



NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
TOURISM MANAGEMENT PROGRAM

**PERCEPTION OF ONLINE FOOD ORDERING SERVICES BY
STUDENTS IN NEAR EAST UNIVERSITY, NORTH CYPRUS**

MASTERS THESIS

ANNAMARIACHINEMA

NICOSIA 2022

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THESIS SUPERVISOR PROF. DR. TÜLEN SANER

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Approval

**ANNAMARIACHINEMA: PERCEPTION OF ONLINE FOOD ORDERING
SERVICES BY STUDENTS IN NEAR EAST UNIVERSITY, NORTH CYPRUS**

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Master's of science in Tourism and Hospitality Management**

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Declaration

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study



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Acknowledgement

I would like to express my sincere gratitude to my supervisor and lecturer Prof. Dr. Tulen Saner for the continuous support of my research, for her patience, motivation, enthusiasm and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis. Besides my supervisor, I would like to thank the rest of my thesis committee, Prof. Dr. Nesrin M. Bahçelerli and Prof. Dr. Salim Akyurek for their encouragement, insightful comments and hard questions.

I would like to give special thanks to my friends, colleagues and my family as a whole for their contiguous support and understanding when undertaking my research and writing my thesis. Their prayer for me was what sustained me this far

Lastly, I would like to thank God, for letting me through all the difficulties. I have experienced his guidance day by day. He is the one who let me finish my degree and I will keep on trusting him for my future

Annamaria Chinema

Abstract

Perception of Online Food Ordering Services by Students in Near East University, North Cyprus

The hospitality industry is one of the sectors witnessing the impact of e-commerce. The technological drive to make business operations smarter and seamless in a bid to sustain competitiveness and ensuring consumer satisfaction has led to the creation of innovative online food order services in the restaurant segment of the hospitality industry. This redefining innovation model in restaurant operations is providing customers more options to effortlessly access food in contrast to the conventional walk-in food service request.

This study examined customers 'perception of online food ordering services by students in Near East University, North Cyprus. An online survey was conducted with one hundred and sixty-six (166) participants. The research evaluated motivating factors that drive customers to use online food order services. The analysis was carried out using SPSS version 20. Using the simple linear regression models, it was found that customer satisfaction, convenience, electronic payment systems, and service quality motivate customers to embrace online food order services and they are all statistically significant($p < 0.05$).

Keywords: customer perception, service quality, customer satisfaction, tourism

Öz

Kuzey Kıbrıs Yakın Doğu Üniversitesi'nde Öğrencilerin Online Yemek Sipariş Hizmetlerini Algılaması

Konaklama sektörü, e-ticaretin etkisine tanık olan sektörlerden biridir. Rekabet gücünü sürdürmek ve tüketici memnuniyetini sağlamak amacıyla ticari operasyonları daha akıllı ve kusursuz hale getirmeye yönelik teknolojik dürtü, konaklama endüstrisinin restoran segmentinde yenilikçi bir çevrimiçi yemek siparişi hizmetlerinin yaratılmasına yol açmıştır. Restoran operasyonlarındaki bu yeniden tanımlayan inovasyon modeli, müşterilere geleneksel yemek servisi talebinin aksine, yiyeceklere zahmetsizce erişmeleri için daha fazla seçenek sunuyor.

Bu çalışma, Kuzey Kıbrıs'ta Yakın Doğu Üniversitesi'ndeki öğrencilerin çevrimiçi yemek siparişi hizmetlerine yönelik müşterilerin algılarını incelemektedir. Yüz altmış altı (166) katılımcı ile çevrimiçi bir anket yapılmıştır. Araştırma, müşterileri çevrimiçi yemek siparişi hizmetlerini kullanmaya iten motive edici faktörleri değerlendirdi. Analiz SPSS sürüm 20 kullanılarak yapılmıştır. Basit doğrusal regresyon modelleri kullanılarak müşteri memnuniyeti, kolaylık, elektronik ödeme sistemleri ve hizmet kalitesinin müşterileri çevrimiçi yemek siparişi hizmetlerini benimsemeye motive ettiği ve bunların istatistiksel olarak anlamlı olduğu bulunmuştur($p < 0.05$).

Anahtar Kelimeler: müşteri algısı, hizmet kalitesi, müşteri memnuniyeti, turizm

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CHAPTER 1

Introduction

If there is a major leap that characterized our 21st-century world, it is the inception of the internet and its associated technologies. The internet and mobile communication technologies have imperatively opened a new pathway for various business marketing mix and new ideas creation for business survival and competitiveness. It has equally affected several sectors of the economy with greater pieces of evidence in global business delivery of goods and services. Driven by seamless operations, opportunity to generate consumer insights, strategic positioning, customer-centric initiatives, quest for low-cost operations, and customer support system, several businesses are now adopting modern technologies as a mode of Operandi in a bid to meet the demand of consumers (Singh, et al., 2001).

A new interface of business opportunity has now been made available as a result of internet and mobile applications through cyberspace that has connected virtually everybody and breaking geographical divides. Goods and services purchases can now be made available without a consumer physical presence at points of sales. Businesses can equally now advertise their various products online giving their consumer the privilege of arrays of product choice. This, therefore, afford consumers to select customized requests effortlessly with minimum delivery errors. Business growth generation and the uniqueness of sales through online platforms have attracted many business enterprises to adopt this medium to attract and retain their customers.

The Restaurants and the food industry are one of the major industry sectors that are engaging the usage of internet and mobile application tools in business operations. The industry has been largely altered due to a surge in the economic prosperity of nations and the enhanced standard of living of people. Hence, more individuals are increasingly getting economic empowered which tends to favor a sedentary lifestyle; a shift from the traditional way of life resulting in consumers' change of tastes and needs. A major effect of this change is reflected in the numerous availabilities of food choices for consumption.

Consumers of food are now looking forward to higher quality and enjoyable food consumption experience. There is global drive in the year 2000 by the food industry to offer a new dining experience for customers as cuisines chefs launched into culinary studies aimed at delivering food of pleasant experience and high standard commenced. In the sequel to this initiative, food is now perceived as an art and one of the latest forms of pleasure expression, a departure from the traditional focus of human survival. As a result, quite a several innovative methods such as research into gastronomy, newer ingredient introduction into food cuisines were adopted to produce and serve food aimed at creating unforgettable experiences for customers. These efforts change the food experience in various food outlets located in schools, malls, hotels, airports, and fast-food points.

The restaurants and food services are major components of the tourism industry and different countries have recognized the important stake these components play in their income generation and national planning. In the United States of America, more than 762 billion US dollars were reported to be generated through the operations of the restaurants and food services businesses (Lock,2018) while about 55,959 million euros were reported to be added to the Italian economy in 2017. Aside from money generation and source of employment opportunities, a study conducted by Björk, and Kauppinen-Räisänen, (2016), posited that even tourists considered food options and availability as one of their pointers in choosing a tourism destination. Thus, many restaurants and food place are maintaining an online presence to make their food services accessible to consumers since the traditional approach receiving orders in restaurants using pens and papers are becoming unattractive, archaic, prone to errors, and relatively slow (Shweta et al., 2013).

1.1 Online Food Ordering

According to Abhishek et al., (2018), online food ordering system entails a technological architecture through which a business designed an electronic interface platform that explains their service offerings, menu, reservations through which a potential customer can make selection(s) with pick-up or door service delivery options. Some businesses develop a specialized mobile phone application for this ordering system, others make use of social media platforms like the Facebook page, Instagram, WhatsApp messaging, telephone call-in, interactive websites while some other businesses combine several of these platforms to meet their target customers.

The opportunity to have a real-time connection, speed, and convenience to busy individuals are regarded as pivot advantages of using electronic food order applications (Lee et al., 2017). In a study conducted by Cho and Bonn (2019), they reported that about 200 to 250 orders are processed per week in Los Angeles(USA) through food mobile order applications resulting into financial growth to the tune of 35% and concluded that food ordering technology is increasingly becoming a business template for many restaurants and foodservice outlets in the United States already. A fifth of the Chinese population already makes use of online food order applications to request food cuisines from restaurants in China leading to sales growth in the foodservice industry while South Korean users of food delivery apps soared from 870,000 users in 2013 to 25 million users in the year 2018(Suk et al.,2019).

These ordering platforms allow consumers to have a mutual interaction with chefs on combinations of ingredients choices for their customized food requests as well as the opportunity to read scan through options simultaneously from different options of restaurants available on the digital apps and price checks which are all key determinants of consumer purchasing decisions.

The online food-delivery has become platforms through which consumers can now conveniently with an array of choices to order from various listed restaurants as quickly as possible with a simple tap on their smartphones and personal computers (Kitsikoglou et al.,2014). According to McKinsey research, the delivery of restaurant foods is worth €83 billion and the market is constantly witnessing a dynamic market growth across the various continents of the world. It has fully matured in most countries while it is newly introduced in more developing countries following deeper penetration of the internet and smartphone technologies usage (Chen et al., 2002).

Online food delivery platforms enable food consumers to make menu comparison, scan and share food reviews, and the opportunity to order from different restaurants. This also affords restaurants to make such deliveries themselves or through a third partner logistic firm. Restaurants who do not have a delivery system of their own often contract a third-party logistics company while those with theirs equally make use of this service as well to meet with high customers' orders especially at peak hours and in a bid to cut costs. These deliveries are often conveyed through motorcycles, delivery vans, and bicycles. Examples of notable global brands for such delivery services include Deliveroo, Uber food, Grub Hub, and Just Eat.

Restaurants adopt these platforms to maintain close contact with their customers and drive sales while it affords customers to be in the comfort of their locations without spending quality time in usual queuing situations that often characterized most restaurants and food points before making food purchases. Customers can make use of their internet-enabled mobile phones, computers and other smart digital devices seamlessly to place their orders with a confidence of having such orders deliver in time while it only helps restaurants businesses to manage their orders effectively saving time and cost (Varsha Chavan, et al, 2015).

1.2 Overview of the Restaurant Service Industry in Northern Cyprus

Cyprus Island is geographically located in the Mediterranean Sea. Its closest neighbors include Turkey, Syria, Egypt, and Israel and are about less than hundreds of miles away. The Island relish in the abundance of natural resources and beaches which do attract tourists year long. The Island is distinctly delineated into two different regions. The upper region is called the Turkish Republic of North Cyprus mainly populated by the Turkish Cypriots while the southern part is referred to as the Republic of Cyprus and most inhabited by the Greek Cypriots (Ekici & Gizem, 2018).

However, this present study was conducted in the Turkish Republic of North Cyprus (TRNC) part of the Island. There are about 351,965 Inhabitants in the TRNC occupying a landscape of about 3355kmsquare (LGC News, 2018). The tourism industry is one of the major economic backbones of the TRNC area. Aside from the international tourists that flock this part of the Island continually, the presence of about international students in the over 20 higher education institutions in the country are a vital stimulant to the tourism industry.

An impact of the presence of these international students' community is reflected in the continual rise of the numbers of restaurants and fast foods that dotted various strategic locations in the region. This invariably has equally created positive growth in the restaurant industry. The sectoral contribution of the hotel and restaurant industry rapidly increased from 675 million TL in 2013 to a market of 1 billion TL in the year 2017. The hotels and restaurant industry contributed 9.00% to the Gross Domestic Product of the TRNC according to the 2017 economic report (State Planning Organization, 2017).

