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The Effect of Delivery Food on Customer Emotional Response and Repurchase Intention*

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Abstract

The purpose of this study is to examine the impact of the service quality of delivery food on customers' emotional response and repurchase intention during the COVID19 pandemic. The proposed research model examined the effect on the service quality, customer sentiment response, and repurchase intention of delivery food. A questionnaire was distributed and measured for 300 consumers who had experience using food delivery services in the last 30 days. The questionnaires from previous researches were revised to fit the purpose of the present study. The survey results were analyzed to verify the reliability and validity of the measured variables. To verify the hypotheses a Structural Equation Modelling (SEM) was used for the study. The results showed that taste, price fairness, and package design positively affected emotional response; moreover, repurchase intention was enhanced by emotional response. This research analyzed the relationships between service qualities of delivery food, emotional response, and repurchase intention when customers consume delivery food during COVID19 in Korea. This study extends the delivery food literature by combining customers' emotional behavior with SEM model. The result suggested competitive strategic plans and development directions of food delivery companies in the rapidly increasing food delivery industry, providing implications for further research.

Keywords: Delivery Food, Service Quality, Emotional Response, Repurchase Intention

Major classifications: Restaurant Management, Customer Eating-out Behavior, Restaurant Marketing

1. Introduction

The domestic food service industry, which was in a saturated state, is reaching its second heyday as a delivery industry through O2O services due to technological advances. The domestic food delivery industry is steadily increasing in harmony

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with various aspects of technology, society and culture, such as technological development and improvement of living standards, an increase in single-person households pursuing convenience, the development of packaging technology, the spread of a five-day work week, and a change in consumption patterns. Among the 2020 dining trends announced by the Ministry of Agriculture, Food and Rural Affairs, the delivery and food service industry can be expected to grow further through 'Buy me-For me' and 'Convenience dining out'. First, 'Buy me-For me' means 'consumption for me'. This refers to the propensity to consume products or services that satisfy one's tastes and needs while diversifying or subdividing individual values and personalities. Consumption with such a tendency is spreading around the "Generation Y", which shows a consumption behavior that boldly invests even if it is a little expensive if you think that they are valuable products. Second, 'convenience quality' refers to the consumption propensity of modern society that pursues convenience and premium at the same time due to the increase of single-person dining out, the development of non-face-to-face services such as delivery apps, and the improvement of living standards. Recently, the social phenomenon of COVID19 is facing a cataclysmic period. According to the Korea Agriculture and Fisheries Food Distribution Corporation, due to the "un-tact culture" that refuses to contact such as drive-through or kiosks, in the food distribution sector as of February 2020, offline sales decreased 7.5% compared to the same month last year, and online sales increased 34.3%. Also, due to the prolonged social distancing and refraining from eating out, the delivery app subscription rate increased by 27.1%. It was approved for a business combination with 'Delivery People', the No. 1 delivery app market in Korea, and 'Delivery Hero', the second place. As a result, the motivation for service improvement due to the formation of a monopoly market will decrease, and consumer benefits such as coupons and events may decrease as well. This is expected to lead to fierce competition among delivery companies as the existing monopoly delivery app market is reorganized into a stronger monopoly market (Food news, 2020). In the increasingly fierce food service industry, each company provides differentiated services to gain an edge and strives to realize customer satisfaction by improving the quality of the service. When customers choose a restaurant, the selection attributes make the customer an image of the company and has a direct influence on purchasing behavior based on it. In addition, attributes that customers consider important in store selection have a direct impact on customer loyalty through sales promotion and customer satisfaction. (Cha & Seo, 2018) Previous studies related to the delivery service industry were limited to the selection attribute of delivery apps. (Shin et al., 2016) No studies have been found on the emotions consumers feel through the service quality of the delivery food itself, not the delivery app, and the corresponding repurchase intention. In addition, research is needed to understand the service quality that influences the emotional response of customers in the fierce competition situation with the recent rapid growth of the delivery market. Therefore, research is needed to help effective sales strategies of delivery companies by finding the service quality of food delivery that determines the satisfaction of consumers in the food service industry. In this study, based on prior studies of service quality, customer satisfaction, and repurchase intentions, which were centered on traditional delivery dining service structures or delivery apps, it will find customer sentiment responses based on quality of service and see how the response affects repurchase intent. In addition, the purpose of this study is to find out the quality of service that affects consumers' emotional reactions and purchase intentions, thereby presenting competitive strategic plans and development directions of food delivery companies in the rapidly increasing food delivery industry.

