Factors Influencing Consumers Intention towards Online Food Purchasing in Phnom Penh

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

Original Research Article

ABSTRACT

The purpose of this study is to indentify factors influencing the consumer intention towards the online food purchasing in Phnom Penh. The conceptual frameworkis developed from previous study which includes perceived convenience, customer control, advertsing, technolgy eagerness, online purchase attitude, and online purchase intention. The quantitative method was applied to distribute questionaires to 400 respondents. Multi-stage sampling technique was conducted in nonprobability sampling approach, using judgmental sampling to select relevant respondents in Phnom Penh, quota sampling to calculate the sample size of the targeted respondents, and convenience sampling to distribute questionaires online, using Google-based surevy form. Item-Objective Congruence and Cronbach's Alpha were employed to validate the constructs. Confirmatory Factior Aalysis (CFA) was used to verify conventient and discriminant validity, and goodness of fit indices. Structural Equation Model (SEM) was carried out to test the relationship among variables. The results from the analysis revealed that advertsing and technology eargerness have signigicant influences on online purchase attitude, and online purchase attitude has significant influence on purchase intention. However, the customer control and perceived convenience do not have any influences on the online purchase attitude.

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1. INTRODUCTION

Both consumers and businesses are significantly impacted by internet and e-device technology. Customers are using a wider variety of digital devices more frequently and for longer periods of time. In recent years, online purchasing has grown significantly, particularly during the early stages of the COVID epidemic in 2020 [1]. Cambodians are embracing e-commerce as both buyers and sellers, and the country has huge untapped market potential in this area due to the country's rapidly expanding internet access, high smartphone adoption, and developing middle class [2].

The fintech industry in Cambodia has grown quickly in recent years. More Cambodians are utilizing their smartphones for a range of tasks, such as paying with QR codes, making cashless transfers between bank accounts and e-wallets, topping up their phones, paying bills, ordering rides, and making purchases. Many apps have been developed, including Pi Pay, a platform for cashless payments that was unveiled in 2017 and has accumulated more than 250,000 users. Other apps like Tesjor and Nham24 allow users to place food orders for delivery and pay with integrated cashless payment methods.

Additionally, during the past few years, mobile e-commerce in Cambodia has experienced rapid growth. The cost of mobile internet connectivity is lower than the average worldwide, and over 50% of Cambodians have smartphones. Smartphone usage is expanding quickly. Even in rural areas, interest in mobile money transfer services has developed quickly. In the small credit card market, transactions for internet purchases are conducted using mobile money transfers. In urban regions like Phnom Penh, Siem Reap, and Sihanoukville, ride-hailing apps have been available both domestically and internationally.

Moreover, the number of active internet users in Cambodia has increased, reaching 12.5 million in 2018, or nearly 75% of the population, while the number of Facebook users stands at 7 million. To reach younger Cambodians, traditional advertising strategies through mass media like TV and radio are shifting to online marketing. 70% of the population of Cambodia is under 35 years old, making it an extremely young nation.

According to a DITP survey, Facebook advertising might reach more than half of all Facebook user accounts in Cambodia. Facebook product searches are more common than those on other web browsers in Cambodia. The marketplace, individual accounts, and local online marketing platforms like Glad Market, Mall855, MyPhsa, and RosRb.com all make announcements of product sales.

The distribution procedure is undoubtedly difficult in Cambodia because postal codes and address locations are not well organized. In addition, few people actually have credit cards. They typically pay cash on delivery because they want to receive their orders as soon as possible. In addition to using transport agents, online retailers can also use free motorcycle delivery services to deliver their customers' orders. Lee and Jeon [3] claim that customer happiness and technology adoption are influenced by how convenient customers perceive online meal ordering to be. Additionally, ease has been one of the most significant factors in driving customers to adopt online shopping [4]. Due to this, customers allocate less time than they would otherwise. Furthermore, Lee and Jeon [5] predicted that restaurant owners care a lot about young adults because they value convenience almost as highly as they value their cellphones and other technologies. This is because young adults' total spending power is expected to exceed $3.39 trillion in the coming years.