Popular restaurants in the TRNC include Ezic restaurant, Lavash, Ambience Restaurant, Bicenturk chickens, Californian restaurant, All Seven while the likes of Burger King, Chicken Planet, Popeyes, King of Burger Chickens, and Domino Pizza are the common fast foods that equally enjoy the patronage of the Island Inhabitants. The availability of internet data for mobile phone users and the wide connection of the Wi-Fi services to almost every house is equally helping to drive electronic commerce (e-commerce) in the foodservice sector of the economy.

1.3 Problem of statement

The introduction of digital technology is changing the way we live and what we do. Our world is becoming almost impossible to live in without depending on one form of technology to carry out a task especially mobile phone technology. These technological innovations are redefining the market and the global environment entirely. Consumers are getting more acquainted with online shopping experiences through mobile phone applications or social media platforms with corresponding ease of making purchases as well as remotely and they look forward to the same experience when it comes to ordering food for consumption.

This dependence on technology in our day to activities have equally impacted consumer attitudes toward food purchase over time. Our today's world is seeing food beyond consumption for survival but equally looks forward to hedonic food experience with a merge of fun, feelings, and pleasure. Home-cooked meals are fast becoming a practice difficult for many people most especially young working professionals and students due to hectic work culture and studying activities, hence their resorts to restaurants' foodservice options (Das&Ghose,2016).

Hence, restaurants chains have to adapt to this change in consumer attitude and behaviour by not just preparing food to be served in their outlets alone, but by offering increasingly appealing and attractive goods which need to be available to their customers conveniently as quick as possible in our fast-paced world where an average consumer loathe at delays and personal inconveniences.

Also, the traditional standpoint that consumers only need to walk into restaurants to eat food is becoming less attractive in our contemporary society. Restaurants that only offer such walk-inn services become less viable and struggle to maintain and retain customer loyalty resulting in dwindling revenue generation. Most restaurants now understand that the overall experience of food consumption that can

also guarantee long-term profitable relationships with consumers needs to be technology-driven which also satisfies their intrinsic reasons and emotional factors. Thus, the uniqueness of examining consumer perceptions on online food ordering platforms in North Cyprus becomes very imperative owing to the Island is an important international student hub attracting huge numbers of students and tourists from different parts of the world. The student populations are majorly millennial which are reputed to be technologically savvy with great online activities on several social media platforms.

1.4 Significance of the Study

Students aim the significance of the study at understanding the perception of online food ordering services toward the usage of the online food ordering system. By conducting this study, restaurant businesses and fast-food outlets will acquire customer insights that would be needful in redefining their business operations and marketing campaign.

Internet service providers and mobile telecommunication companies can equally derive insights as regards the use of modern-day technological tools and applications that subscribers are well accustomed to relative to food services thus the creation of customized service offerings that meet the needs of such subscribers. The government and other stakeholder agencies would be able to assist in formulating policies and regulations that can support the foodservice industry effectively which in turn could boost the country's image relative to technology adoption and equally more revenue generation.

1.5 Objective of the Study

1.5.1 General objective:

To analyse the perceptions of customers towards online food order and delivery services by restaurants and fast-food outlets.

1.5.2 Specific objectives:

1. The study aims to help understand factors that motivate customers to patronize online food order and delivery services the factors.

2. To establish the merits and the challenges that online food order and delivery services experience in North Cyprus.
3. To suggest appropriate strategies that could help the penetration of online food order and delivery services and negate the challenges that characterize the foodservice businesses in the country.

1.6 Research Questions

1. Do online food order and delivery services motivation influence customer satisfaction?
2. Could convenience and ease influence the patronization of online food order and delivery services?
3. Does Electronic Payment System (EPS) favor the choice of online food service order option in the foodservice industry?
4. What influence does service quality has on the choice of online food order and delivery services?

1.7 Research Hypothesis

This section presents that hypothesis utilized in this research

1.7.1 Null Hypothesis 1

Customer satisfaction does not have an impact on customers' motivation to use online food order services

1.7.2 Alternative Hypothesis 1

Customer satisfaction does have an impact on customers' motivation to use online food order services

1.7.3 Null Hypothesis 2

Convenience does not have an impact on customers' motivation to use online food order services

1.7.4 Alternative Hypothesis 2

Convenience does have an impact on customers' motivation to use online foodorder services

1.7.5 Null Hypothesis 3

Electronic payment service does not have an impact on customers' motivation to use online food order services

1.7.6 Alternative Hypothesis 3

Electronic payment service does have an impact on customers' motivation to use online food order services

1.7.7 Null Hypothesis 4

Service quality does not have an impact on customers' motivation to use online food order services

1.7.8 Alternative Hypothesis 4

Service quality does have an impact on customers' motivation to use online food order services

1.8 The Scope of the Study

The study will be conducted in North Cyprus. The participants considered for the study are University students residing in North Cyprus. The justification for the consideration of these target participants is that North Cyprus is a higher education hub that attracts students from several countries and cultures. Thus, North Cyprus is considered as a study tourism location. The diversity of this population would further validate the study's outcome. And these students are highly valued customers which often depend on the services of restaurants and fast food outlets.

1.9 Limitations of the Study

The study is affected because of time constraints. In addition, because participants were only reached through online platforms, individuals who do not have an online presence during the study are unable to participate in the research. Some participants who could have also partaken in the study could find an online questionnaire filling unattractive.

CHAPTER 2

Literature Review

According to Malinowski's theory of needs, human needs are broadly divided into seven divisions namely metabolism, reproduction, bodily comforts, safety, movement, growth, and health (Malinowski, 2013). The fulfillment of any segments of these needs invariably depends on the supply of food constituents. Thus, food consumption plays a critical role in the survival of human basically (Worsley, 2002). Aside from the biological sustaining role played by food, it is equally considered part of the integral of culture and society where culture and diversity are showcased (Boutaud et al., 2016). This has constantly driven humans to see to the provision of food to meet up with this requirement of life existence and expressions.

The food industry is a relatively large sector of the global economy. It spans across different segments such as food cultivation, livestock husbandry, fisheries, food manufacturing, beverages and winery production, food supply chains and logistics, fresh and processed food sales services. The fundamental need for food to the survival of humanity has made different governments of the world considered how essential to maintain its security and constant supply. This assertion was further buttressed in the United Nations declaration on "Zero Hunger" in the United Nations Sustainable Development Goals (SDGs) agenda. The goal seeks to eradicate hunger by sustaining food production security, the sustainability of agriculture, and food distribution to meet global needs (Hwang & Kim, 2015).

In the year 2018, Plunkett firm estimated that the global worth of the food and agricultural economy sector is almost 10% of the global Gross Domestic Product (GDP) and to the tune of USD 8.7 trillion (Plunkett, 2020).

2.1 The Food Service Segment of the Food Industry

One of the major important segments of the food industry is the foodservice business. This is a segment of the industry that aligned to the commercial and non-commercial sales of prepared food and beverages. In the foodservice segment, both

dried and fresh food items are purchased, assembled, cooked, and sold to potential customers which differs from self-prepared meals cooked by individuals in their respective homes. The commercial sales of prepared food account for a greater percentage of the overall foodservice retail businesses (Friddle et al., 2001).

There are several operators of the foodservice segments namely full-service restaurants, quick service restaurants & fast food, coffee tea shop, and ice cream vendor. The restaurant business also is known as “eat out” food service is a pivotal example of a foodservice operator. The Restaurant business was said to have emerged from Paris, France in 1766 following economy liberation and market expansion (Flandrin & Montanari, 1999). It then metamorphosed into a serving of cuisines under customer specifications, in a more organized sitting arrangement and other dining experiences. The evolution of the restaurant business has recorded a fast-paced expansion due to industrialization and the fast-growing development of nations.

Conventionally, restaurants are referred to food outlets where customers are served food by waitresses or waiters while customers eat such meals on provided seats within the confinement of the environment. However, in recent times, the definition of a restaurant has gone beyond the scope of the former definition to accommodate other forms of food outlets such as drive-thru food centers, fast food outlets, and other outdoor food sales options. The traditional style of sitting to be served in a diner is now referred to as a sit-down restaurant.

Most of the “eat out” or outdoor foodservice operators are owned by individual entities or as a franchise enterprise (DeMicco et al., 2015). In an individually owned restaurant, control of the business is at the sole prerogative initiatives of the owner whereas, in a franchise-operated restaurant, which is equally called chain restaurants, such food outlets are located in two or more locations (Pizam, 2005). Franchised food outlets are subjected to a commonly controlled branding regulation in terms of physical appearances of the outlets and menu provisions. Examples of notable global food franchises include McDonald's, KFC, Burger Kings, Popeyes among several other global brands. These food outlets are located mostly in public places such as educational institutions, airports, shopping malls, business districts, vehicle service points, and other publicly accessible locations. Customer's visit this eat away to purchase prepared food menu.

Food sold at these various points varies according to several factors such as culture, customer demographics, government regulations, community beliefs, economic purchasing power, health consciousness, and consumer attitude dispositions among other several determinants. Generally, localized menu and intercontinental foods are however often provided to meet various consumer specifications. While sit-down restaurants provide a full-scale menu that reflects cultural identities, fast food chains, and vendors provide international menu varieties such as sandwiches, fries, burgers, ice-creams, and several other options.

The commercialization of food sales to the general public has become an important channel to generate revenue. According to statistics, the biggest three “eat out” market in the world are the United States of America, China, and India with each accounting for 22%, 8%, and 6% of the global market share respectively (Jin,2017). The 2016 accrued revenue generated by eating out consumers in the Americans is 1,174 billion USD and about 182.5 billion USD in the Middle East and Africa. In the Asia Pacific, about 1,052 billion USD was generated while 881 billion USD was accrued as revenue in Europe (Jin, 2017).

Generally, the trend to remain competitive to meet up with rising demand in satisfying customers faster, efficiently and better is a trend that foodservice enterprises are embracing. If they must remain competitive and survive in today’s dynamic market, these realizations cannot be afforded to be underrated or ignored. To stay afloat in business and earning an edge over competitors, foodservice outlets are innovating, and one important innovative strategy being employed is internet technology.

2.2 Internet Technology and E-Commerce

The emergence and adoption of information communication and technology (ICT) in business have become an integral infrastructural architecture for the conduct of efficient and productive business operations in today’s modern world. Though beginning with an initial blueprint in the form of electronic data exchange (EDI) in 1992 that facilitate trade transaction (Ritter, 1992).

The internet technology is a worldwide connection of several computers on an internet protocol (IP) platform or system network. In their account, Gharegozi et al., (2011), described information technology as an integrated computer designed networks created and managed to provide and support transactions of virtual

information products and services through internet-enabled devices. According to Gharegozi et al (2011), Information Technology is the design, creation, utilization, support, and management of computer-based information systems in fostering the transactions of information products and services. Better still, Information Technology could be seen as a tool that improves the form of information products and services. The form of information product may include the activities of the information life cycle. Some of these activities are information creation, processing, dissemination, storage, and disposal.

ICT has become a tool used in automating business processes and the creation of efficient work cycles. Through it, there is an effective convergence of business-to-business interaction as well as other stakeholders such as consumers. It has also become a mainstay and developing a tool for business, industrial, and commercial enterprises that invariably drive the global growth and development of the economy (Pailwar 2002; Froster 2016). ICT now affords businesses to have access to information and business models that can easily facilitate the conduct of their business operations, commercial value maximization, and thus advancing their competitive advantage over rivals.

