

# Considerations On a Research Model of the Diffusion of Food Delivery Innovation Before and After The COVID-19 Pandemic in ASEAN Countries

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## Abstract

*The food delivery market has increasingly grown during the COVID-19 pandemic all over the world. The purpose of this paper is to propose a research model to better understand food delivery innovation as part of E-commerce before and after the COVID-19 pandemic in ASEAN countries. The paper presents structural and measurement models of the diffusion of food delivery innovation before and after COVID-19 in Thailand, Vietnam and Indonesia. The models are based on 1) literature searches of previous innovation diffusion models, such as the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology, and 2) statistical analysis of preliminary research on food delivery innovation before and during the COVID-19 pandemic in Thailand, Vietnam and Indonesia. The models include selected factors from the previous research models, such as ease of use, usefulness, social influence, habit, satisfaction, and purchase intention. It also 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. The research focuses on habit changes before and after the COVID-19 pandemic in each country. The ongoing field research is being conducted in Vietnam and Thailand after the COVID-19 pandemic. The interim results of the research discuss the differences of cause-effect structures among countries in ASEAN caused by the national culture and suggest future work to be extended to global comparison research beyond the research in ASEAN countries.*

**Keywords:** e-commerce, food delivery, COVID-19 pandemic, global comparison, innovation, learning