2. Theoretical

2.1. Delivery food and customer sentiment

In recent years, the importance of customer sentiment response along with recognition of service quality has been emphasized. Customer emotion response refers to various emotions that customers feel during the service delivery process. In consumer behavior research, it was argued that consumers' reactions to marketing stimuli should be viewed from an emotional point of view rather than a cognitive point of view. (Jo & Yang, 2006). What affects behavioral intention is that emotional factors have more influence on positive word of mouth, conversion behavior, willingness to pay, and behavioral intentions than cognitive factors (Yu & Dean, 2001). Emotion is a general description of a person's feeling state, and in traditional consumer behavior research, the concept of emotion, it tends to be used in a comprehensive sense including emotion, feeling, mood, etc. (Yoon & Woo, 2005). It is a mental emotion that is responsive to a customer's emotional response by some motive (Ahn & Cho, 2015). Therefore, the psychological aspect of the customer at the service contact point plays an important part in the performance of the service that the customer feels, and is attracting attention for various psychological effects in the process of receiving the service. Existing emotion-related studies often use a mixture of the concepts of emotion, effect, and feeling, and each researcher defines different concepts, and mood is used differently from emotions and feelings. (Lee & Lim, 2002). Customers learned more information about a product or service, and when they were dissatisfied, they left without

regrets and expressed dissatisfaction with a situation, and found that a better solution would come up (Harris. & Reynolds 2003). In this study, based on the preceding research on customer sentiment response to service quality, the study was conducted with only positive influences on service quality.

2.2. Service quality of delivery food

Service quality is a process rather than a tangible entity, so unlike product quality, it is difficult to measure by objective measures such as defect rate or durability, so it is measured by customer perception. In other words, it is generally measured by comparing the expectations formed before service consumption and the perception after service consumption in the form of customer perception of the service received by the customer (Abdullah et al., 2018). That is, if the service quality expected by the consumer is the same as the service quality actually provided, it can be regarded as being generally satisfied, and if the service quality expected by the customer is greater than the service quality actually provided, it can be regarded as not satisfied. On the other hand, when the service quality actually provided is greater than the expected service quality, it can be interpreted that the consumer is very satisfied with this service (Schuetz et al., 2014). For pizza restaurants, the quality of service was divided into food quality, warranty, empathy, product type, responsiveness, and reliability, but as consumers' lifestyles change, they feel differently about any service or product (Moon et al., 2009). Chae et al. (2002) conducted a study on the importance of pizza brand selection attributes through conjoint analysis. According to the survey, customers think pizza taste, price, service, atmosphere, and delivery speed are important when choosing pizza brands, and the restaurant operators predict the importance of choosing pizza brands in order of pizza taste, service, atmosphere and price, and delivery speed. The results of these studies show that there is a difference in the opinions of actual customers and operators in the quality of delivery of food. Yoo (2017) divided the quality of service of delivery food into four factors: 'taste', 'look', 'packing container' and 'source', and said these factors affect customers' positive and negative emotional responses and brand assets. In the study of Ko (2014), the quality of delivery service was selected as food quality, economy, order convenience, employee quality, hygiene and order quality. In addition, the factors that determine consumption of delivery foods were analyzed whether there are differences according to the consumer's dietary lifestyle such as convenience, health, taste, gender and age. In this study, based on prior research on the service quality of delivery food, the service quality of delivery food is composed of taste of food, price of food, packaging of food, convenience of delivery according to each subject.

2.1.1. The taste of delivery food

The taste of food is closely related to the taste of food along with color, smell, and texture. In addition, good taste not only improves appetite, but also has a positive effect on digestion and absorption, so it is an important factor in determining food quality. Yoo (2017) found that four factors, such as taste, shape, packaging container, sauce, which are the service quality of delivery food, have a significant effect on positive customer sentiment responses, especially taste is the most influential factor. Satisfaction of consumers increases with proper packaging method and hygiene, kindness of delivery staff, low price, and better taste, among which the taste of food plays the most decisive role (Kim & Ryu, 2003). The following hypothesis is proposed based on the preceding researches.

H1-1: The taste of delivery food will have a positive (+) effect on customer sentiment.