The internet just like other smart technologies are innovations changing the way of life and are things are being done in contrast to previous decades. The strides from the usage of computer applications and telecommunications systems have created a new trend that defining a new path for individuals and organizational entities. Following the discovery of the internet in the early 1990s, progressive development and growth have been recorded in different sectors such as finance, education, trade, and commerce among several others.

However, aside from computer systems, other devices such as phones, tablets, personal digital devices, and other devices are equally connected via these virtual network systems. This global network is made of systems from public and private domain entities where users could access uploaded resource materials. Other forms of engagement derivable from this technology include email services, World Wide Web (www), file sharing, instant messaging, and other telephony communication systems.

As a result of internet technology, the way trade and commerce are conducted in the business arena is greatly impacted. This has created what is now known as e-commerce.

2.2.1 Definition of E-Commerce

Examining e-commerce from a service viewpoint, it could be defined as a need meeting platform for the organisation in meeting stakeholder objectives especially in-service costs reduction, goods quality improvement, and speedy services delivery using electronic network channels. Based on an online viewpoint, e-commerce is describable as the exchange of goods and services via the internet or other forms of virtual networks (Dong, 2017).

Yadiati and Meiryani (2019) defined E-commerce as the carrying out of business operations via computers interconnected through designated digital communication network while Alexander et al., (2003) described it as an online platform where business products and services activities are been transacted. The exchange of tangible and intangible products or ideas takes place between different geographical divides using internet technology or intranet network connectivity.

Organizations now consider e-commerce beyond a competitive advantage strategy but more as a necessity and performance indices if they must continue to be relevant in their operations. The integration of various units in business operations and the seamless flow of information between trade or business partners is now made possible using an e-commerce framework.

The products or ideas exchange done electronically in e-commerce are often on a broad scale transcending multiple location be it continental or intercontinental. As a result of this, business relationships are shaped, and the marketplace is redefined owing to this digital market structure changing the *conventional business models*. *Comprehensively, E-commerce can be better defined as “the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals”* (Rajneesh, 2015 pp.3131).

In E-commerce, the platform provides the opportunity for transfer and recipient of electronic cash, electronic exchange of digital documents and files, information archive and retrievals, and the collection of data electronically in different media formats. The full implementation of E-commerce requires a product mix of various elements namely the telephony system, socio-economic variables, and

electronic transfer channels. This made the wide usage of e-commerce to be visibly seen in finance, transportation, government, health, hospitality, insurance, education, and several other sectors.

E-commerce in business is thematic. In the area of marketing, we have e-marketing, e-transaction in fund transfers, e-storage in archiving of documents, and e-management relative to the management of supply chain. However, Fenny (2001) in their study identified three major themes of the theme of the electronic service as shown in the table below.

Table 1.

Electronic channel theme and components (Fenny, 2001)

E-Operations (Web-based initiatives that improve the creation of existing products)	E-Marketing (Web-based initiatives that improve the marketing of existing products)	E-Services (Web-based initiatives that provide affiliated services)
(1) Automation of administrative processes	(1) Enhanced selling process	(1) Understanding of customer needs
(2) Supply chain reconfiguration and integration	(2) Enhanced customer usage Experience	(2) Provision of customer services
(3) Re-engineering of primary Infrastructure	(3) The enhanced customer buying experience	(3) Knowledge of all relevant provides
(4) Intensified competitive procurement		(4) Negotiation of customer requirements
(5) Increased parenting value		(5) Construction of customer options

E-commerce implementation is generally geared towards cost efficiency, resource control, decision-making optimization, business value creation, organizational strategy, and profit maximization. There are two pivotal forms of E-Commerce due to collaborators entities. They are Business to business e-commerce and Business to Consumer e-commerce (Athanasios & Panagiotis, 2013).

Business to Business (B2B). This is a long-term trade platform and type of transaction that takes place between two business organizations using a computer network system. It connotes that the seller is a business organization, and the buyer of the exchanged products or services is equally a business organization. This type of transaction involves interaction between business enterprises usually in the procurements of goods or services in a raw material form which is often then processed to new products and resold to end-users (Vagro & Lusch, 2011; Kotler & Armstrong, 2010). Sellers of produce will receive an order via an electronic network system and such orders are then processed and invoices are issued to requesting business for payments. B2B is an important standard procedure in supply chain management because of the complicated procurement processes in identifying potential suppliers, quality control, compliance with government regulations, bargaining with a different cadre of intermediaries in charge of supplies, and good's conveyance to storage or production facilities. E-commerce aid in streamlining these interconnected processes resulting in an efficient cycle procedure especially in ensuring procurement time reduction.

Business to Consumer (B2C). This form of e-commerce is peculiar to the retailing organization. The B2C is a relationship model existing between businesses and consumers without an intermediate entity. The business directly relates to the consumer pools through their online presence. Consumers can directly interact with the business through these electronic channels to make an inquiry, complaints, and reviews, confirm or order for goods and services. The technological interphase used for this communication contains digital content that explains the required information needed by customers to either make a purchase or procure a service (Chaffey, 2009; Yahia, 2005). Social networking sites like Facebook, Twitter, Instagram, Weibo, and so on are getting popular as a medium for the B2C relationship. Many organizations aside from the usage of their institutional websites now adopt social networking sites to relate and interact with their customers. Several businesses for instant have dedicated Facebook pages where they advertise their products and services with links to websites where they can make payments. Many restaurants have pages like this where they showcase food menu options where internet users can select and order.

Relative to this provision, there is facilitated and strengthened business support. More significantly, a very reflective impact of e-commerce application in the personalized interaction between restaurant businesses and customers in receiving a better service provision restaurant business is observed in the online food order and delivery system.

2.2.2 E-Commerce and Online Food Ordering

Globalization and the developments that our world our today's world have witnessed and even continue to experience have interrupted our convectional lifestyle (Athena et al., 2012). An example of such an impacted lifestyle is evident in our food consumption behaviour (Nikolett et al., 2019). The quick access to information, improved social living standards, high disposable income, women's economic empowerment due to more job openings, society urbanization, elongating working hours, and multiple work engagements is forging the society to a fast life pace thus influencing the choice of our food intake.

These aforementioned factors have often resulted in the decrease of home cook meals with a corresponding dependence on cooked meals prepared by restaurants and made available to customers in shortness of time. Several stay-away from home workers and fatigue individuals with time constraints to go through the process of self-cooking usually consider this service as the available alternative. Thus, online food order is creating a newer business model for restaurant businesses and a convenient platform for customers to access food easily with no complexity (Otenbacher, 2005).

Generally, e-commerce has impacted the lifestyle, habits, and social behavior of the population at large. In our contemporary time, purchases of household items, fashions, electronic gadgets to heavy machinery can all be almost procured using e-commerce platforms. Even at the comfort of homes, office cubicles to the off-site workplace, food purchases can be made by a simple click on application icons, instant messaging systems, electronic mails, and telephone calls. The opportunity to be able to order food through online services has become a game-changer in the restaurant market sector.

Therefore, an online food ordering is a practice by which a customer request meal from food vendors using online communication channels such as specialized mobile phone applications, instant messaging system via social media accounts,

online telephony communication after which such order is then processed and delivered at the doorstep of the concerned customer (Adithya et al.,2017). It is an innovative concept that optimizes marketing strategies and effective mediums to meet customers' demands.

The essential template for an online food order services involves placing an order, meal preparations, and its eventual delivery. This system creates a convergence of restaurant's service operations and customer's request into a single platform enabling restaurant businesses to understand the food consumption behavior of their customers while the customers, in turn, have the opportunity to evaluate menu options, make order selections and monitor their deliveries on their digital devices((Jadhav,2018).

According to Mohanavel and Rohinni (2018), there are three major food ordering systems namely, Order process, order-deliver process, and order-cook delivery process.

Order Process. In this model, a consumer places an order with an online food delivery enterprise while the enterprise, in turn, passes such a request to the specific restaurant providing the menu. The restaurant then makes the order delivered directly to the customer. The online food delivery enterprise receives a commission on every customer they connected to the restaurant for their service provision.

Figure 1

Food Order Process

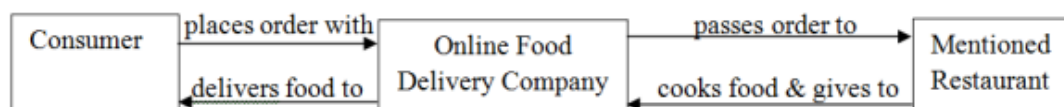


Order-Deliver Process. According to this model, a customer equally makes an order through an online food delivery service. The food delivery business transfers such order to the appropriate restaurant and the restaurant prepares the meal and pass it over to the online food delivery service. The food delivery service

enterprise then delivered it to the customer. In this model, the restaurant is not liable for the delivery of ordered meals to the customer directly.

Figure 2

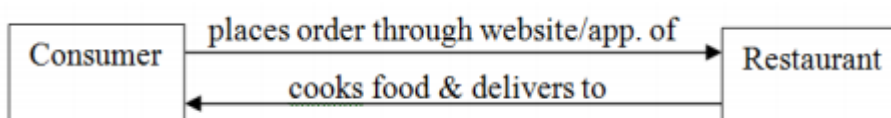
Order-Deliver Process



Order-Prepare-Deliver Process. This model involves the customer directly placing an order to the restaurant through electronic communication channels. The customer service point at the restaurant receives this order and have them sorted. The orders are prepared, and the restaurant delivers them to the customers. In this delivery process, the restaurant can decide to use its own delivery unit or contract an independent food delivery service business depending on the restaurant's prerogatives.

Figure 3

Order-Prepare-Deliver Process



2.3 Empirical Review of Online Food Delivery Services.

Chai and Yat (2019) investigated the fast trend in adopting online food order services in the foodservice industry in Malaysia. They evaluated the effects of time advantage, convenience, perceived ease of use, and anonymity on intentions to use this service. The study involved 302 participants and the structural equation model was used to have these relationships examined. After the study, they found that motivation to used online food order service was favourably influenced by the time-saving advantage, service anonymity, and convenience. In a 2017 study, Yeo et al., researched to evaluate the disposition of consumers in patronizing online food

delivery services. Using the partial least square method to examine the effects of variables such as pricing, convenience, hedonic motivation, previous online purchasing experience, and post usage importance towards motivation for food order services, the study posited that these listed variables supported the motivation to for customers to adopt online food order services with the exemption of previous online buying encounters as well as post-usage importance (Yao et al., 2017).

Kwong and Soo-Ryue (2017) researched the Indian foodservice industry. His study found that food delivery applications on digital devices are increasingly getting popular in India due to the rising penetration of technology into different sectors of the economy. He concluded in the study that preference for online order services is greatly influenced by convenience in which users now have the privilege of having their orders delivered at their doorstep.

Similarly, Vinaik et al., (2019) identified the growing trend of mobile apps for ordering food among consumers. They conducted a study to evaluate the perceptions of consumers and identifiable viable factors that influence the usage of online food order apps. They concluded that more people are getting aware of the usage of online order services for their food orders and that users are getting influenced by how these online apps offer flexibility and time-saving advantages.

A cross-sectional study was conducted to examine the preference of online food order services in Vietnam by Kim et al., (2018). The study consisted of 1736 participants and both quantitative and qualitative research methods were explored in the study. The research concluded that users were getting more attracted to online food order services than traditional restaurant patronage. They deduced that pricing and ease of ordering are driving people to utilize online food order services.