In this study, customers are increasing their purchasing power by using the internet or other electronic channels to make purchases online. Younger consumers are more likely than older customers to use electronic ordering. In addition, consumers have a lot of control over their transactions and can reduce the amount of personal engagement they have for these effective and convenient self-service ordering systems. Furthermore, Varshneya and Das [6] argued that since customers have the power to buy anything they want, it is their responsibility to place their purchase accurately so that there is no chance of getting it wrong over the phone.

Using appealing visual designs that are simple to traverse is recommended by Rezaei [7]. It is noted that the designs should naturally direct the viewer's attention to the menu options in order to promote add-ons. This approach gets around the

conventional queue system [8]. Furthermore, restaurant owners will consider marketing techniques that will distinguish their brand from those of their internet rivals. Customers don't just buy based on taste, but also on their eyes, claim Silva [9].

In a study on Taiwanese consumers, these people have reactions to inadequate information in print fashion advertisements in magazines [10]. Customers have been observed to behave positively in response to missing information and to seek it out from other sources. The detailed information supplied in commercials appears to be less significant than the design of print apparel advertising. Chang [11] observed that the majority of teenagers would think about buying clothes that were supported by celebrities. Therefore, marketers must take into account the interaction between consumers and celebrities in terms of internal motivation and product features.

Because they are afraid of making mistakes when placing their orders online, some clients are hesitant to use online ordering. According to Ramli [12] the consumer's ability to modify their purchase as they please without experiencing difficulties between the consumer and the person taking the order could eliminate the communication breakdown. The fundamental steps in the ordering process shouldn't differ too much from the more complex ones in order to lessen this concern. The manner in which the order is executed is crucial. Customers must find it simple, so it must frequently confirm that the order has been received, including the crucial components of the online ordering systems.

The degree to which a person has a favorable or unfavorable opinion or appraisal of an activity is described as their attitude towards a certain behavior. When consumers believe that equipment or devices connected to the internet are simple to use, they will acquire favorable attitudes toward purchasing things online. Previous research has shown that consumers' intentions to make purchases from retail websites and engage in online shopping have a favorable influence on their perceptions about buying products online.

According to Fishbein and Ajzen [13] and other research [14], attitudes are feelings of either favorable or unfavorable attitudes toward behaviors. From the standpoint of social psychology, attitude is associated with the degree of desire or undesired conduct.

According to Tsiotsou [15], buying intentions are a key factor in businesses' ability to predict customers' purchasing behavior.

Purchase intention and the intention to return are two of the more frequently used terms for online behavioral intents, according to Hausman & Siekpe [16]. Customers who have a good purchasing intention, such as those who have grown to feel favorably or positively toward the product, are more likely to buy and develop favorable buying intentions over time, just like they would before making a purchase [17]. They look for information and find it, which gives them more assurance in their decision. According to Rozekhi [18], the availability of helpful and pertinent information influences customers' purchasing intentions favorably.
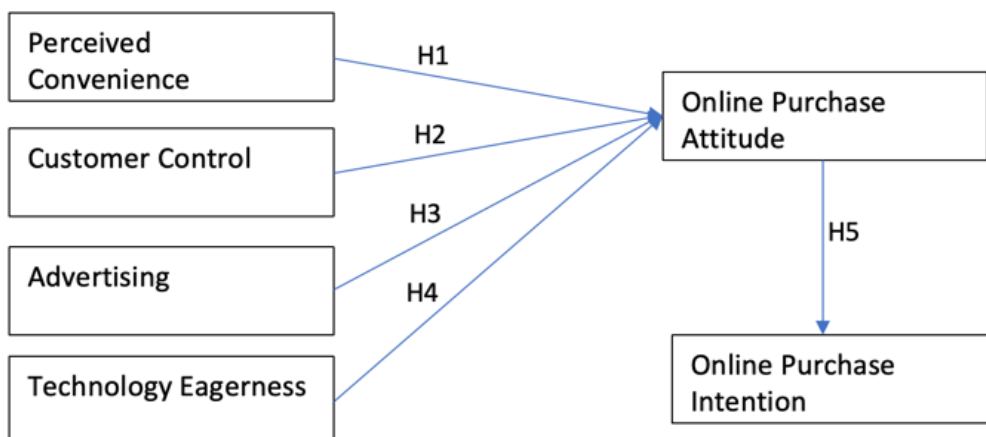