2.2.2. The price of delivery food

Factors affecting consumers' purchasing behavior may include various factors other than price. However, price is still used as a powerful marketing tool that affects consumers' purchasing behavior, and its value is becoming a factor that cannot be ignored due to economic conditions and competition among various distribution channels such as the Internet (Moon & Park, 2007). Price can be said to be one of the most important variables when customers make a purchase decision in the restaurant industry. Pricing provided on the menu is a logic that is determined by integrating various methods and theories, and cost rate, individual margin, price point, customer unit price, competition, demand, and consumer price perception should be considered (Na & Jin, 2007). Moon et al. (2019) say that in the delivery service industry, consumers can reduce information search costs through O2O services and that purchase prices can be reduced by searching for the best price. Therefore, based on the results of previous studies, the following hypothesis is presented.

H1-2: The price of delivery food will have a positive (+) effect on customer sentiment.

2.2.3. Packaging of delivery food

Hong et al. (2017) argued that if you increase internal factors such as taste and hygiene in choosing a convenience store lunch box, customers will show positive consumption feelings. Ahn (2017) proved that the better the quality of HMR food packaging, the more positive it has on customer satisfaction. In the past, the know-how of Japanese packaging companies was adopted, but in recent years, research and development on packaging methods suitable for Korean food are being actively conducted. Hu and Han (2020) said that the appearance of product packaging plays a role in imprinting the brand image in the competitive market, and is the first impression consumers have about the brand before tasting food. Under the premise that food tastes the same, it is said that providing consumers with packaging that meets aesthetic standards can impress the brand and lead to favorable reviews for the O2O food delivery service platform. So, the hypothesis is suggested as below.

H1-3: Packaging of delivery food will have a positive (+) effect on customer sentiment.

2.2.4. Convenience of delivery service

Catering delivery services differ from general cargo delivery services in delivery scope, delivery products, and delivery routes, so the measure of service quality needs to be adjusted according to the service situation (Carman, 1990). In a study by Ko (2014), which examined the quality perception and satisfaction of the food service industry, delivery service according to the dietary lifestyle, the type that pursues convenience among the five types was found to have the highest overall satisfaction with delivery service. Based on the previous researches, we present the hypothesis as follow.

H1-4: Convenience of delivery food will have a positive (+) effect on customer sentiment.

2.3. Emotional reaction and repurchase intention of delivery food

Repurchase intention refers to a customer's willingness for a planned future consumption behavior, and refers to an attitude or belief to revisit or repurchase a specific product or service as an evaluation based on past experiences (Hong & Lee, 2014). It can be seen that repurchase or use also affects positive and active recommendations (word of mouth) arising from satisfaction. It is said that consumers' purchasing activities do not end once between companies and consumers, but can appear continuously depending on whether or not they are satisfied with products and services. Re-purchase intention is highly related to actual re-purchase behavior, and it means the possibility that consumers will repeatedly purchase a product in the future with the individual's intention to re-purchase through the evaluation of purchasing experience (Cha & Lee, 2018). Maxham (2001) argued that repurchase intention can be used as a response to actual purchasing behavior and is a very important concept for marketing managers because it is directly related to actual purchasing behavior in the future. Chang and Liu (2009) defined repurchase intention as a consumer's action plan to purchase a specific brand and an intention to use a product or service continuously. In other words, the high repurchase intention means that consumers are more likely to continue to purchase and use the product in the future. Choi et al. (2006) derives quality factors for parcel service based on the SERVQUAL model and studies the relationship between customer satisfaction and reuse intention, and it was found that quality factors such as tangibility, reliability, certainty, and responsiveness have an effect on reuse. It was proved that customer's emotional response affects word of mouth intention and revisit intention, but negative reactions have more negative influence on word-of-mouth intention or revisit intention than positive responses of customers (Lee & Park, 2005). This claim that the customer's emotional response influences purchase intention has been proven in many studies (Lee & Park 2005; Suh & Kim 2004; Forrester & Maute 2001; Zeelenberg & Pieters, 2004). This repurchase intention has a strong characteristic of behavioral tendency, which is a direct consumption behavior, and is highly correlated with actual repurchase behavior. This study derived a research model as shown in <Figure 1> to analyze the effect of service quality of delivery food on customer sentiment response and repurchase intention based on previous research. Service quality of delivery food is composed of food taste, price, packaging, and convenience. Based on studies such as Sin et al. (2016), and Chung et al. (2017), this study derived the following model assuming that the quality of service of delivery food affects customer sentiment responses and customer sentiment responses affect the intention of repurchase. Therefore, the following hypothesis can be provided. Figure 1 shows the study model of research.