Nguyen et al., (2019) were interested in exploring customers' dispositions towards online food services. They employed an online survey method to gather responses from participants. From a sample of 319 respondents, the data generated were analyzed using the structural equation model. They concluded that the ease of using online food order services is a strong predictor for their patronizing behavior. They also found out that website durability and perceived usefulness were other essential drivers to engage the use of these electronic ordering channels.

Jyotishman (2018) examined factors propelling Indian communities transiting to the use of food online app for their menu purchase from restaurants. He concluded that major drivers for this include perceived comfort and less effort required. Also,

he further posited that people having food delivered at doorsteps and price coupons are strong influencing factors that continue to have them continue utilizing this service.

Suryadev and Mahik (2018) conducted a study to find how what drives users towards online food services. Derivatives insight from their study concluded that this service is more popular among the millennials while older people still prefer traditional meal services in the restaurant. They also concluded that the quick pace delivery of their order foods and the convenience of making use of this service are major drivers for the usage of the service.

Dang and Tran (2018) in their study emphasized how the inception of internet technology has made it easier for people to have good access to meal services. They stated that through online services, individuals can get wider access to various meal availability due to the opportunity to simultaneously check online platforms as well as make a price comparison to decide on the best choice without a physical presence in restaurants. They then concluded that this offers the consumer a more convenient channel to meet their meals' needs without difficulties.

Iyer(2019) studied consumer behavior as regards their view on foodservice using online platforms. He concluded that the increasing usage of smart technologies is driving the adoption of electronic food order, especially among the younger population. He equally asserted the popularity of social networking platforms, rewarding system, digitalized menu board display as a major influencer of ordering food from online applications.

Zulkarnain et al., (2015) conducted their study in Malaysia to examine the factors that support online food service in the country. By using a structural equation method to evaluate the responses of 353 respondents that participated in the study, they concluded that customer satisfaction, quality service, and website designed layout as core factors that drive users to make use of online food order services.

2.4 Conceptual Model

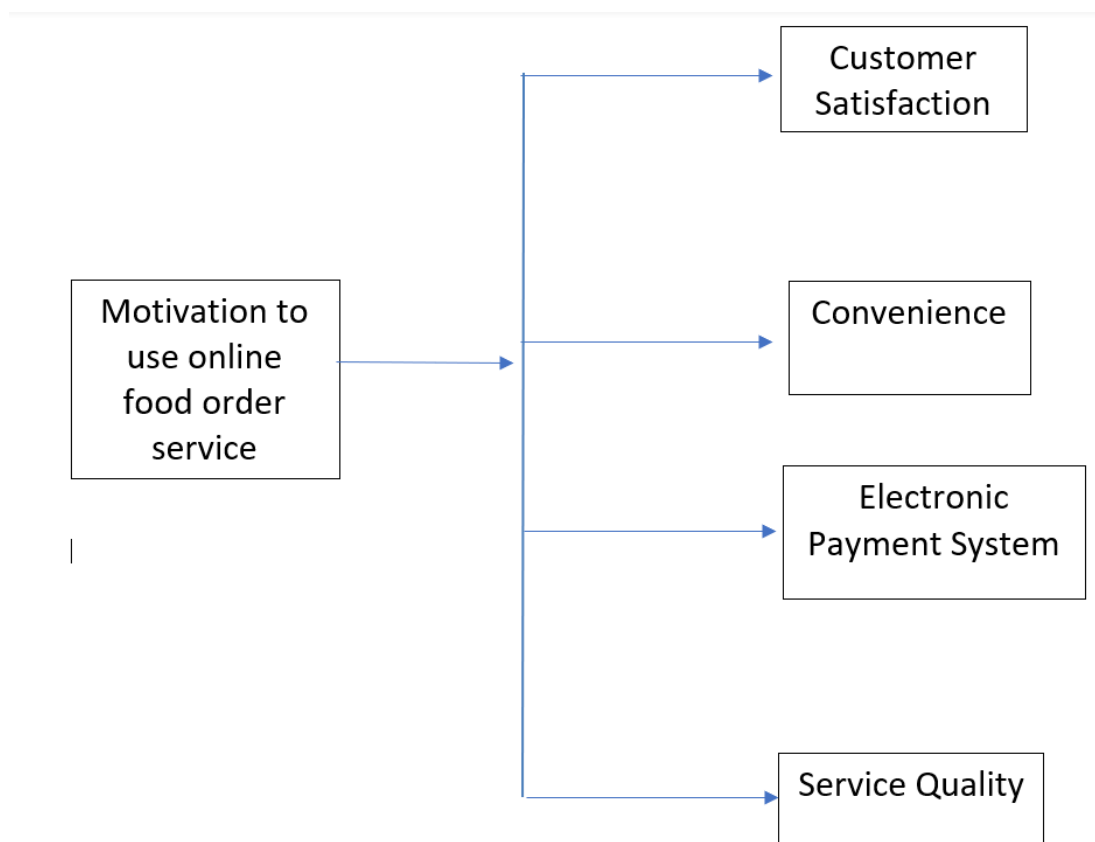
2.4.1 Customer Perception and Motivation for Online Food Order

Perception is an important concept in examining the perspectives or opinions formed around an experience. In business, the deployment of any goods or services can be assessed relative to how they are being perceived by the targeted population.

Consumer perception can be defined as the attitudinal or behavioral disposition of people to a deployed goods or services (Dong et al., 2015). It is a major concept to be evaluated in any successful marketing campaign as the reaction of consumers is a pivotal determinant of how well a product or good can be deemed acceptable (Borgohain, 2019).

Raji and Zainal (2016) described perception as a sensory image of opinion developed in mind and later projected into an experiential reality. This created imagination thus enabled value to be placed on the object that is being perceived. Perception generated by a consumer is a foremost indicator that judges if a good or service will be accepted or rejected. According to Hawkins et al., (1992), consumer perception is a nine-phase process starting from exposure, attention, organization, interpretation, retention, and purchase and consumption decisions. A customer is exposed to an external stimulus and his or her attention is activated to further process such a received signal. Thoughts generated are then organized and interpreted if it is worthy or not. The worthiness of such perception is retained and translated to make or not to make an informed purchasing decision (Amini et al., 2014; Rani, 2014).

Figure 4
Study Conceptual Model (Annamaria Chinema)



Motivation. This can be defined as a compelling force that encourages a decision to be taking (Forgas et al., 2005). This creates a drive that often leaves people unsatisfied until the craving is appealed. Motivation is a foundation for consumer behaviour to either make or decline a purchase. Our decision making is influenced by how motivated our intentions towards the fulfilment of a need or desire (Kotler, 2002). The initiation and conscious processing of interests and such intentions are primarily centered on motivation, and this influences a consumer's perspective and buying behaviour traits (Mcneal, 2007). Motivation could be a product of external conformity, intuitive, or emotional connection. Broadly speaking, motivation could be externally or internally influenced (Yakup&Ibrahim, 2011).

Motivation places a critical role in determining consumer's decision food consumption in restaurants. For an instance, the conclusion reached by Lundberg in 1994 stated that the quest to satisfy hunger sensation, social acceptance, self-prestige,

and personal validations are some of the reasons people patronize restaurant food services (Lunderberg, 1994).

By drawing inference from Abraham Maslow's theory of motivation, Solomon et al. (2006) in their study sought to understand consumer behaviour, and stated that motivation towards a need could arise from craving for recognition, self-fulfilling agenda, quests for safety, social needs and desire to fulfil fundamental needs. Thus, a customer motivation to use an online food order services could be motivated by any of these aforementioned reasons by being a channel towards a hedonic (e.g. Stimulating excitement, pleasure) or normative (e.g. Social acceptance and conformity) fulfilment of desire (Sweeney & Soutar, 2001; Cialdini et al., 1990).

Customer Satisfaction. Customer satisfaction is a cumulative experiential fulfilment derived by a customer after the utilization of a procured goods or usage of service as posited by Fornell et al., (1996) while Rust and Oliver, (1994) defined customer satisfaction as an emotive feeling of excitement experienced by a customer after an expectation over a desired good or service is met. It forms a base judgment against customer expectations. Consumer expectation is expected needs to be met. They are beliefs they look forward to being matched up and any deviation from this is an indicator that less or no satisfaction can be experienced.

Customer satisfaction is an essential metric used to measure the quality of service, purchasing repetitiveness, products, and good recommendations, customer loyalty, customer service, delivery services and overall business performance (Amudha et al., 2012) and a key research theme in various literature due to its capability to predict consumer purchasing attitudes and business strategies evaluation (Solnet et al., 2010; Kim, 2011).

Long term relationship between businesses and their customers is mostly hinged on the satisfaction level of their customers. Businesses depend on customer satisfaction to gather prompt and insightful responses on their perspectives and expectations to validate if their offerings are deemed acceptable. A poor customer satisfaction rating indicates that there is a threat to the competitiveness and sustainability of a business (Zeithaml et al. 2009). When a customer is satisfied, there is a tendency to repeat business and provide positive reviews that can motivate other people to patronize such business. Unsatisfied customers can prove a fatal hazard to the profitability of goods and services when purchase intentions are left unmet. Some

factors that influence consumer emotions, positive feedbacks from other customers, positive employee outlook, price competitiveness, and product additives among several other factors.

Convenience. An average customer wants easy access to goods and services at the appropriate time without difficulties or complexity in procurement. An essential metric to investigate consumer disposition towards buying purchase is convenience. Convenience is the shortening of effort or time in gaining access to a good or service utilization against the general requisite effort in assessing such products or services range (Cho & Sagynov, 2015). The purchase of a product or usage of service is considered to be convenient for a customer if less energy is required and a good time-saving value is attached (Beniot et al., 2017).

Convenience is one of the components of the non-monetary values theorized by Zeithaml (1988). Online shoppers are greatly attracted to non-monetary values of goods and services as long as time, effort, and energy are saved in their shopping experience. The shopping convenience using online platforms afford consumers to achieve this aim and objectives as they relatively spend meager effort using these technological tools in buying goods and services online. Therefore, online convenience is regarded as one of the major measurements to evaluate purchasing motivation (Berry et al., 2002; Chiang, 2003; Wu et al. 2011). Wang et al., (2005) and Sieders et al., (2007), likewise concluded that convenience is a good predictor of consumer desire to buy things online.

Kaufman-Scarborough and Lindquist (2002), opined that the comfort of non-appearance in a virtual store before a transaction takes place using online order services provides a convenient occasion for customers to shop with less exertion of energy and effort. Through the internet, customers have quick access and ease to browse multiple items at a very close range and making multiple comparisons with other variant items of interests after which a buying decision is made. This brings a feeling of ease and control power to customers. A study conducted to investigate customers' outlook towards convenience in Southeast Asia concluded that customers valued convenience in making a product purchase over product pricing (Lim & Cham, 2015).

Electronic Payment System. Electronic payment which is alternatively called online payment is one of the innovative achievements recorded in the 21st century (Luarn&Lin, 2005; Lai, 2007). It involves digital money transaction that takes place over the internet through secured interconnected computer networks of various financial institutions. It is widely used now globally with many businesses accepting this type of service thus advancing the e-commerce course (Kamel, 2015). Many banking institutions now provide an internet banking service to their customers by enabling them to have access to their funds online using banking apps in contrast to the traditional practice of walking to the banking halls before they perform transactions on their accounts. And for individuals, having their bank deposits in a form of electronic cash makes their money more accessible (24/7). This cash accessibility provides customers with ease and incentives to make payments especially online and retail stores.

