

A Study on the Diffusion of Food Delivery Innovation Before and After the COVID-19 Pandemic in ASEAN Countries

Yasuo Kadono

Graduate School of Business Administration, Keio University, Japan
yasuokadono@gmail.com

Abstract

The purpose of this paper is to present survey results of food delivery innovation as part of E-commerce research before and after the COVID-19 pandemic in ASEAN countries. Based on the structural and measurement models of the diffusion of food delivery innovation we have developed, we conducted the questionnaire surveys in Vietnam and Thailand. The models are based on literature searches of innovation diffusion models, such as the Technology Acceptance Model (TAM), and the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2); and our statistical analysis results through preliminary research on food delivery innovation before and during the COVID-19 pandemic in Thailand, Vietnam and Indonesia. The models include selected factors, such as ease-of-use, usefulness, social influence, habit, satisfaction, and purchase intention. Also, it includes specified moderators, such as eating situation, family structure, and national culture, in addition to ordinal moderators, such as age, gender, academic background, and annual income. Based on the 200 samples gathered respectively in Vietnam and Thailand, we discuss the differences of food delivery usages between the countries and compare among before, interim and after the COVID-19 pandemic in this paper. The future research includes the analyses of differences of cause-effect structures of food delivery usages among countries in ASEAN caused by the national culture and the extension to the global comparison research beyond the research in ASEAN countries.

Keywords: E-commerce, food delivery, COVID-19 pandemic, ASEAN, innovation, learning