Unraveling Consumer Behavioral Intentions toward Sharing Economy Services

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ABSTRACT

The objective of this study was to assess the consumer behavioral intention factors toward sharing economy services in Malaysia. Qualitative semistructured interviews were conducted with selected 6 participants in Klang Valley and Segamat in December 2021. Interviews were transcribed verbatim and analyzed using a grounded theory approach. Participants were interested in online food ordering and spoke favorably about consumers' experiences. The findings identified factors that influenced intentions and the switching factors towards the consumer trends in the future. Specifically, these findings reported that social influences, perceived benefits, convenience, economic values, effort expectancy, perceived risks, user experience, and interactivity were identified as major drivers for generating consumers' food delivery purchase intentions. Meanwhile, user experience, economic values, convenience, effort expectancy, perceived benefit, perceived risk, and facilitating conditions were factors triggering the switching trend in consumer behaviour in the future of sharing economy services. Findings can inform pilot tests for food delivery services.

Keywords: Behavioral intention, Sharing economy, Food delivery services, Qualitative, Grounded theory

INTRODUCTION

Sharing Economy
The recent decade has witnessed a major shift in the way people deal services and goods. This shift is known as Sharing Economy (SE). A sharing economy is an economic model in which goods and resources are shared collaboratively by individuals and groups, transforming physical assets into services. The growth of the sharing economy has been aided by advances in big data and online platforms. The sharing economy allows individuals and businesses to profit from unused resources. The sharing economy's expansion has been aided by technology, and with more digital connections, the momentum will pick up. Sharing Economy models are powered by digital platforms, which could help businesses in addressing changes in market trends and consumer behaviour. Technology has been the biggest driver behind the sharing

economy's growth, and the sharing economy is expected to grow in excess of $300 billion by 2025.

According to MDEC (2019), the rise number of sharing economy sector has been due to the collaboration with a central planning agency and Bank Negara Malaysia (BNM) to develop the National Sharing Economy Framework. In Bernama (2020), mentioned that despite the imposed Movement Control Order (MCO), the Malaysian Digital Economy Corporation (MDEC) expects a 20% increase in e-commerce exposure to the digital economy this year to control Covid-19 's spread.

However, despite the advantages offered and how the sharing economy does promise some tangible benefits; sharing economy also may lead to tradeoffs that constrain people's independence or self-reliance. The sharing economy requires people on both sides of the transaction to forfeit some privacy and its inherently disruptive effects sometimes feel downright punitive. The strongholds of the sharing economy are cities with a high volume of young, tech-savvy, well-educated people. It requires a certain critical mass of users for these sharing services to function, and it remains to be seen whether smaller cities or rural areas are even interested.

The most important feature of sharing, or operating on modern digital platforms, is its ability to generate reputation and trust. Nowadays, trust is becoming an intangible capital, allowing for a reduction in transaction costs and attracting the attention of buyers. The existing problems of regulating the digital economy threaten its inherent positive features. Based on the PwC study in 2015, 59% of respondents said they will not trust sharing economy businesses until they are properly regulated. And the caterers who have used sharing economy platforms found that traditional established partners are still more reliable and efficient than sharing economy platforms (MPC Report, 2019).

Food Delivery Services
There has been tremendous growth in the online food delivery sector in the past few years and is expected to grow at a rapid pace in the coming few years. Nowadays, food delivery has become a global market worth more than $150 billion, having more than tripled since 2017. According to statistics, the online food ordering marketplace's total revenue is expected to grow at 8.8% until 2024. Meanwhile the number of people using online food delivery is more than 1.21 billion which is expected to keep growing even more.

The emergence of online food delivery services can be attributed to the changing nature of urban consumers. These consumers use food delivery services for a variety of reasons, but unsurprisingly, the most common reason appears to be the need for a quick and convenient meal during or after a busy time working day. A variety of meal delivery services available at any time eliminates the need for consumers to think about and plan meals, whether consumers prepare their own meals, go to a restaurant, or go to the restaurant to buy food to bring back to the office or home. Food delivery services have changed consumer behavior so dramatically, especially urban consumers, that using food delivery services has become the norm. Due to the current pace of life and discovering the opportunities offered by more takeout restaurants, more and more people have turned to takeout in recent years. The further convenience of accessing food delivery services through their smartphones could have motivated consumers to move away from the traditional offline food purchase to adopt food delivery services as consumers can now get a wide selection of food choices on a single click.