H2: Customer sentiment response will have a positive (+) effect on repurchase intention.

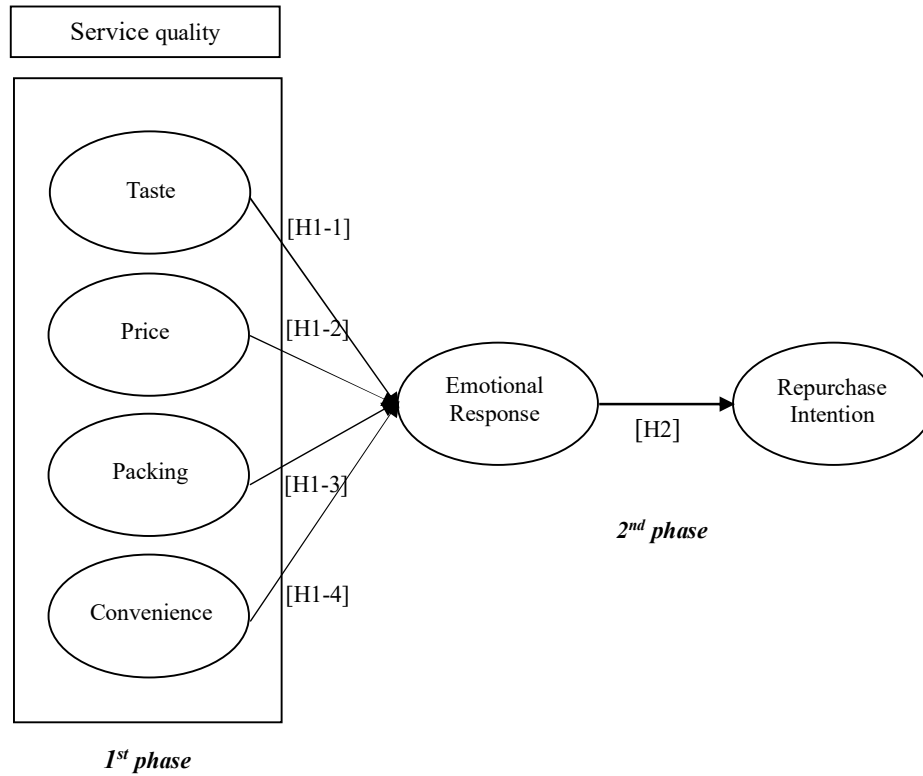


Figure 1: Study model

3. Research method

In this study, taste, price, packaging, and convenience items were used to measure the effect of service quality of delivery food on customer sentiment response and repurchase intention. These items are to measure 12 sub-factors, and 3 items were used to measure variables related to customer emotion response. Three sub-factors were used to measure repurchase intention and related variables. A self-written questionnaire was conducted to verify the hypotheses established for the study. A standardized questionnaire was distributed and measured for 300 consumers who had experience using food delivery services in the last 30 days, mainly in Seoul and Gyeonggi Province. The questionnaires from previous researches were revised to fit the purpose of the present study. From November 1 to November 25, 2020, using on-line survey methods (including SNS), the questionnaires were administered due to COVID19. A total of 315 questionnaires were collected and, after excluding unreliable or incomplete 15 responses, a total of 300 questionnaires were used for further empirical analysis. The established questionnaire was utilized for frequency analysis, factor analysis, reliability analysis, and correlation analysis verification by using statistical programs SPSS 20.0 and AMOS 20.0. The demographic characteristics of the survey sample are as follows. There were 194 males (64.7%) and 106 females (35.3%). As for the age, 265 people (88.3%) in their twenties accounted for the majority, and due to this influence, “students” also accounted for 243 (81%) of jobs, accounting for more than half. In terms of monthly average income, less than 1 million KRW accounted for 49.3% of the total. When ordering for delivery, the average expenditure per order including delivery fee is less than KRW 20,000 (51.3%) for the first place, and KRW 2~30,000 for the Second place. In the order of less than (36.3%), the frequency of use of delivery food was ‘Once a week’ (34.7%), followed by ‘Once every 2-3 days’ (33.7%). The most frequently ordered menu was chicken (76.3%), followed by lunch (32%) and pizza (21%) including overlapped number.