Fig. 1. Conceptual framework
Source: Constructed by Author

2. METHODOLOGY

2.1 Research Framework

The research framework is developed from studying the theoretical framework associated with this study. This study aims to study the factors influencing consumer intention towards online food purchasing in Phnom Penh, using constructs such as perceived convenience (PC), technology eagerness (TE), customer control (CC), and advertising (AD) that have significant impacts on online purchase attitude (ATT), and in addition, the research also investigates the relationship between online purchase attitude and purchase intention. The conceptual framework is shown in Fig. 1 above.

2.2 Research Methodology

Quantitative method was used in this research by distributing questionnaires via online channels, using google form as a platform to prepare questionnaires and social network groups such as messenger and telegram to distribute and collect the data of the survey. Five-point Likert scale, ranging from strongly agree (5), agree (4), neutral (3), disagree (20. and strongly disagree (1), as well as demographic information. Before collecting the data, this research applied Item-Objective-Congruence Index (IOC) using 3 experts to verify the observed variables and constructs.

After that, Cronbach's Alpha (CA), reliability test was used to measure the items among 50 respondents as a pilot study. Data was totally collected 423, and after screening only 400 was chosen. SPSS 26 and AMOS 26.0 were used to analyzed the data. Afterwards, Confirmatory Factor Analysis was used to test the convergent validity and discriminant validity. The measurement model fits the overall test with the given data to ensure the accuracy and reliability of the model. And finally, structural equation modelling was used to examine the relation among the variables.

2.3 Population and Sample Size

The target population used in this research are young people, mostly the university's students who are among the current trends of people who are strongly interested in online activities, ranging from entertainment to commercial transactions in Phnom Penh, Cambodia. A prior Sample Size Calculator for Structural Equation Models for Soper (n.d.) was used to calculate minimum sample size which was recommended at 342. After 423 response was screened, only 400 was selected for this study.

3. RESULTS AND DISCUSSION

3.1 Demographic Information

The demographic information from Table 1 of 400 respondents is summarized. The number of female is 246 (62%), and the number of male is 154 (38%). The age range between 15 years ole to 29 years old is 365 (91%), between 30 years old to 39 years old is 29 (7%), and between 40 to 40 years old is 5 (2%). Regarding their education, bachelor's degree students is 365 (90%), high school students is 11 (3%), master's degree student is 19 (5%), and doctoral degree's student is 7 (2%). And the experience of using internet for these respondents is between 5 years to 10 years is 213 (53%), below 5 years is 114 (28%), and over 10 years is 73 (19%). In addition, 228 respondents (57%) have been using smartphone in between 5 years to 1o years, below 5 years is 89 (22%), and over 10 years is 83 (21%). Furthermore, among the respondents, 200 (50%) are students, 184 (46%) are employed, 11 (3%) are self-employed, and others is 5 (1%). Finally, regarding the devices used for online networks, smartphone is 369 (92%) and 31 (8%) are laptops.

3.2 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was computed using AMOS to test the measurement models. As part of confirmatory factor analysis, factor loadings were assessed for each item. Factor loading is required to be higher than 0.5. In addition, Fornell and Larcker (1981) suggested that Composite Reliability must be greater than 0.7 and the Average Variance Extracted must be higher than 0.5 (Hair et al., 2010), shown in Table 2. Cronbach Alpha for each construct in the study was found over the required limited of .70 (Nunnally and Bernstein, 1994). Composite reliabilities ranged from 0.824 to 0.886, above the 0.70 (Hair et al., 2010). Hence, construct reliability was established for each construct in the study.

The model-fit measures were used to assess the model's overall goodness of fit (CMIN/df, GFI, AGFI, CFI, TLI, NFI, and RMSEA) and all values

were within their respective common acceptance levels (Hair et al., 2020; Filippini, et al., 1998; Byrne, 2013; Vandenberg, 1994; MacCallum et al., 1996). Goodness of Fit in (Table 3) shown: CMIN/df = 2.476, GFI = 0.906, AGFI = 0.872, CFI = 0.928, TLI = 0.910, NFI=0.886, and RMSEA=0.061 (Table 3).