Though the online food delivery market offers an immense commercial potential, it also presents some major challenges. Despite the uncertainty and potential risks associated with facilitating transactions between strangers, the sense of community that is ingrained in the sharing economy can overcome such barriers.

Research Gap and Motivation
Within the hospitality research, the reach of the sharing economy model goes beyond accommodations and has penetrated the food delivery industry. Research has yet to explore the spread of the sharing economy into the food-service delivery sector (Frenken, 2017) or its impact on the customer experiences and how it can become a significant factor to the switching behaviour in the future.— a gap addressed by the current study.

Shifting in consumer preferences is the biggest challenge faced by food delivery services today. That's why its important to identify and understand the possible factors that triggered the changes in their behaviour.

Research Design
The purpose of this study is to determine the factors that influence consumers to engage in the sharing economy services (food delivery services) and to examine the contributing factors of switching trends of consumer behaviour towards sharing economy services in the future.
For this, the work examines the prerequisites for the emergence of the sharing economy in the context of their conditionality by global problems underlying the concept of sustainable development.

METHODOLOGY
A qualitative inductive methodology was adopted due to the exploratory nature of this research. The focus group interview method was selected because it allowed direct access to the participants' responses from the source and enabled the researchers to study the intricate processes of the developing customer journey. The analysis included a two-stage coding where, following grounded theory (Corbin & Strauss, 1990), an open coding resulted in the identification of the participants' behavioral and emotional responses, and an axial coding enabled conclusions to be drawn regarding more complex behavioral interactions. This analysis technique was adopted in order to increase the objectivity and the rigor of the findings. The codes were tested and revised by a fellow researcher.

Data Collection
A semistructured interview guide was developed to direct in-depth interviews. The questions in the interview guide were borrowed from past studies and modified for this study, consistent with the grounded theory approach. Then, the interview guide was back-translated by native speakers to confirm the correct answers. All interviews were recorded and transcribed. Participants were informed that their responses would be audio recorded and that their data would be anonymized and stored securely. During the interviews, participants organically discussed their experiences with food delivery services. The interview guide was modified to ask about the prospect of sharing economy more broadly, not just online food delivery services (Table 1). All interviews were performed in December 2021 via phone call and GoogleMeet session. The audio-recorded interviews were transcribed verbatim by the interviewer.

Table 1. Interview Guides

Category	Questions
General knowledge	Q: What type of sharing economy service(s) do you use?
	Q: How many food delivery platform(s) do you use?
	Q: When did you start using the food delivery service(s)?
	Q: Can you tell us how you started using the food delivery service(s)?
Research Question 1	Q: Think back to whenever you started using a food delivery platform(s), do you think anything has changed in terms of the way you perceive food delivery service(s)?
	Q: What is your opinion on the government's effort to embrace digitalization and sharing economy services?
	Q: When was the last sharing economy/food delivery service(s) advert or campaign you saw and what it is about?
	Q: How comfortable are you using food delivery service(s) around your family or your immediate environment?
	Q: Do you think that your environment has an impact on your attitude towards food delivery service(s) use?
	Q: How will you react if you notice sharing economy service(s) use is no longer in vogue due to the issues of safety concern, risk of fraud, customer loyalty, etc.?
Research Question 2	Q: Do you remember any mistakes concerning the purchase of any sharing economy service(s) in the past? If yes, then why?
	Q: Which attributes do you give more importance regarding the use of a sharing economy service(s)? Please, pick 5 attributes from the list: efficient, cheaper, accessible, availability, quality, safety, risky, satisfaction, flexibility, convenient, opportunities,.
	Q: In your opinion, must this food delivery service(s) continue to be a part of the sharing economy service(s)? If not, then why?
	Q: Do you think consumer buying behaviour theory is relevant and supports sharing economy business strategies?

Data Analysis

To develop an initial codebook, 2 information-rich transcripts were line-by-line coded by the interviewer and a second coder, a common first step when using grounded theory. The codebook was iteratively modified to incorporate new themes, again for consistency with grounded theory. Data coding was analyzed in different phases: (i) open coding (i.e., identifying recurring patterns in the responses), (ii) axial coding (i.e., merging the closely related open codes under broader dimensions), and (iii) selective coding (i.e., looking for connections and statements). Braun & Clarke (2006) provide a six-phase guide which is a very useful framework for conducting this kind of analysis.