4. Result of analysis

In Table 1, the result of factor analysis on the quality of delivery food service, factor extraction was performed using principal component analysis, and for factor rotation, 4 factors were extracted with an eigenvalue of 1.0 or more using the Varimax method. These four factors were named as taste, price, packaging, and convenience as mentioned above. Kaiser-Meyer-Olkin (KMO) was 0.720, indicating that the fit of the sample was suitable, and Bartlett's test of sphericity showed a significance probability of less than 0.001, so factor analysis can be judged appropriate. In addition, the explanatory value of the total variance was 75.671%, indicating that the four sub-factors well explained the service quality. The factor analysis results showed that the factor loading value of all items related to the influence of the factor constituent variables was 0.5 or more, and the centralized validity and discriminant validity of the items, which are sub-factors of service quality, were appropriate. For the reliability analysis, the Cronbach's alpha values for the items Taste, Price, Packing, and Convenience were all above the benchmarks of 0.749, 0.952, 0.881, and 0.697, respectively, indicating the reliability of the measurements.

Table 1: Confirmatory factor analysis

	Measure	Factor Loadings	Explained Variance (%)	Cronbach's alpha
taste	tas01	0.815	16.742	0.749
	tas02	0.814		
	tas03	0.809		
price	pri01	0.946	22.841	0.952
	pri02	0.958		
	pri03	0.952		
package	pac01	0.901	20.355	0.881
	pac02	0.921		
	pac03	0.863		
convenience	con01	0.856	15.732	0.697
	con02	0.757		
	con03	0.752		

Principal component analysis for factor extraction and Varimax for factor rotation

Total variance: 75.671% KMO (Kaiser-Meyer-Olkin): 0.720 / Bartlett' Test of Sphericity: 1843.578 (p<0.001)

According to Table 2, which is the result of a factor analysis of customer emotional responses and repurchase intentions, two factors were extracted with a unique value of 1.0 or more, and these two factors were named 'customer emotional responses' and 're-purchase intentions'. Kaiser-Meyer-Olkin (KMO) shows that the sample fits well with 0.734 and Bartlett's spherical test shows a significance probability of less than 0.001, which can be considered appropriate. In addition, the explanatory power value of the total variance was 75.344%, indicating that the two sub-factors well explained the customer sentiment response and repurchase intention. The factor analysis results showed that the factor loading value of each factor related to the influence of the factor component variable was 0.5 or more, and the convergent validity and discriminant validity of the item, which are sub-factors of the customer emotion response and repurchase intention, were appropriate. In the case of reliability analysis, Cronbach's α values of the customer sentiment response and repurchase intention items were 0.795 and 0.866, respectively, which exceeded the standard value of 0.6, indicating internal consistency, which shows the reliability of the measurement items.

Table 2: Confirmatory factor analysis

	Measure	Factor Loadings	Explained Variance (%)	Cronbach's α
emotion	emo01	0.818	35.816	0.795
	emo02	0.798		
	emo03	0.876		
repurchase	rep01	0.89	39.528	0.866
	rep02	0.888		
	rep03	0.842		

Total variance: 75.344% / KMO (Kaiser-Meyer-Olkin): 0.734

Bartlett's Test of Sphericity: 810.992 (p < 0.001)

As a result of conducting a confirmatory factor analysis for the constituent of the whole variables, GFI = 0.936, AGFI = 0.912, CFI = 0.980, NFI = 0.937, IFI = 0.980, TLI = 0.975, RMR = 0.027, RMSEA = 0.039. The fitness index was found to be good. Table 3 As a result of checking, all factors showed good factor loadings, and all t-values (t-value = non-standardized coefficient/standard error) were also significant. In addition, the average variance extraction value and the conceptual reliability are above AVE > 0.5 and CR > 0.7, respectively, so the measurement items are judged to have sufficient convergent validity.