Discriminant validity (Table 4) in the study was assessed using Fornell and Larcker Criterion. According to Fornell and Larcker criterion, discriminant validity is established when the square root of AVE for a construct is greater than its correlation with the other constructs in the study.

Structural Equation Modeling is a multivariate statistical concept that verifies the association between variable in a model and covers measurement falsity in the structure coefficient (Hair et al., 2010; Mackenzie, 2001). After the modification of SEM model, the results show the overall model fit, which include CMIN/DF = 2.618, GFI = 0.896, AGFI = 0.864, CFI = 0.918, TLI = 0.902, NFI = 0.875 and RMSEA = 0.064 (Table 6).

3.3 Research Hypothesis Testing

Structural equation modelling analysis has been modified and the hypothesis testing has been shown the relation and support as shown in Table 6. According to Table 6, H1 showed no relationship between perceived convenience and online purchase attitude with the standardized path coefficient value of 0.183 and t-value = 1.331.

H2 with standardized path coefficient vale of 0.087 and t-value = -1.714 also shown no relationship between customer control and online purchase attitude. However, H3 with standardized path coefficient value of 0.016 and t-value = 2.406 represented the relationship between advertising and online purchase attitude. And (H4) technology eagerness has relation and support with online purchase attitude with standardized path coefficient value of 0.001 (***) and t-vale = 6.066, and (H5) the online purchase attitude also has relationship with online purchase intention with standardized path coefficient value of 0.001(***) and t-value = 13.639.

Table 1. Demographic information (N = 400)

Demographics	Characteristic	Frequency	Percentage
Gender	Male	154	38
	Female	246	62
Ages	15 - 29	365	91
	30 - 39	29	7
	40 - 49	5	2
Education	High School	11	3
	Bachelor's	365	90
	Master's	19	5
	Doctor's	7	2
Experience of Using Internet (Years)	Below 5 years	114	28
	5 Y - 10 Y	213	53
	Over 10 Y	73	19
Experience of Using Smartphone (Years)	Below 5 Y	89	22
	5 Y - 10 Y	228	57
	Over 10 Y	83	21
Jobs	Students	200	50
	Employees	184	46
	Self-Employed	11	3
	Others	5	1
Devices Used for Online Networks	Smart Phones	369	92
	Laptop	31	8

Source: Data processed by researcher

Table 2. Convergent validity: Factor loading, Cronbach's alpha, composite reliability, and average variance

| *Constructs*	No. Items	Factor Loading	Cronbach's Alpha	CR	AVE
Perceived Convenience	4	0.726 - 0.828	0.782	0.860	0.606
Customer Control	4	0.648 - 0.782	0.716	0.824	0.541
Advertising	4	0.698 - 0.804	0.750	0.841	0.571
Technology Eagerness	4	0.715 - 0.797	0.745	0.838	0.565
Online Purchase Attitude	3	0.821 - 0.887	0.807	0.886	0.721
Online Purchase Intention	3	0.796 - 0.878	0.770	0.867	0.685