Also, the banking information and financial records of customers are digitalized and integrated into an electronic payment card with an embedded computer chip and made available to customers. These electronic payment cards come in various types such as credit cards, debit cards, and prepaid cards. Physical cash in banking accounts is converted to electronic data and linked to an individual's card accounts. These banking cards can be used by customers in making digital transactions such as payment, transfers, deposits, and withdrawals using different electronic transaction channels like Point of Sales (POS) terminals, Automated Teller Machines (ATM), payment apps, and website payment pages on the internet.

In a bid to ensure flexibility in cash transactions, many businesses are imbibing electronic payment options as part of their business activities because of efficiency and quick access. Customers can order products or services on an e-marketplace and make an immediate electronic payment using internet banking services through electronic payment cards. This payment option affords customers to experience ease in making payments and with a proper financial record transaction for reference.

Service Quality.The prevailing trade and commercial climate of doing business survive on business competitiveness. Acknowledging this scenario, businesses are left with no choice than to adopt measures that will improve the service quality of their products and offerings (Yasin et al., 2004). A business

enterprise devoid of quality service runs the risk of fallout and product and service boycott by consumers.

According to Zeithaml (1998), service quality is the overall rating on the superiority attributes a consumer attached to a good or service. This measure depends on the consumer perspectives relative to previous exposures to similar products and services utilization (Santos, 2003). In the restaurant business, customers measure the level of excellence of what they are offered in terms of food and the service process and contrast it with the previous experience to conclude if this presence offerings received are of great quality or a poor one (Salami&Ajobo,2012).Service quality is about ensuring customers, both internal and external, get what they want. Customer satisfaction is the feeling or attitude of a customer towards a product or service after it has been used. Service quality is about ensuring customers, both internal and external, get what they want.

The recipient of e-commerce service is dependent not only on product or service pricing but also on their perceived quality by customers (Yang, 2001). And the way service quality is perceived determines the level of customer satisfaction as a study conducted by Spreng & Mackoy (1996) posited this inter-dependence relationship. Users of online order platforms look forward to flexibility, interface clarity, efficiency, protection, and prompt response to clicks to have it adjudged acceptable or not (Zeithaml et al., 2002).

CHAPTER 3

Research Methodology

This section of the study detailed the study design, research population, samples used in the study, hypotheses, data collection methods and the statistical methods used in making a descriptive and inferential decision on the study

3.1 Study Design

A descriptive and explanatory study design method was used in this research work. The descriptive designed to understand the unique attributes of a population usually through sample representation (Bryman and Bell, 2011). A major merit of this design is that it gives an overview of the population of interest. A survey is often conducted to gather insight from selected participants that fit with the phenomenon under investigation from the population with structured and valid questions (Jackson, 2009).

On the other hand, an explanatory study on the other hand according to Newman (2004), is a type of method that seeks to investigate a causal relationship involving two or more variables. This can also be referred to as causal study design. The variable influenced or affected by other variable is called predicted or dependent variable while other variables that exert influence on the dependent variable is called predictor or independent variable. There are several statistical methods that can be used to explore this form of relationship between the dependent and independent variable(s). However, the regression method will be employed to investigate the relation in this present study.

3.2 Sources of Data

Both primary and secondary data were used in this study. The primary data entail information that is originally collected from participants or other experimental units considered in a study while secondary data could be referred to information sourced from already collected data (Dawson, 2009). Secondary data used in this include are already processed and presented information seen in journals, research

articles and papers, websites, and unpublished thesis. Primary data in the study were obtained from the participants.

3.3 Population

This can be defined as the total or universal units of animate or inanimate objects under consideration. The population of a study is at the discretion of what a researcher is aimed at understudying. In the purview of this study, the population consists of all international students in Northern Cyprus.

3.4 Sampling Technique and Data Collection Method

The sampling technique used in this method was surveyed by the use of a structured questionnaire. The questionnaire was designed using Google form and distributed using different online platforms to participants. Google form is an online survey platform owned by Google Incorporation (California, USA). This survey platform is available to the general public without any user fees. This method was considered appropriate because the targeted population is online users who equally use online platforms for their food order services.

3.5 Research Model

The simple linear regression model will be used in this study. The linear regression model is used to study the causal effect between two variables (One dependent and one independent variable).

3.5.1 Model Specification

$$MTV = f(CS, CN, EPS, SVQ)$$

MTV is the **dependent variable**

CS, CN, EPS, and SVQ are **the independent variables**

Where: MTV = Motivation for online food order services

CS= Customer Satisfaction

EPS= Electronic Payment System

SVQ= Service Quality

3.6 Research Hypothesis

H₀: Customer satisfaction does not have an impact on customers' motivation to use online food order services

H₁: Customer satisfaction does have an impact on customers' motivation to use online food order services

H₀: Convenience does not have an impact on customers' motivation to use online food order services

H₁: Convenience does have an impact on customers' motivation to use online food order services

H₀: Electronic payment service does not have an impact on customers' motivation to use online food order services

H₁: Electronic payment service does have an impact on customers' motivation to use online food order services

H₀: Service quality does not have an impact on customers' motivation to use online food order services

H₁: Service quality does have an impact on customers' motivation to use online food order services

3.7 Questionnaire Structure

The questionnaire consists of two segments. The first segment contains questions that pertain to the socio-demographics about the respondents and the routine use of online food order services while the second segment contains 25 questions that evaluate the perception of respondents to the use of online food order services in five dimensions namely: Motivation; Customer satisfaction; Convenience; Electronic payment system and Service quality.

A reliability test was conducted to test if the questions effectively measure the question constructs. The Cronbach alpha value was 0.891 which indicated the questions are reliable to measure the research constructs well.

Table 2.

Reliability Test

Reliability Statistics	
Cronbach's	N of Items
Alpha	
.891	25

3.8 Data Analysis Technique

Data collected were sorted, organized, analyzed, and presented. The descriptive statistics will be analyzed to give us descriptive metrics about the participants while the inferential analysis will aid us in making an informed decision about our stated research question. The data for the study was analyzed using Social Package for Social Scientist (SPSS) version 20.

CHAPTER 4

Result and Discussion

This section of the research work contained the descriptive and inferential statistics on the participants of the study.

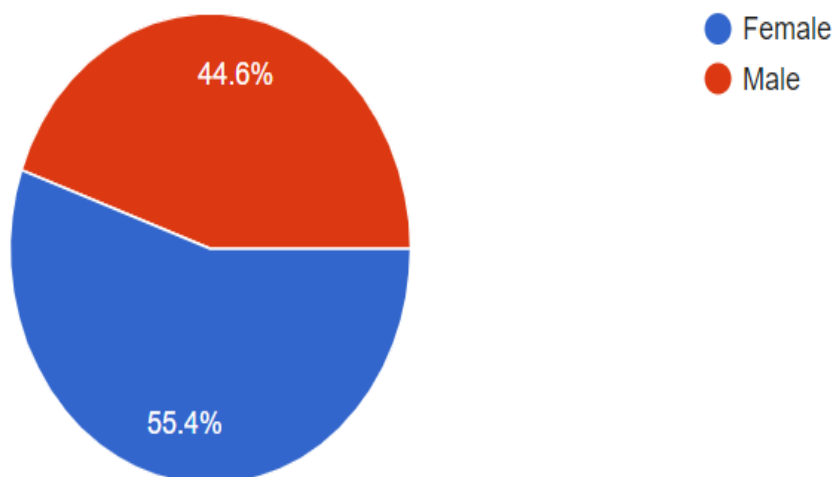
4.1 Socio-Demographic and Attributes of the Respondents (N=166)

Gender Description

Out of the 166 respondents that partook in the study, 92(55.4%) are female while 74(44.6%) are male.

Figure 5

Pie-Chart showing Gender

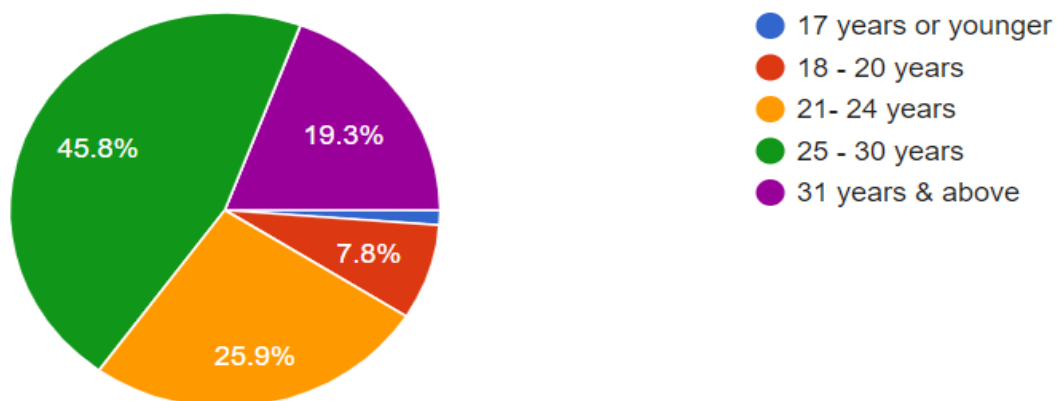


4.2 The Age Group of Respondents

Relative to the age of the participants, 2(1.2%) is less than 17 years and below, 13(7.8%) are between 18-20 years, 43(25.9%) are between 21-24 years, 76(45.8%) are between 25-30 years while 32(19.3%) are 31 years and above.

Figure 6

Pie-Chart showing Age Categories

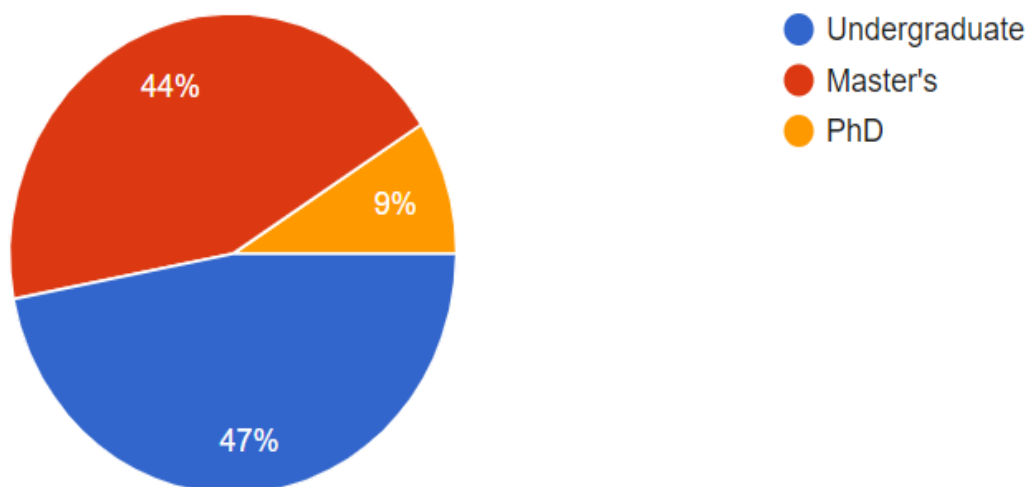


4.3 Educational Level

In terms of educational background, 78(47%) are undergraduate students, 73(44%) are Masters students while 15(9%) are Ph.D. students.