Table 3: Confirmatory factor analysis result

	Measure	Standardized regression coefficient	CR	AVE
taste	tas01	0.673	0.884	0.719
	tas02	0.708		
	tas03	0.740		
price	pri01	0.911	0.940	0.842
	pri02	0.950		
	pri03	0.937		
package	pac01	0.845	0.897	0.746
	pac02	0.910		
	pac03	0.780		
convenience	con01	0.876	0.821	0.616
	con02	0.568		
	con03	0.573		
emotion	emo01	0.690	0.876	0.705
	emo02	0.703		
	emo03	0.906		
repurchase	rep01	0.877	0.918	0.791
	rep02	0.842		
	rep03	0.763		

Chi-square =179.339 (p=0.001, df=124), NFI = 0.937, CFI = 0.980, RESEA =0.039

When looking at Table 4, the square root of the average variance extraction (AVE) was used to verify the discriminant validity between the factors that proved single-dimensionality. As a result, it was found that the value of the square root of AVE is greater than 0.5 and all correlations other than the diagonals in the related rows and columns are greater.

Table 4: Discrimination validity

	AVE	CR	Taste	Price	Package	Convenience
taste	0.719	0.884	0.847			
price	0.842	0.94	0.111	0.917		
package	0.746	0.897	0.105	0.131	0.863	
convenience	0.616	0.821	-0.169	0.041	-0.044	0.784

The analysis results are shown in Table 5. Among the service quality factors of delivery food, taste, price, and packaging all had a positive (+) effect on customer sentiment response, and convenience was found to have no effect. In addition, the positive customer sentiment response was found to have a positive (+) effect on repurchase intention. According to the analysis results, the verification results for the detailed hypotheses for Hypothesis 1 to Hypothesis 5 are shown in Table 5. Taste, price, and packaging factors all have a positive (+) effect on customer sentiment response. Hypothesis 1, 2, 3, were adopted, and hypothesis 4 was rejected as convenience was found to have no influence. In addition, since the positive customer sentiment response has a positive (+) effect on the repurchase intention, hypothesis 5 was adopted. The results of the above verification are shown in Figure 2.

Table 5: Result of the research

Hypothesis	Paths	Path coefficient	t value	p value	Results
H1	taste → emotion	0.355	4.1	***	Support
H2	price → emotion	0.143	3.97	***	Support
H3	package → emotion	0.127	2.4	0.016*	Support
H4	convenience → emotion	0.199	1.06	0.093	Reject
H5	emotion → repurchase	0.481	6.2	***	Support

*p<0.05, **p<0.01, ***p<0.001

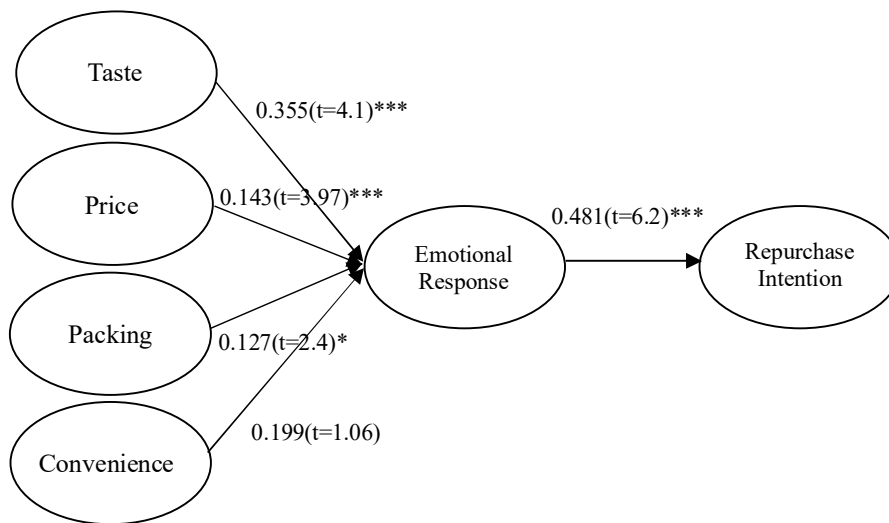


Figure 2: Results of research hypothesis

5. Conclusion

This study intended to provide meaningful implications in the process of important service quality factors that consumers think of in delivery food and their influence on positive emotional response, and finally on repurchase intention. Based on prior research and theoretical considerations on taste, price, packaging, convenience, customer sentiment response, and repurchase intention, the model and hypothesis of this study were established. A survey was conducted on 300 consumers who had experience using delivery food within 30 days, and based on the results, frequency analysis, factor analysis, reliability analysis, and correlation analysis were verified. The results are as follows. In the verification of the causal relationship between service quality and customer sentiment response, all four factors were found to have a positive (+) effect on customer sentiment response. In addition, it was found that the causal relationship between customer sentiment reaction and repurchase intention also had a positive (+) effect. As a result of path analysis, taste, price, and packaging factors of the service quality factors for delivery food had a positive (+) effect on customer sentiment response, however convenience factor was found to have no influence. In addition, customer sentiment reaction had a positive (+) effect on repurchase intention.

