that most of the respondents are female. The most responsive race would be Malay youth from 21-30 years old which shows that they would be students with no income or less income. The second highest age range is 51 and above which shows that they would be employed with average or high income. It could be said that the respondents are mostly students and employees.

**Table 2.** Consumer Behaviour's Convenience (N=100)

Respondents	Frequency	Percentage
Have you used the services provided by Foodpanda?		
Yes	90	90
No	10	10
How did you discover Foodpanda?		
Advertisement	69	69
App store	40	40
Friend recommendation	39	39
Website	20	20
Social media and Youtube	1	1
Visual	1	1
Family members	1	1
Foodpanda rider	1	1
How convenient is Foodpanda to you?		
Not very convenient	3	3
Not convenient	4	4
Average	22	22
Convenient	37	37
Very convenient	34	34

Table 2 shows consumer behavior's convenience in using Foodpanda. Research has shown that convenience was seen as an ongoing barrier that affects the future intention (Seiders et al., 2005). It shows that respondents have used the services provided by Foodpanda with 90%. Based on table 2, more than half of the respondents (69%) discovered Foodpanda from advertisements followed by discovery through the app store (40%), friend recommendation with 39%, and website with 20%. The researchers also provided another column for respondents

to fill in if their answer is not provided. 4 respondents filled the column on their discovery of Foodpanda which is by social media and Youtube, visual, family members, and Foodpanda riders respectively. This shows that Foodpanda is easy to find through many different platforms.

## **DISCUSSION**

It is obvious that during the pandemic, everything was conducted online, even food delivery services such as Foodpanda. It can be called a necessity as people are not allowed to go outside and eat at restaurants. Referring to table 2, respondents felt that Foodpanda is convenient (37%) and very convenient (34%). Foodpanda is very convenient for customers that have no time to stop for meals. Foodpanda is at the tip of customers' fingers, and it helps them save time and they can see which restaurants are open and closed. It also helps customers that are working from home to eat in the comfort of their homes.

**Table 3.** Consumer's Usage (N=100)

Respondents	Frequency	Percentage
<hr/>		
How often do you use Foodpanda?		
Almost every day	5	5
Few times a week	24	24
Once a week	10	10
Once or twice a month	38	38
Not even once a month	23	23
<hr/>		
How often do you use Foodpanda BEFORE the pandemic?		
Very unlikely	45	45
Unlikely	29	29
Neutral	16	16
Likely	10	10
Most likely	0	0
<hr/>		
How often do you use Foodpanda DURING the pandemic?		
Very unlikely	13	13
Unlikely	8	8
Neutral	22	22
Likely	31	31
Most likely	26	26
<hr/>		
On average, how much did you spend on Foodpanda in a month?		
Less than RM100 per month	63	63
RM101-RM200 per month	22	22
More than RM201 per month	15	15
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Table 3 shows respondents' usage of Foodpanda. The first question shows how often people use Foodpanda with the most answer being once or twice a month

(38%) followed by a few times a week (24%). The second question shows how often people use Foodpanda before the pandemic which is very unlikely (45%) and unlikely (29%). Meanwhile, after the pandemic, people using Foodpanda changed to likely (31%) and most likely (26%). On the other hand, more than half of respondents spend less than RM100 per month (63%).

Before the pandemic, respondents did not require Foodpanda as they would either eat outside or take it out. There is no need for food deliveries as they can eat whenever and wherever they want. During the pandemic, the number of respondents that use Foodpanda increases rapidly due to Movement Control Order (MCO) where no one is allowed to go outside or dine in to eat. Due to that, every restaurant is affected economically and financially. Shen, Fu, Pan, Yu, and Chen (2020), mentioned that COVID-19 had hit the global economy hard. Based on this survey, 31 respondents likely used Foodpanda, and 26 respondents most likely to ease them during the pandemic. With this, it increases the revenue of restaurants as well as Foodpanda. 63 respondents spend less than RM100 per month on Foodpanda but 15 respondents would spend more than RM201 per month might be from respondents that fear COVID-19 and would rather spend on delivery fees to stay indoors.

**Table 4.** Consumer's Satisfaction (N=100)

Respondents	Frequency	Percentage (%)
Do you find Foodpanda useful in your daily life?		
Not very useful	4	4
Not useful	5	5
Neutral	21	21
Useful	37	37
Very useful	33	33
Would you recommend Foodpanda to others?		
Very unlikely	1	1
Unlikely	2	2
Neutral	26	26
Likely	33	33
Most likely	35	35
Will you use Foodpanda in the future?		
Very unlikely	4	4
Unlikely	5	5
Neutral	16	16
Likely	36	36
Most likely	39	39
Rate your satisfaction with Foodpanda		
Not very satisfied	2	2
Not satisfied	2	2
Neutral	24	24
Satisfied	42	42

Table 4 shows the satisfaction of consumer behavior towards Foodpanda. Satisfaction is very important for every consumer. The table shows that Foodpanda is useful (37%) and very useful (33%) in everyday life. This would be from respondents that likely and most likely use Foodpanda in the future. Foodpanda has proven to be popular at times of need such as during the pandemic. It helps people stay safe from strangers and by staying at home they keep their distance from people. Of all of the respondents, only 4% felt that Foodpanda was not very useful.

Moreover, respondents would most likely recommend Foodpanda to others (35%). This is a positive outcome as they are encouraging people to stay at home and stay safe during this pandemic. Foodpanda would be known for its assistance and availability during these hard times. Then, based on respondents, they would most likely (39%) use Foodpanda in the future regardless of the pandemic. This shows that respondents are aware of the usefulness of Foodpanda and are satisfied with the services. When asked to rate respondents' satisfaction towards Foodpanda, the most answer is satisfied (42%) and very satisfied (30%). This positive outcome indicates that Foodpanda is reminding respondents to be cautious, and they are helping billions of people to stay safe by eating at the comfort of their homes. Foodpanda can maintain its reputation and stay up to date with procedures and new orders from the government.

## **CONCLUSION**

This research paper aims to examine the impact of consumer behavior on Foodpanda during the COVID-19 pandemic. As the researchers know, Foodpanda is one of Malaysia's famous food delivery apps. However, the lockdown and social distancing to combat the covid-19 pandemic have significantly impacted consumer behavior. Due to the MCO, all restaurants were closed, which led the Malaysians to not dine in their favorite restaurants. In this survey, this effect led to increased consumer spending levels. Therefore, the demand for food and grocery deliveries increased significantly during the pandemic because they needed to order their food online. Besides, Foodpanda can make people safe and practice social distancing with the consumer. Food panda was committed to health and safety during the Covid-19 crisis. The crisis implemented "non-contact delivery" and urged all delivery partners to wear masks and use hand sanitizer. They convince customers that it can reduce the risk of contracting Covid-19 and trust the health or safety precautions taken by food delivery companies. Foodpanda provides its customers with the benefits of easy access to food. Moreover, the results also showed that there had been a significant increase in consumer satisfaction towards Foodpanda. Hence, it can be concluded that they are satisfied with the Foodpanda service, and it also approaches the lifestyle of consumers during the MCO. Furthermore, the results lead the consumers to share how well the service is on social media when they have a good experience using the Foodpanda app. Therefore, a high level of customer satisfaction will directly improve Foodpanda's business performance. Not only that but it has also tried to provide the best services and experiences to its customers to keep their business performance going well into the future.

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N/A

## **DECLARATION OF CONFLICTING INTERESTS**

The authors have no conflicts of interest to declare.

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