Table 2. Braun & Clarke's six-phase framework for doing a thematic analysis

Step 1: Become familiar with the data	Step 4: Review themes
Step 2: Generate initial codes	Step 5: Define themes
Step 3: Search for themes	Step 6: Write-up

Participant (Subject) Characteristics

The target group of our study is consumers who have purchased via food delivery services apps in the past. A theoretical sampling technique was used for selecting samples in this study. The proposed time of the interview was approximately 25–30 min. Those who agreed to participate were asked to provide their contact information and the researcher would discuss with respondents to arrange an interview appointment. Before starting the interview, each

respondent was asked whether they have ever used or purchased via food delivery services, and respondents were requested to continue with the interview only if their answer was positive. There were four basic topics to be discussed during the interview: (i) food delivery experience, (ii) general thoughts about food delivery, (iii) factors that drive food delivery purchase intention, and (iv) factors triggering the switching trend behaviour in the future.

RESULTS

Factors of Driving Food Delivery Purchase Intention

On the basis of the analysis of the respondents' interviews, 38 open codes were identified as factors that drive food delivery purchase intention. Through merging closely related open codes under broader dimensions, eight axial codes were generated as drivers of food delivery purchase intention, which were social influences, perceived benefits, convenience, economic values, effort expectancy, perceived risks, user experience and interactivity.

Axial Code 1: Social Influences

According to UTAUT, social influence (SI) is defined as the degree that users gain willingness from others' (e.g. families, friends and colleagues) encouragement that they should use a certain technology (Venkatesh et al., 2003). Related to this study, SI has been validated as significantly determining users' intention to engage with online food delivery services.

"Yes, I agree that environment are among the factor that influence my decision to use the food delivery services. Especially during this pandemic of Covid-19, better for me to get my food from food delivery services rather than go to crowded place or restaurants." (Participant A)

Axial Code 2: Perceived Benefits

The consumer's evaluation of the different values/benefits that can be derived from a particular service. It develops a positive cognition in individuals towards a particular service (El-Masri and Tarhini, 2017). Perceived-benefits in the hospitality sector mainly refer to the various offers and discounts, convenience of booking food/hotels, variety, etc. (Ray, A., & Bala, P. K., 2021)

"I think it a good initiative by the government to demonstrate their interest in sharing economy services because in a way this kind of promote SME's to reach out to wider consumer throughout Malaysia." (Participant E)

Axial Code 3: Convenience

Convenience is defined as the perceived time, value and effort required to facilitate the use of Online Food Delivery Services (OFDS). Consumers now have the freedom to choose from a wide range of food providers listed on the internet at any time and from anywhere. As a result of its convenience, consumers will be motivated to use OFDS on a regular basis (Tan, S. Y., Lim, S. Y., & Yeo, S. F., 2021)

"Yes, I often use food delivery services during office hour and family gathering. Even when I alone I'm also using food delivery services." (Participant F)

Axial Code 4: Economic Values

The economic value of the sharing economy is one of the reasons that prompt most entrepreneurs take up this innovative business model. As seen in business reviews and as

marketers have commented, the sharing economy has witnessed its popularity increase due to its economic value, which transforms consumer behavior from owning something to sharing the ownership of items. In the current qualitative survey, monetary benefit is found as an eminent feature that derives from the sharing economy (Zhang, T. C., Gu, H., & Jahromi, M. F., 2019).

"And even for myself, save time, save energy. Everyone use food delivery service now, so no need to be shy." (Participant B)

Axial Code 5: Effort Expectancy
The degree of ease associated with using online food delivery services is referred to as Effort Expectancy. Perceived Ease of Use (TAM/TAM2), Complexity (MPCU), and Ease of Use (TAM/TAM2) are constructs from current models that are relevant to this construct (IDT). It can be referred to as the anticipated complexity of a technology and the amount of effort required to use it. (Osei, F., Agyemang, G., Kankam-Kwarteng, C., & Amofah, O., 2021)

"Besides, as we moved towards the technology, the food delivery services has offers lots of things that we need at current time." (Participant A)

Axial Code 6: Perceived Risks
The various risks (monetary, financial, personal, etc.) a person perceives while/before using a service. A person perceiving a service as risky will refrain from using that service (Ray, A., & Bala, P. K., 2021). In context of OFDs and OTAs, perceived risk is related to customer safety (Tsang et al., 2010; Augustin, 2018), safer payments and fraudulent activities.

"Sharing economy has been changing the way that people share and conduct transactions in digital spaces. It is not a new things and there are an improvement on the security for these. Much improvement must be made by government in digitalisation in process such as document handling and data processing." (Participant B)

Axial Code 7: User Experience
Sethu and Saini (2016) study investigate the users' understanding, actions, and experiences of online food delivery services. Their study reveals that online food delivery services help users manage their time better. It is also found that the primary reasons for using the services are ease of availability of their desired food at any time and at the same time easy access to the internet (Yusof, N. H. M., Ab Halim, N. S., & Mohi, Z., 2021).