Figure 7

Pie-Chart showing Level of Education Categories

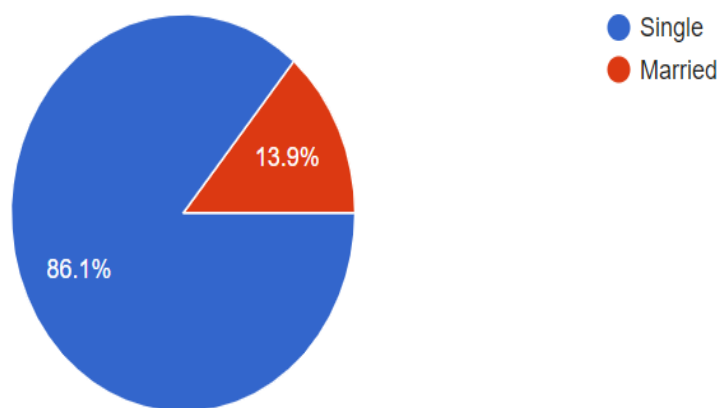


4.4 Marital Status

Relative to their marital status, 143(86.1%) are single while 23(13.9%) are married.

Figure 8

Pie-Chart showing Marital Categories

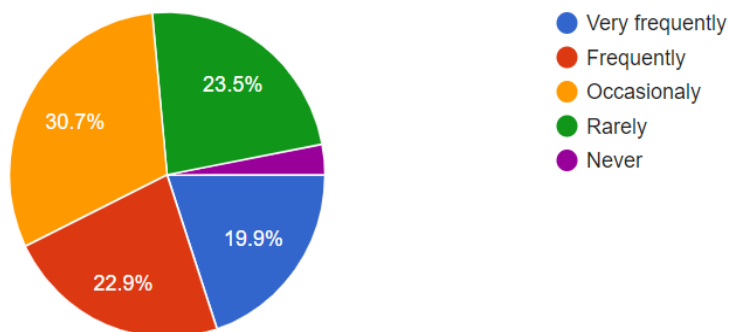


4.5 How often do you order food from restaurants through online services?

When asked about how frequently they use online food order services, 33(19.9%) indicated they use the service very frequently, 38(22.9%) use it frequently, 51(30.7%) use it occasionally, 39(23.5%) use it rarely while 5(3%) have not used it.

Figure 9

Pie-Chart showing frequencies of food ordering

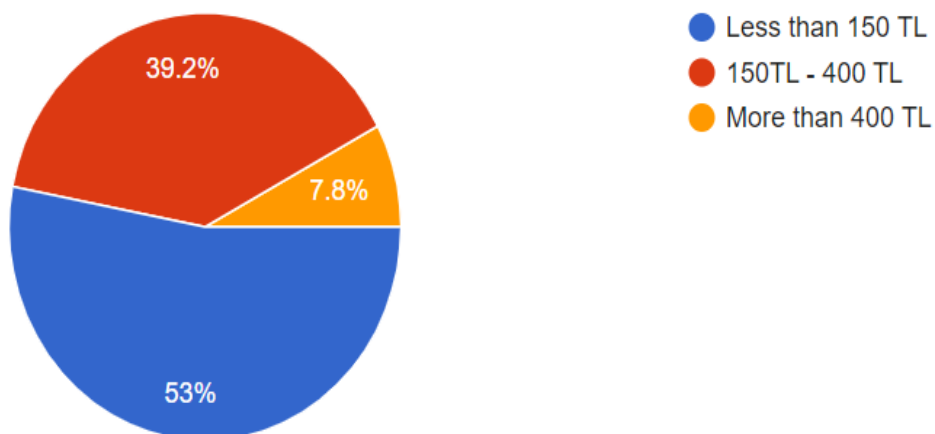


4.6 What is your weekly average spending on purchasing food from restaurants?

On their average weekly budget on restaurant food, 88(53%) of the participants spend less than 150TL, 65(39.2%) spend between 150TL - 400TL while 13(7.8%) do spend above 400TL.

Figure 10

Pie-Chart showing weekly budget on restaurant food consumption

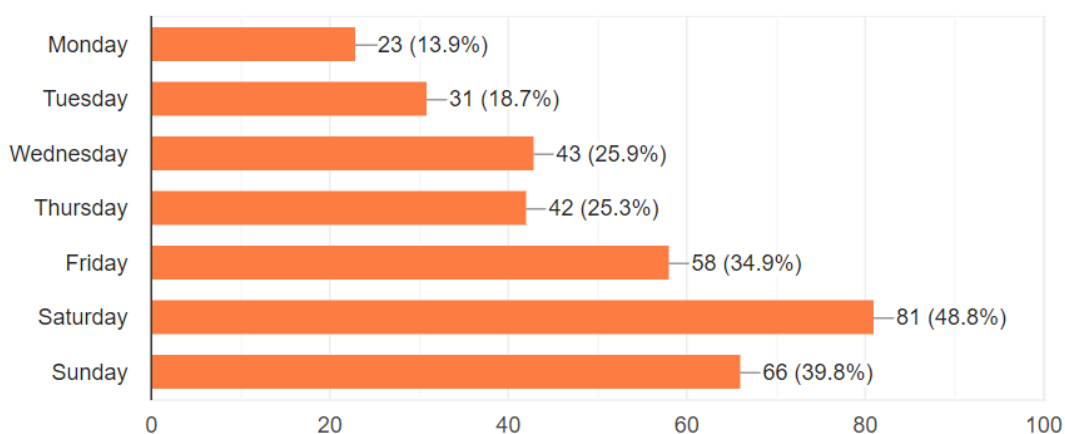


4.7 Which day of the week do you use online food order services most?

According to the days of the week they order food through online platform the more, 13.9% of the people order most on Monday; 18.7% of the people order most on Tuesday; 25.9% of the people order most on Wednesday; 25.3% of the people order most on Thursday; 34.9% of the people order most on Friday; 48.8% of the people order most on Saturday and 39.8% of the people order most on Sunday.

Figure 11

Horizontal bar-chart showing days on restaurant food order

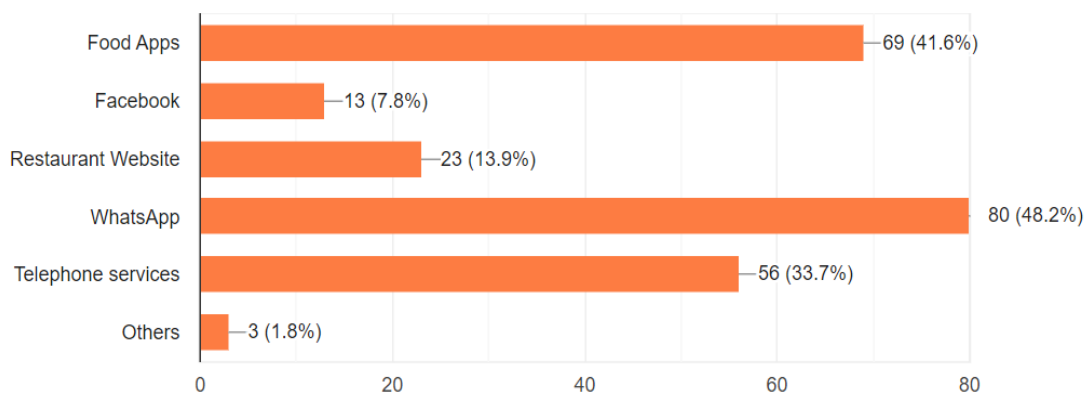


4.8 Which of these platforms do you use most for your food order?

According to the popular platform used in online food ordering, 41.6% order food through Food Apps; 7.8% order through Facebook; 13.9% order through Restaurant website; 48.2% order through WhatsApp; 33.7% order through Telephone services and 1.8% order through others medium.

Figure 12

Horizontal bar-chart showing platforms for food order

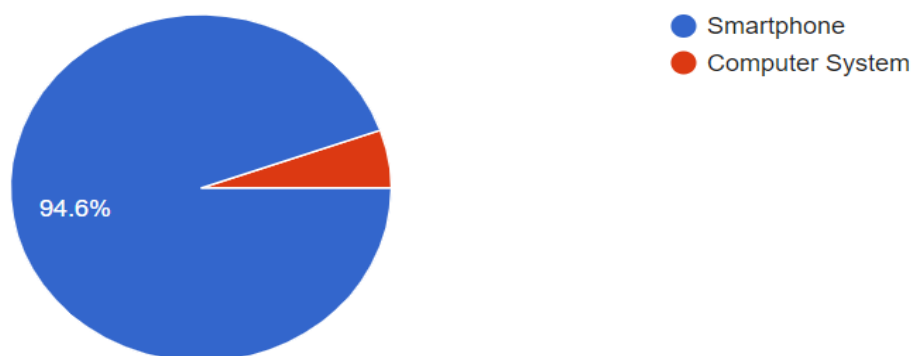


4.9 Which digital device do you often use for your food order?

In terms of digital devices used in placing online food order; 157(94.6%) of the participants use their smartphones while just 9(5.4%) use a computer.

Figure 13

Pie-chart showing device used in placing food order

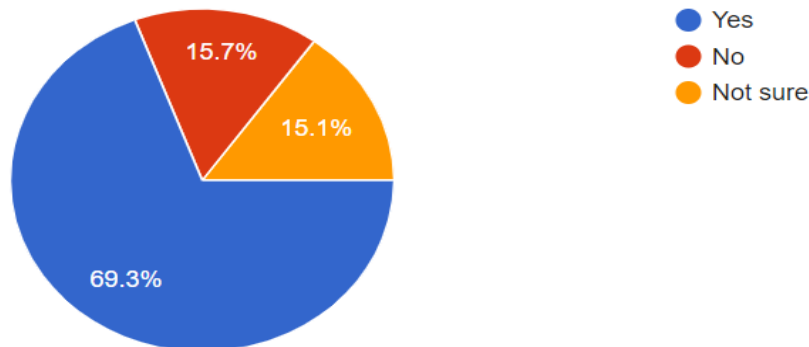


4.10 Are you willing to download Food Apps on your digital devices?

When asked if they will be willing to download food applications to make online food orders, 115(69.3%) of the participants indicated they will be willing to download this app; 26(15.7%) indicated will not while 25(15.1%) declared they are not sure of their interest in downloading the application.

Figure 14

Pie-chart showing willingness to download food application

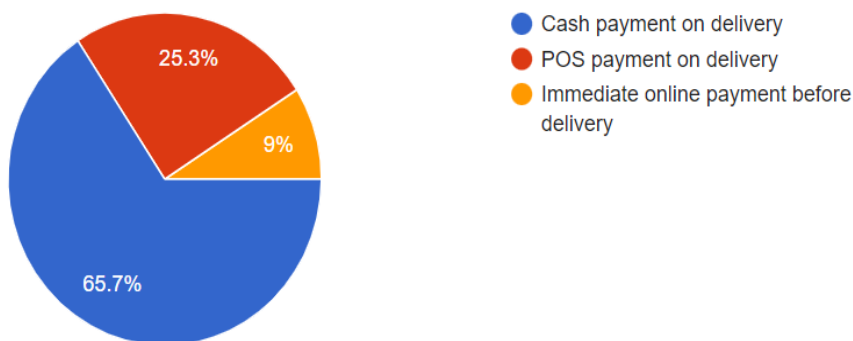


4.11 How do you like to make payment for your online food orders?

Relative to making payment for online food order, 109(65.7%) indicated their preference on cash payment upon delivery, 42(25.3%) prefer Point of Sale(POS) transaction and 15(9%) indicated immediate online payment before delivery.