6. Implications

This study was conducted to investigate the effect of service quality of delivery food on customer sentiment response and repurchase intention, and based on the analysis results, the implications can be divided into theoretical and practical aspects. The theoretical implications of the results of this study are as follows. First, in this study, the impact relationship on customer sentiment response and repurchase intention according to the service quality of delivery food was verified. These results were consistent with studies by Yoo (2017), Kim and Ryu (2003), Ahn (2017), Hu and Han (2020) that the taste, price, and

packaging of delivery food positively affect customer satisfaction among service quality. Therefore, it is meaningful in that it presents the direction for the future development of delivery food by service quality factors of delivery food and revealing the effect on customer sentiment response and repurchase intention. Second, through the results of this study, taste, price, and packaging were found to have an effect on customer sentiment response and repurchase intention, and customer sentiment response also affected repurchase intention. This result is consistent with the studies of Yu and Dean (2001), which argued that the customer's emotional response had a positive effect on repurchase intention. On the other hand, the convenience of delivery food was found to be insignificant in customer sentiment response and repurchase intention. This was different from the studies of Ko (2014) which argued that convenience positively influence consumers' satisfaction and consumption decisions. This is meaningful in that it reflects that as the delivery industry has rapidly increased, most companies have focused on convenience factors, and consumers take convenience for granted and do not take it as important. Third, it is seen that it is meaningful that it can provide implications for marketing strategies according to understanding and satisfaction to consumers about the quality of delivery food service in a situation where the delivery industry is rapidly increasing. Fourth, in previous thesis, many previous studies on service quality and repurchase intention or customer sentiment response and repurchase intention have been conducted, but studies on the service quality of delivery food have been insufficient. This study is meaningful in that it analyses the process of consumers purchasing delivery food in more detail by adding a factor of customer sentiment response between service quality and repurchase intention of delivery food. The practical implications of the results of this study are as follows. It was found that Koreans spend about half of their food expenses to buy and eat outside, such as eating out or delivering food. According to the '2015 Food Consumption and Consumption Behavior Survey released by the Ministry of Agriculture, Food and Rural Affairs, the average monthly food cost per household was 500 thousand KRW. Of these, 42% used it for eating out and delivery food. Specifically, 30.1% of the expenditure was spent on eating out and 11.9% on delivery food (including takeout). The remaining 28% was spent on purchasing fresh produce and processed food. It means that about half of the food expenses are spent on buying outside. In this situation, due to various influences such as COVID 19, technological advancement, and social and cultural changes, the delivery market has rapidly increased, competition is overheating, and consumers show a significant effect on service quality such as taste and price of delivery food. Among the recent 2020 eating out trends, it can also be confirmed in 'Consumption for Me' called 'Buy me-For me'. In fact, the representative consumers of delivery food so far were mostly young people who made full use of IT. However, due to COVID19, most of the people are living in unintended quarantine, and the elderly are living the same. It is time to introduce an easy, convenient and accessible delivery service to seniors emerging as a new consumer. Through this, sellers should recognize the importance of targeting consumers according to their age and service quality of delivery food, and establish service quality management and marketing strategies accordingly to induce positive emotional responses from consumers and further lead repurchase. The limitations and research directions of this study are as follows. First, in this study, a survey was conducted on the metropolitan area, and most of the survey participants were "Generation Y", who are in their 10s and 20s, which is expected to have an effect on monthly income and preference for delivery food. In addition, since various classification standards such as economic, social, cultural, etc. have not been established, further research is required in future studies by setting systematic classification standards, dividing the entire sample into several groups, and determining necessary criteria for each group in advance. Second, this study could provide implications that the quality of service in delivery food affects the intention of repurchase through customer emotional responses, but did not confirm the result of whether the quality of service directly affects the intention of repurchase. In future studies, more systematic study based on the findings of this study could provide more meaningful implications.

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