"Delivery time become more fast because more rider join food delivery service and they have a better gps. Instruction for rider become more easy." (Participant B)

Axial Code 8: Interactivity
The level of interaction between the consumer and service-provider. This in fact affects customers' online-behavioural-intention (Huang et al., 2009). In case of OFDs and OTAs, interactivity refers to the interactive platforms, the ease-of-use, the customer-service, quality of images and information provided (Ray, A., & Bala, P. K., 2021)
"The services have become much better, there are variety of foods and beverages, many discount offer to customers, better complaints system, additional type of payment services, easy to communicate and track the riders and progress of food making." (Participant A)

Factors of Triggering the Switching Trends on Consumer Behaviour in the Future

In terms of factors triggering consumers from translating their intention into food delivery purchase behaviour, 22 open codes were identified from the participants. Through reanalyzing the data, eight common themes for axial codes were formed, which were user experience, economic values, convenience, effort expectancy, perceived benefit, perceived risk and facilitating conditions.

Axial Code 1: User Experience
In the view of switching trends, user experience also becomes a major factor which may influence the consumer behaviour towards sharing economy services. If the user did not satisfied with the services or any recent development in the system, it may trigger the behaviour changes in the future.
"Another mistakes were few days ago when I ordered ice cream, they don't have the flavour and they just simply cancel my order without informing me. And the late delivery during harsh weather" (Participant E)

Axial Code 2: Interactivity
Limited interactivity and difficulty in accessing support systems are identified as factors that may trigger the switching behaviour.

"Seriously, but it's a bad experience. That's the reason why I don't use Foodpanda anymore. It's really frustrating because their system is quite hard to use as well… They're not user friendly at all. We're talking to the chat bot all the time.. It's just a waste of time.. a waste of energy.. and, so much frustration." (Participant C)

Axial Code 3: Economic Values
"And I'm happy to see they are making sustainable amount of income to feed their family. So.. I don't think it should stop. It should grow in better ways." (Participant C)

Axial Code 4: Convenience
" It caters for people who rarely drive like me. And then it would save energy for some people… especially you have to consider people with different abilities.. OKU, elderly people.. I think there is a lot of convenience that it provided." (Participant D)

Axial Code 5: Effort Expectancy
"I hope for improvement in service delivery time for shorter time delivery and increase the number of riders. Delivery by drone would be something that I waiting as many other country start using drone for delivery services." (Participant E)

Axial Code 6: Perceived Benefits
"More restaurant option and more variety of food and more promo code and discount vouchers." (Participant F)

Axial Code 7: Perceived Risks
Failing consumer expectation is a major risk in online ordering services.

"I can still remember clearly I ordered something on Foodpanda.. the food that arrived isn't really based on what we've ordered, I think there is one particular dish was missing. And then I lodged a report, but it took me until now.. I think it has been a year. Nothing happened. Like.. they told me that they have refunded the money, but I don't get the money. I've called them several times and still the same thing persists" (Participant C)

Axial Code 8: Facilitating Conditions.
Customers' requirements for the resource and support required to execute a behavior is referred to as Facilitating Conditions. (Brown and Venkatesh, 2005; Venkatesh et al., 2003). A customer's understanding of the value of having technological infrastructure in place to encourage the use of any system is often known as a facilitating condition. (Osei, F., Agyemang, G., Kankam-Kwarteng, C., & Amofah, O., 2021)

"At least make it easier for the old people to use it. I don't know how.. because I'm not yet that old. But I think it should be easier to use. I hate to use it because sometimes it's just too hassle to book and to make payment and stuff." (Participant C)

"the government can provide subsidy and fund to help them improve the quality and efficiency. So it can cover more." (Participant D)

Table 3. Core Category

Axial Code	Selective Code	Definition
Interactivity	**TECHNOLOGY FACTOR**	*Technology context refers to both the internal and the external technology factors that influence the consumer's adoption of food delivery services.*
Effort Expectancy		
Economic Values	**ORGANIZATIONAL FACTOR**	*Organisation context refers to those resources that shape the adoption of food delivery services by consumers.*
Facilitating Conditions		
User Experience	**ENVIRONMENTAL FACTOR**	*Environmental context refers to both the internal and external environmental factors impact consumers adoption of food delivery services.*
Social Influences		
Convenience		
Perceived Benefits	**IMPACT EXPECTANCY FACTOR**	*Impact expectancy refers to anticipated benefits due to the adoption of food delivery services.*
Perceived Risks		

(Eze, Chinedu-Eze, Okike, & Bello, 2020)

Core Category and Theme
The analysis produced four themes.