Figure 15.

Pie-chart showing willingness to download food application

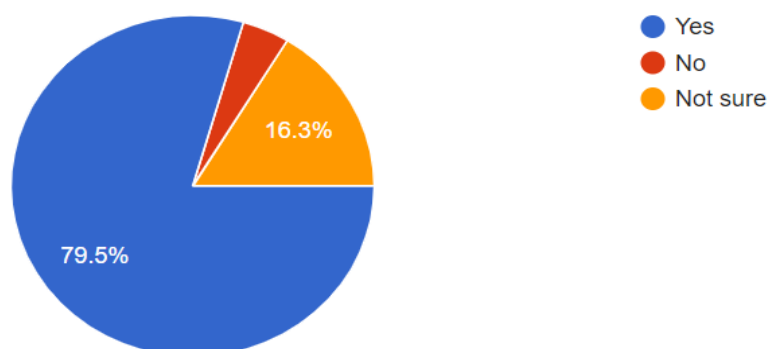


4.12 Do you plan to continue using online food order services?

When asked about their continuity on patronizing online food order, 132 (79.5%) responded they will continue using these platforms. 7(4.2%) of them expressed unwillingness while 27(16.3%) indicated they are not sure to continue or not to continue with the service.

Figure 16.

Pie-chart showing willingness to continue online food order services

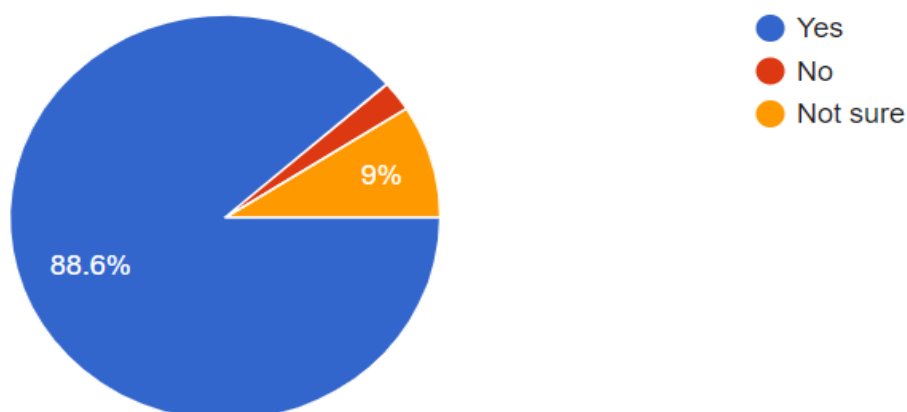


4.13 Will you be happy to recommend online food order services to your friends?

About the willingness to motivate others to use online food order services, 147(88.6%) of them indicated that they would desire to recommend online food order services to their friends while 15(9%) are not keen to do this. However, 4(2.4%) expressed the unwillingness to recommend these services to their friends.

Figure 17.

Pie-chart showing willingness to recommend online food order services



4.14 Correlation Analysis

The table below provides the Pearson correlation between the variables under consideration in this study namely: Motivation, customer satisfaction, convenience, electronic payment system, and service quality.

Table 3.

Correlation Analysis between variables under consideration

		Correlations				
		Motivation	Customer Satisfaction	Convenience	Electronic Payment	Service Quality
Motivation	Pearson Correlation	1	.675**	.593**	.536**	.629**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	166	166	166	166	166
Customer Satisfaction	Pearson Correlation	.675**	1	.787**	.596**	.814**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	166	166	166	166	166
Convenience	Pearson Correlation	.593**	.787**	1	.550**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	166	166	166	166	166
Electronic Payment	Pearson Correlation	.536**	.596**	.550**	1	.632**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	166	166	166	166	166
Service Quality	Pearson Correlation	.629**	.814**	.801**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	166	166	166	166	166

** . Correlation is significant at the 0.01 level (2-tailed).

The correlational analysis result indicated that there is a positive association between motivation and Customer satisfaction and the relationship is statistically significant ($r = 0.675$, $p < 0.05$).

The correlational analysis result revealed the presence of a positive association between motivation and convenience and the relationship is statistically significant ($r = 0.593$, $p < 0.05$).

The result table also shown that there is a positive association between Motivation and electronic payment system and the relationship is statistically significant ($r = 0.536$, $p < 0.05$).

Furthermore, the correlational analysis result revealed that there is a positive association between motivation and service quality and the relationship is statistically significant ($r = 0.629$, $p < 0.05$).

4.15 Regression Analysis Results

The simple linear regression method was used to model the effect of customer satisfaction on the motivation to use online food order services. The results are shown below.

Table 4.

Model summary for model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.455	.452	2.03784

a. Predictors: (Constant), Customer Satisfaction

The table for the model summary indicated that the coefficient of determination (R-square) is 0.455. This shows that the model explained a 45.5% variation of motivation to use online food order services.

Table 5.

Analysis of variance for model 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	568.975	1	568.975	137.011	.000 ^b
	Residual	681.055	164	4.153		
	Total	1250.030	165			

a. Dependent Variable: Motivation

b. Predictors: (Constant), Customer Satisfaction

The Analysis of Variance (ANOVA) table indicated that the simple linear regression model is significant ($p < 0.05$).

Table 6.

Coefficients table for model 1

Coefficients ^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
	(Constant)	5.727	.838		6.836	.000
1	Customer_Satisfaction	.514	.044	.675	11.705	.000

a. Dependent Variable: Motivation

The co-efficient regression table indicated that the customer satisfaction variable is a statistically significant factor that predicts motivation to use online food order services ($p < 0.05$). This indicates that a unit increase in customer satisfaction leads to a 0.514 increase in motivation to use online food order services.

Table 7.

Decision table for research question 1

Hypothesis	Conclusion
Ho: Customer satisfaction does not have effect on motivation to use online food order services	H ₁ hypothesis is accepted
H ₁ : Customer satisfaction have effect on motivation to use online food order services	

Decision. This supports the alternate hypothesis that customer satisfaction motivates customers to make use of online food order services.

The simple linear regression method was used to model the effect of convenience on the motivation to use online food order services. The results are shown below.

Table 8.

Model summary for model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.352	.348	2.22322

a.Predictors: (Constant), Convenience

The table for the model summary indicated that the coefficient of determination(R-square) is 0.352. This shows that the model explained 35.2 % variation of motivation to use online food order services.

Table 9.

Analysis of variance for model 2

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	439.427	1	439.427	88.904	.000 ^b
	Residual	810.603	164	4.943		
	Total	1250.030	165			

a.Dependent Variable: Motivation

b. Predictors: (Constant), Convenience

The Analysis of Variance (ANOVA) table indicated that the simple linear regression model is significant ($p < 0.05$).

Table 10.

Coefficients table for model 2

Coefficients ^a					
Model	Unstandardized Coefficients	Standardize d Coefficients	t	Sig.	
	B	Std. Error	Beta		
(Constant)	5.894	1.018		5.789	.000
1 Convenience	.401	.042	.593	9.429	.000

a. Dependent Variable: Motivation

The co-efficient regression table indicated that the convenience variable is a statistically significant factor that predicts motivation to use online food order services ($p < 0.05$). This indicates that a unit increase in the convenience variable leads to a 0.401 increase in motivation to use online food order services.

Table 11.

Decision table for research question 2

Hypothesis	Conclusion
Ho: Convenience does not have impact on the motivation to use online food order services	H ₁ hypothesis is accepted
H ₁ : Convenience does have impact on the motivation to use online food order services	

Decision. This supports the alternate hypothesis that convenience motivates customers to make use of online food order services.

The simple linear regression method was used to model the effect of an electronic payment system on the motivation to use online food order services. The results are shown below.

Table 12.

*Model summary for model 3***Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.288	.283	2.33009

a. Predictors: (Constant), Electronic_Payment

The table for the model summary indicated that the coefficient of determination (R-square) is 0.167. This shows that the model explained 28.8% variation of motivation to use online food order services.

Table 13.

Analysis of Variance for model 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	359.619	1	359.619	66.236	.000 ^b
	Residual	890.412	164	5.429		
	Total	1250.030	165			

a. Dependent Variable: Motivation

b. Predictors: (Constant), Electronic_Payment

Analysis of Variance (ANOVA) table indicated that the simple linear regression model is significant ($p < 0.05$).

Table 14.

Coefficients table for model 3

Coefficients^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.978	.924		8.632	.000
	Electronic_Payment	.479	.059	.536	8.139	.000

aDependent Variable: Motivation

The co-efficient regression table indicated that the electronic payment variable is a statistically significant factor that predicts motivation to use online food order services ($p < 0.05$). This indicates that a unit increase in electronic payment leads to 0.479 increase in motivation to use online food order services.

Table 15.

Decision table for research question 3

Hypothesis	Conclusion
Ho: Electronic payment does not have impact on the motivation to use online food order services.	H ₁ hypothesis is accepted
H ₁ : Electronic payment have impact on the motivation to use online food order services.	

Decision. This supports the alternate hypothesis that electronic payment system motivates customers to make use of online food order services.

The simple linear regression method was used to model the effect of quality service on the motivation to use online food order services. The results are shown below.

Table 16.

Model summary for model 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 ^a	.396	.392	2.14535
a. Predictors: (Constant), Service_Quality				

The table for the model summary indicated that the coefficient of determination(R-square) is 0.396. This shows that the model explained a 39.6% variation of motivation to use online food order services.

Table 17.

Analysis of Variance for model 4

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	495.214	1	495.214	107.596	.000 ^b
	Residual	754.816	164	4.603		
	Total	1250.030	165			
a. Dependent Variable: Motivation						
b. Predictors: (Constant), Service_Quality						

The Analysis of Variance (ANOVA) table indicated that the simple linear regression model is significant ($p < 0.05$).

Table 18.

Coefficients table for model

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.134	.904		6.783	.000
1 Service_Quality	.403	.039	.629	10.373	.000

a. Dependent Variable: Motivation

The co-efficient regression table indicated that the service quality variable is a statistically significant factor that predicts motivation to use online food order services ($p < 0.05$). This indicates that a unit increase in service quality leads to 0.403 increase in motivation to use online food order services.

Table 19.

Decision table for research question 4

Hypothesis	Conclusion
Ho: Service quality does not have impact on the motivation to use online food order services.	H ₁ hypothesis is accepted
H ₁ : Service quality have impact on the motivation to use online food order services.	

Decision. This supports the alternate hypothesis that service quality motivates customers to make use of online food order services.

CHAPTER 5

Conclusion and Recommendations

5.1 Conclusion

The adoption of technologies in human activities is defining the 21st century remarkably. This assertion is evident in how e-commerce has shaped the hospitality industry has seen how prepared meals are made available to consumers through electronic channels. This study seeks to investigate how factors such as customer satisfaction, convenience, electronic payment systems, and service quality motivate customers to engage the services of online food ordering platforms.