Source: Data processed by researcher
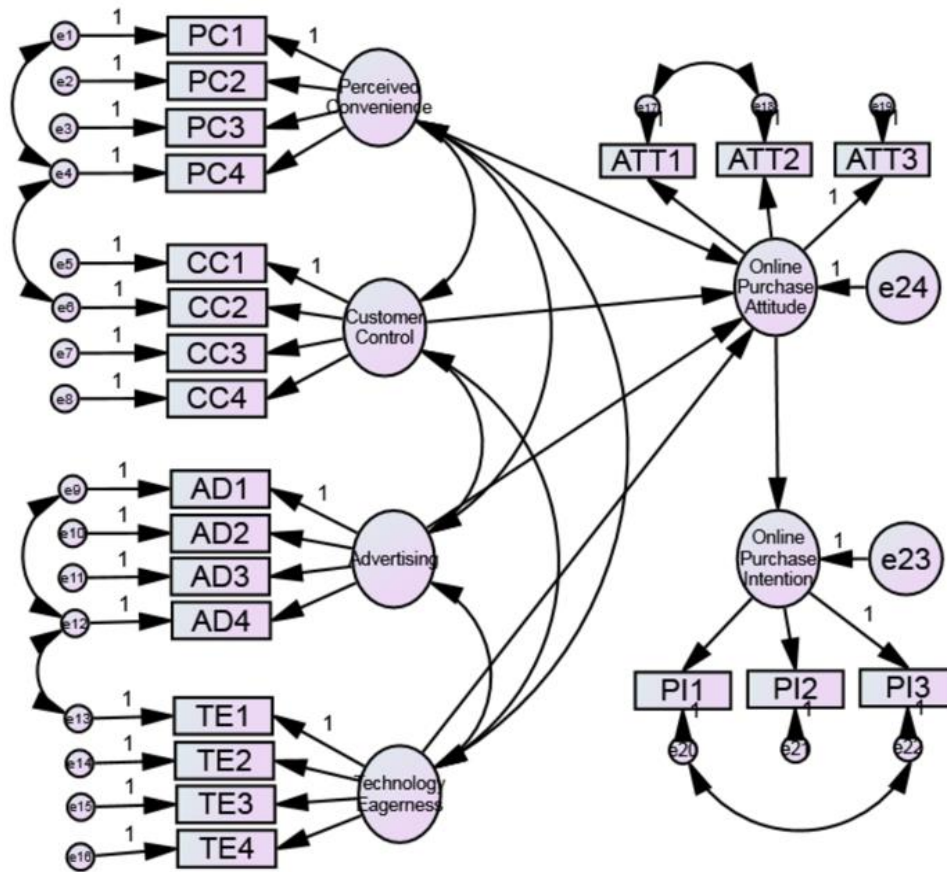
Fig. 2. Full structural equation modelling
Source: Constructed by author

Table 3. Goodness of fit for confirmatory factor analysis

Index	Acceptable Values	Values
CMIN/DF	< 3.00 (Hair et al., 2010)	2.476
GFI	≥ 0.80 (Filippini, et al.,1998	0.906
AGFI	≥ 0.80 (Filippini et al., 1998)	0.872
CFI	≥ 0.90 (Byrne, 2013)	0.928
TLI	≥ 0.90 (Vandenberg & Scarpello, 1994	0.910
NFI	> 0.90 (Arbuckle, 1995)	0.886
RMSEA	< 0.08 (MacCallum et al., 1996)	0.061

Source: Data processed by researcher

Table 4. Discriminant validity

Variables	Mean	St. Deviation	PC	CC	AD	TE	ATT	PI
PC	4.0125	0.74686	0.77					
CC	3.5988	0.71762	0.574	0.73				
AD	3.6919	0.71934	0.553	0.569	0.75			
TE	3.4644	0.76835	0.481	0.602	0.577	0.75		
ATT	3.7000	0.80861	0.488	0.544	0.584	0.704	0.84	
PI	3.7458	0.78705	0.499	0.519	0.595	0.646	0.713	0.82

PC: Perceived Convenience, CC: Customer Control, AD: Advertising, TE: Technology Eagerness, ATT: Online Purchase Attitude, PI: Online Purchase Intention

Source: Data processed by researcher

Table 5. Goodness of fits for structural equation modelling

Index	Acceptable Values	Values
CMIN/DF	< 3.00 (Hair et al., 2010)	2.618
GFI	≥ 0.80 (Filippini, et al.,1998	0.896
AGFI	≥ 0.80 (Filippini et al., 1998)	0.864
CFI	≥ 0.90 (Byrne, 2013)	0.918
TLI	≥ 0.90 (Vandenberg & Scarpello, 1994)	0.902
NFI	> 0.90 (Arbuckle, 1995)	0.875
RMSEA	< 0.08 (MacCallum et al., 1996)	0.064