Selective Code 1: Technology
Almost all participants reported that they are really influenced by the features of technology application and its ease of use which can make their experiences interesting and simple. Internal and external technological factors which influence the consumer behaviour can be reflected into:

Functional capability. Operational efficiency is the extent to which the technology help meet the overall needs of the user.

Adaptive capability. Adaptive capability is the extent technology integrate into both the current business processes and the existing technology in the business. According to Zhu et al. (2003), connectivity reduces inconsistency and can as well restrict compatibility if the technology is challenging to integrate with the current technology arrangement.

Selective Code 2: Organisation

Most participants highlighted their opinions about the supports from the governments and the possibilities development and improvement in a future for the better business strategies. These resources availability can support and shape the consumer behaviour in facilitating sharing economy.

Collective understanding. Collective understanding is the understanding of the business purpose among various parties involved in the organisation through open interaction. This is important to ensure economics sustainability of people, consumers and businesses.

Selective Code 3: Environment

A third theme is environment and the role of increased environmental factors in promoting food delivery services including internal and external factors.

Quality service delivery. Quality service delivery is the capacity of the food delivery companies to improve service delivery manner, the company's processes and profit in an efficient manner.

Several studies have found that service delivery is a major element of any successful business. The quality of services rendered by new technology such as the creation of new or improve customers' benefits and enable efficient service delivery to move potential customers to actual adopters (Eze et al., 2018).

Customer fulfilment. Customer fulfilment is the capability of the service provider to render services aimed at satisfying the consumer since consumer majorly rely on the system for the purchase of the new product and payment for such product or services (Moon, 2003).

Selective Code 4: Impact expectancy

Anticipated benefits offered by the sharing economy services will be the key factor in the future behavioral trend of food delivery services.

Business expansion. Technology advances productivity and helps small business in conducting their business activities and develop new industries.

Return. It was revealed that the majority of privately owned are profit-oriented, and businesses fail to generate a return on investments and increases in market shares which may windup in no distant time.

DISCUSSION

During the interviews, researchers asked participants to describe the five important attributes regarding the use of sharing economy services. "Convenient" was the most frequent term mentioned by consumers, which is in agreement with the results from Furunes, T., & Mkono, M. (2019). In addition, participants agreed with other attributes, including cheaper, quality, safety, accessible and efficient. Among these attributes, "cheaper" and "efficient" were the most mentioned words. It can be explained that the economic and efficiency attributes of food delivery services play significant roles in consumers' behaviour intention, which also aligns with the findings from previous studies. When probing factors that drive food delivery purchase intention, most repondents reported that they had the intention to use food delivery services because of their needs of quick and time savings services, which is in line with our previous finding that "convenience" was perceived as the most correlated term of food delivery by consumers.

Specifically the participants of our research reported that technological factor in sharing economy services is important because it switches the user experience and their ease of technological use in adopting online food delivery services. A good support and user-friendly system in the mobile applications made people more interested in using the services.

Expansion of online food delivery services is a crucial mechanism to support food access during emergencies. The ability to order food delivery online is of heightened interest at present because of the pandemic and associated social distancing guidelines. Improving consumers' access to food during pandemic not only supports food security but may also reduce transmission of the virus. The anticipated benefits and advantages offered in sharing economy services also become a major factor in influencing the food delivery services and sharing economy industry.

CONCLUSIONS

The present qualitative study identifies the underlying influences on consumers' behavioural intention in food delivery services. Specifically, during the pandemic, the study reports technological, organizational, environmental and impact expectancy factors as significant factors in driving food delivery intentional purchases among consumers. The above findings can enhance stakeholders' understandings of the underlying facts and issues of consumers' food delivery purchases. Thus, these findings can contribute to the design of future strategies and industrial actions to better promote sharing economy services. Despite the contributions of this study, some limitations are worth mentioning for future research goals. First, this study was based on an interview-based qualitative method, limiting the number of participants. An online recruitment approach was applied, so people without internet access were excluded, thus the findings cannot be considered to be representative of a significant population. Future research should focus on more diverse groups of populations from different backgrounds to view broader generalizations from the investigation.

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