A greater number of respondents expressed the desire to continue using online food order services with many expressing their interests to encourage their friends to embrace these online food order platforms. It was found that WhatsApp instant messenger and telephone service were the most preferred choices through which orders are placed electronically. The study further revealed that most orders are placed on the weekends than on weekdays. By examining the relationship between motivation to use online food order services and customer satisfaction, it was discovered that derived satisfaction motivates customers to make use of online food ordering channels. This finding is congruent to conducted by Fornell et al., (1996). He concluded in his study that a satisfied customer with services offered would be loyal to continue the patronage of such service. Similarly, several studies have found that customers relatively develop an attachment and loyalty to continue with service or product offerings that offer them satisfaction and overwhelming feeling (Yu and Dean, 2001; Flavian et al., 2006; Hackman et al., 2006).

The study also concluded that the convenience of using online food order channels propels users to adopt these platforms. The time-saving factor and ease of use provided by online food order services are major convenience attributes look forward to by users. The conclusion that the convenience in using online food ordering platforms motivates users to adopt these services aligns with research conducted by Cho & Sagynov, (2015) and Sultan & Uddin, (2011). The relative ease and less effort required to use online food order platforms are motivating users to embrace this service provider for their meal needs.

Another technological innovation that is redefining transactional activities is electronic payment for bill settlements and other purchases of goods and services. The study found that the willingness to adopt online food order services is positively influenced by an electronic payment system. The electronic payment system (EPS) offers customers the option to pay for food once delivered or pre-order payment. The option to make a payment without physical cash is a key driver of the cashless economy which is aimed at creating an efficient payment system. The EPS as a motivation to engage in online food order services agrees with studies conducted by Friedman et al., (2000) that an efficient payment system encourages consumers to online to patronize online shopping channels.

Service quality is another factor found to be gearing customers to embrace online food order services. Customers look forward to efficient services in meeting their needs and this is critical especially for online users who low drive in continuing with any ineffective online ordering channels (Chen and Chang, 2003). Thus, the importance of the quality offering of online food order services ranging from prompt response to an order, rectification to customer complaints, and good packaging for meals ordered among several other factors are important quality service attributes considered by customers. This conclusion is further validated by Kedah et al., (2015) in their study. They affirmed that service quality plays a critical role in maintaining a sustainable business operation for online food order services.

According to research conducted in Qatar to examine the space of online food ordering in the country, the study randomly surveyed 263 to generate insight on factors that drive online food ordering services in the country such as customer satisfaction, loyalty, and preference for this service platform. The study identifies service quality as a cognizant factor that drives successful online food ordering services in the country (Ganapathi & Abu-Shanab, 2020).

In a Malaysian study, researchers surveyed 353 participants to understand key determinant factors that contribute to online food ordering systems in the country. Their study made use of the structural equation model (SEM) where they examined the influence of factors such as website quality, loyalty, and customer satisfaction to infer drivers of online food ordering services. Their study concluded that there exists a significant positive association between website quality, website trust, and customer satisfaction as potential determinants that drive the penetration of food ordering services in food outlets (Zulkarnain et al., 2015).

An Indian study examined the increase in the uptake of online food ordering services due to the proliferation of many food ordering applications. Lack of time to prepare food, variety, rewards, and cashback are all elements that lead to the popularity of online food ordering. The study provided new insights into customers' expectations and the relative relevance of aspects that they evaluate while buying food online. The study concluded that there is room for improvement in terms of consumer satisfaction by better understanding their expectations and delivering more compelling options when purchasing food online (Bagla & Khan, 2017).

Yeo, Goh, and Rezaei (2017) used the Contingency Framework and Extended Model of IT Continuance to identify the main predictors of customer's continued intention to use online food ordering systems. The model found that as long as customers perceive that using online food ordering systems is safe and secure, they are more likely to use them.

Wang et al., 2019 conducted a study by developing a model that describes the relationship between system quality, information quality, service quality, product quality, perceived price, perceived promotion, perceived value, user satisfaction, intention to reuse about food ordering service in Taiwan. Data collected from samples was examined and the study indicated the importance of e-commerce system that contextualizes factors such as product quality, perceived price, and perceived promotion. Their findings of the study indicate perceived value has a greater influence on the usage of food ordering app and user satisfaction has a greater influence on repurposing intention.

5.2 Recommendations

Unarguably, we are in an era where technology is setting a new pace for individuals and the global economic system at large. Different sectors of the world economy are greatly getting impacted by this technological dynamism and at such, the tourism and hospitality industry is not left behind. These technological innovations in the tourism and the hospitality industry are evident in areas such as online hotel reservation, e-ticketing for flights and cruise among several other services. Thus, the restaurant segment of the hospitality needs to continue to rise to new business strategies.

The restaurants' businesses are urged to embrace online ordering platforms if they will desire to have their services sustainable in today's competitive marketplace.

Consumers are becoming digital natives with greater dependence on smart technological devices such as smartphones. Thus, restaurant businesses can mostly reach their customers via online platforms than the traditional walk-in customers that are gradually disappearing. Restaurant outlets in North Cyprus are encouraged to advertise their online order service availabilities to people for greater awareness.

Mobile telecommunications services should integrate food ordering platforms as part of their value-added services in their telephony services to subscribers to drive the penetration of online food order services to the population. The government should help provide incentives and policies that will assist traditional restaurant businesses to embrace this technology. Through this initiative, the government can gather data on customers to create policies that could help in study food consumption and the pattern of the region inhabitants.

Furthermore, embracing the online food order services could help create more revenue and employment opportunities as third parties' logistics or delivery services will have more broaden operations. Customers' time will greatly be saved, and such time could be channeled to other productive activities than waiting in the queue in restaurant outlets especially during peak hours.

5.3 Suggestion for Future Research

Future research should endeavor to reach out to wider audiences to have more study participants for the research. A data collection method such as focus group discussion and interviews should be integrated to get more elaborated and informed perception of the people concerning online food order services. Furthermore, future researchers should add additional dimensions such as privacy and security, pricing, customer service among other factors to better understand customer perception.

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APPENDICES

Appendix A

Questionnaire

Perception of Online Food Ordering Services by Students in Near East University, North Cyprus

Research Questionnaire

Dear Recipient,

The questionnaire below is designed as part of my research work to study the perception of customers on online food ordering services in North Cyprus. The document is for academic research purpose only and all information provided will be treated with utmost confidentiality.

Thank you very much for your time and assistance.

Please read the questions carefully and give your honest response.

Social Demographics

- (1). Gender: Male() Female()
- (2). Age: 17 years or younger() 18–20 years() 21–24 years() 25–30 years() 31 years and above()
- (3). Educational Level: Undergraduate() Masters(PhD ()
- (4). Nationality _____
- (5). Marital Status: Single() Married ()

Section 2: Attributes Of Online Food Order Users

- (1). How often do you order food from restaurants through online services?
Very frequently() Frequently() Occasionally() Rarely() Never()
- (2). What is your weekly average spending on purchasing food from restaurants?
Less than 150 TL() 150 TL-400 TL() More than 400 TL()
- (3). Which day of the week do you use online food order services most?
Sunday () Monday() Tuesday() Wednesday() Thursday() Friday() Saturday()
- (4). Which of these platforms do you use most for your food order?

FoodApps () Facebook() RestaurantWebsite () WhatsApp () Telephone ()

Others () _____

(5). Which digital device do you often use for your food order? Smartphone ()

Computer system ()

(6). Are you willing to download Food Apps on your digital devices? Yes ()

No () Not Not S

(7). How do you like to make payment for your online food orders?

Cash payment on delivery ()

POS payment on delivery ()

Immediate online payment ()

(8). Do you plan to continue using online food order services? Yes () No () Not sure ()

(9). Will you be happy to recommend online food order services to your friends?

Yes () No () Not sure ()

(10). Please tick in the box that suits your answers.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	MOTIVATION					
	Online food order					
	services do meet my needs					
	The graphical appearance of digital food pictures often motivate me to buy such food					
	If I feel more attracted to patronize online food services than those not having this service					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	MOTIVATION					
	The					

	prompt delivery of orders made online influence me to engage in online food orders also					
B	SATISFACTION					
	I feel so satisfied ordering food using online services					
	The staff response to my online order requests is friendly and helpful					
	Complaints or comments about food orders placed through online platforms are treated quickly					
	Online food orders are very reliable and more efficient for me to use					
	The foods I order through online platforms meet my expectations					
C	CONVENIENCE					
	A lot of time is being saved using online food order services					
	Online food orders are promptly processed and delivered					

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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C	CONVENIENCE					
	It is very easy to navigate through online food menu options and availability quickly					
	Less effort is spent when placing food order through online platforms					
	Immediate response is received when food is ordered through online platforms					
	Delivery of food package through online platform is efficient and reliable					
D	ELECTRONIC PAYMENT					
	The availability of electronic payment makes it easy to patronize online food order services					
	I feel confident to pay for my food using my electronic bank payment cards					
	I prefer to make payments through bank cards than physical cash payments					
	The option of making electronic payments makes online food order services more appealing to me					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
E	SERVICE EQUALITY					
	Restaurants business owners go greater lengths to attend and satisfy their online customers more					
	There is quality service assurance using online food ordering platforms					
	I hardly receive wrong orders of food I made through online services					
	The branding packaging that comes with my online ordered services are very attractive to me					
	Staff is always available to serve customers request at any time					
	The restaurant staff understand the specific needs of their customers when food is ordered online					

Thanks for your kind attention and corporation to fill this questionnaire.

Supervisor

Annamaria Peter Joseph Chinema

Appendix B**Invitation to Take Part in the study****TourismManagementProgram**

Dear Respondent,

RE: RESEARCH QUESTIONNAIRE

I am a Master Student from faculty of Tourism Management, Near East University, Northern Cyprus; I am conducting a research titled "PERCEPTION OF ONLINE FOOD ORDERING SERVICES BY STUDENTS IN NEAR EAST UNIVERSITY, NORTH CYPRUS". The attached questionnaire is a survey question to evaluate the perception of student as pertains to food order services.

Kindly answer all the questions carefully. All information you provide will be strictly confidential and used for academic purposes only.

Thank you for your time and response

Annamaria Chinema

Appendix C
Informed consent form

Perception of Online Food Ordering Services by Students in Near East University,
North Cyprus

Participant Information and Informed Consent Form

Dear Participant,

This research is aimed at investigating the perception of online food ordering services by students in near east university, North Cyprus.

By completing the survey below, you agree to participate in the survey.

Participation in this research is entirely voluntary. Your credentials will not be shared with anyone other than the research team. The data collected during this study will be used for academic research purposes only and will be presented only in national / international academic meetings and / or publications. You can withdraw from the work at any time by contacting us. If you withdraw from the study, all data collected from you will be deleted from our database and the data related to you will not be used in the study. If you have any questions or concerns regarding this issue, please contact us at the following contact information

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Near East University

Department of Tourism and Hotel Management

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Appendix D
Ethics Committee Report



BİLİMSEL ARAŞTIRMALAR ETİK KURULU

27.01.2022

Dear Annamaria Peter Joseph Chinema

Your application titled **“Perception of online food ordering services by students in Near East University, North Cyprus”** with the application number NEU/SS/2022/1044 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note:If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

Appendix E

Similarity Report

Master-Thesis

ORIGINALITY REPORT

9%	9%	4%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.inderscience.com Internet Source	1 %
2	ijrar.com Internet Source	1 %
3	docplayer.net Internet Source	1 %
4	jultika.oulu.fi Internet Source	<1 %
5	repository.nwu.ac.za Internet Source	<1 %
6	etd.aau.edu.et Internet Source	<1 %
7	www.apjmr.com Internet Source	<1 %