Source: Data processed by researcher

Table 6. Hypothesis and structural equation modelling analysis

Hypothesis	Paths	Standardized Path Coefficient	T-Value > 1.98	Test Results
H1	Perceived Convenience → Online Purchase Attitude	0.183	1.331	Not Supported
H2	Customer Control → Online Purchase Attitude	0.087	-1.714	Not Supported
H3	Advertising → Online Purchase Attitude	0.016	2.406	Supported
H4	Technology Eagerness → Online Purchase Attitude	***	6.066	Supported
H5	Online Purchase Attitude → Online Purchase Intention	***	13.639	Supported

Source: Data processed by researcher

4. CONCLUSION

Online purchase has been one of the big trends in Cambodia since the pandemics of Covid-19. Young people have transformed from regular purchase behaviour to online purchase adaptation. Hence, as stated in this research, it was conducted to study the factors influencing the intention towards online food purchase in Phnom Penh. After the analysis, the research has been found that advertising and technology eagerness have significant influences on the online purchase attitude. In addition, online purchase attitude has significant influence on online purchase intention.

On the contrary, perceived convenience and customer control were found not having any influence of relation with the online purchase attitude. The quantitative method was used in this study. The multistage sampling technique was used and applied. Judgmental sampling was conducting to select young adults who are mostly university's students whom are believed to be greatly active in using internet, social media, online business transaction, and communication. Also, quota sampling was carried out to calculate sample size, and finally, convenient sampling was used to distribute questionnaires via social media and networks mostly used among the young people in Phnom Penh, such as Facebook

messenger, telegram and on Facebook platform. The conceptual framework was created from previous theories which include perceived convenience, customer control, advertising, technology eagerness, online purchase attitude, and online purchase intention. The validity and reliability test was primarily analysed using IOC and confirmatory factor analysis, including convergent and discriminant validity, as well as goodness of fit.

Structural equation modelling was applied to examine the relationship between variables. The results reported that perceived convenience and customer control do not have any relationship with online purchase attitude; however, advertising and technology eagerness have strong influence on online purchase attitude. Furthermore, online purchase attitude has a strong and significant influence on online purchase intention.

4.1 Recommendation and Application

It is strongly advised that media development and design be given more consideration in online advertising and digital marketing based on the findings of this study. It has been discovered that current consumers have a stronger preference for creative advertising mediums that employ dynamic graphics, enticing colors and motions, alluring images, and exciting work arts. To ensure that their food-goods are appealing on the e-markets accessible to adolescent and adult purchasers, businesses are advised to focus on digital designs of their products' visuals and work-arts using various design software tools or to hire experienced work-arts designers.

Additionally, the study's findings indicate that young people are ready to learn about modern technologies. According to the demographic data, more than 50% of adults, technology has been a center of interest among young people in Cambodia, especially in the city center where these young adults spend most of their times on smartphones and laptops either at work, at schools, at coffee shops, shopping centers, and in various public places. They are competitively using various apps, social networks and media for different purposes to meet their daily activities, ranging from a simple text to business transactions, which include the online food ordering. They are surrounded by social media and social networks.

In addition, regarding the attitude of the buyers, it is found and believed that because of their

experience in using internet-based technology has been between 5 to 10 years, so their knowledge of online transactions is quite common. However, the apps designed for online purchase should be as simple as possible to increase the repetitiveness and loyalty among the buyers. The simpler and more convenient the online transactions can be designed, the better and more attractive to the buyer's intention to engage in their online purchases.

This finding may also be recommended to e-payment intermediaries such as e-banking sectors that should consider developing more convenient and easy-pay apps for e-payment transactions. Also, to the governmental sector, they play key roles as a legal mediator to enhance the e-business transactions, provide competitive motivation to all the electronic business owners and stakeholders to adopt and move towards e-based business.

4.2 Limitation and Further Researches

This study was limited to only young people in Phnom Penh. And It is believed that different respondents, different demographic information, and different geographic locations will show different findings and results.

4.3 Recommendations and Further Study

There are several factors or variables that should be used or considered to test this online purchase attitude and intention such as social influence, family status, saving based choice.

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COMPETING INTERESTS

Author has declared that no competing interests exist.

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