

A Study on Consumer Attitude, Perceived Usefulness and Perceived Ease of Use to the Intention to Use Mobile Food Apps during COVID-19 Pandemic in Klang Valley, Malaysia

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Abstract

The market size of food industry across Southeast Asia has recorded a tremendous and robust surge especially in the food delivery sector during 2020 due the global pandemic. As far back as previous years reports show that the dynamic use of the current innovative mobile technologies in the Food and Service industries has orchestrated a vast array of innovative entrepreneurial opportunities and start-up business ventures for app developers and accrued tremendous growth for the restaurant and food businesses such as Zomato, Uber Eats and Food Panda Statista (2018). Food delivery applications (FDAs) are mobile application that account for food delivery platform that account for daily used by an estimated 15 million deliveries solely in China and over a million in India. (Jindal, 2018). Online Food Delivery (OFD) platforms and Online-to-Offline (O2O) in collaboration are the two means by which mobile food apps curate the ecommerce of food business especially those in the restaurant-to-consumer markets through their platforms through online orderings which transcend into offline deliveries (Statista, 2019). However, regardless of how online mobile applications have curated a compelling yet significant paradigm shift in online shopping and ecommerce as well as the food and hospitality, it leaves much to understand how consumers attribute, relate and perceive these innovative services. Scholarly research and existing literature aimed at ensuring the apprehension across the various aspects of these mobile applications and platform is imperative. So as to give insight on how consumer behavior is appreciated with regards to the use of these Food Delivery Application (FDAs) and Online Food Deliveries (OFDs).

Nevertheless, there is a crucial need to apprehend the ever evolving nature of these technologies and the dynamic nature of consumer behavior related to FDAs and OFDs that elicit a continuous scholarly overview into ascertaining an enriched accumulation of research geared at facilitating a better and enriched understanding of the ever-changing area of food commerce. Since extensive similar research predominantly in the global markets spanning across Americas, Middle East, and Europe have been propounded to highlight the remarkably impetus the said food market through FDAs and OFDs have for significant investment (Hirschberg et al., 2016). In the wake of the global manner of how business is now conducted through online-to-offline all contained around deliveries, notably the food commerce of offering food and services (Roh and Park, 2019). This study seeks to stray from the convention of merely studying the consumer's attribute and behavior towards these food delivery applications and the impact e-service, customer loyalty and food quality thereof (Suhartanto et al., 2019), but rather culminate a better insight of the acceptance of these food ordering and delivery platforms with the inherent awareness of the current global Corona Virus pandemic raging across the world and south-east Asia with emphasis to the country Malaysia. Inherent to the above research study one theory led is the consumer attitude and the end result aimed at leveling the intricacies of understanding the behavioral intention to use OFD services so as to investigate the notion of information system theory of the Technology Acceptance Model (TAM), serving as a framework to highlight the average consumers apprehension and acceptance and continuous use of these FDAs and OFDs. (Yeo et al., 2017). Alagoz and Hekimoglu (2012) also significantly explored the technology acceptance model ascertain the decision making processes entailed prior and during the online ordering of food through OFDS & FDAs while highlighting the consumers insight in this process as well as the role the theoretical model plays (Kang and Namkung, 2019a). Also, notable proposed study which hallmarks the unified theory of acceptance and use of technology (UTAUT) has been implored to comprehend the psychological factors that be and their impact to the use of mobile diet apps for ordering food online (Okumus et al., 2018). Consequentially, this study seeks to merged the prior knowledge of consumer attitudes and behavior with insight of the cited Technology Acceptance Model so as to delve into an in-depth comprehension of how these two propound a better understanding of why consumers ought to use or will use FDAs or OFDs during this health safety and conscious era of the global Corona Pandemic.

Keywords: Online Food Delivery Services, Continuance Intention, Attitude, Behavioural Intention, Convenience Motivation, Perceived Ease of Use, Time-Saving Orientation, Price-Saving Orientation.

Research Background

The development of doing business over the internet has birth innovative means of conducting business, such as online to offline (O2O). This has altered the primitive manner in which tasks and jobs are performed. Online to Offline (O2O) also serves as a marketing effort on the basis of information and communications technology (ICT) which users engage with on the internet and then continue transaction up onto to completion offline setting. In retrospect, online to offline refers to a technological internet system by which users make orders for goods and/or services over the internet and then receive the goods or services at an offline. O2O services are employed at diverse spheres of business, ranging from food & beverage industry, hotels business, real estate, and car rentals services. The reality in connectivity of mobile food delivery apps ensures that consumers and users pressed with time constraints get to appreciate the speed and efficiency of these online food delivery

platforms. This is aimed at ensuring that their urgent needs and wants are attended to conveniently. The tremendous alteration in how consumers order food online through the use of mobile food apps, has become a globally comprehensive business venture. Food and beverage establishments in Los Angeles, Calif., have seen surge in orders with an estimated 200–250 orders with week averagely and as such recorded revenues steadily increase by 3–35% after employing the use of food delivery apps and platforms. Mobile food apps have significantly woven themselves into the restaurant business alongside the fast-food business scene all over Northern America. Specifically, China has over one fifth of its population using a mobile food delivery app. Food and beverage businesses carried out via mobile apps have become an easy means for take-out restaurants in China inducing a steady boost in sales margins and revenue. Similarly, the popularity of Korea's mobile food delivery app users has risen dramatically, from 870,000 users in 2013 to 25 million users in 2018.

Online food Delivery Apps

In Korea, the volume of business that were carried out using mobile food delivery apps as of 2018 was approximately 3 trillion KRW, thus making up for 20% of the food delivery market (15 trillion KRW). In a research study, the Factual Survey on Small Business' Use of Online Delivery Services, 95.5% of 1000 food and beverage owners' globally employing the services of online food delivery apps reported substantively a net profits either rose (46.2%) or stayed the same (49.3%) after adopting delivery apps. In contrast, only 4.5% reported a decrease in net profits. However in the wake of the global pandemic, Italy in 2019 recorded that food delivery revenues grew 56%, reaching 566 million euros, therefore becoming the foremost segment in the food and beverage sector of the country's economy (Politecnico di Milano, 2019). Currently, 93% of major Italian cities and towns are curated by online food delivery (OFD), contrary to 2017 where only 74% of these major cities and township had online food delivery. As such, two inhabitants averagely (47%) could order cooked meals online (in 2017, only 31% had this ability). In the wake of the corona virus 2019 (COVID-19) pandemic, food delivery expenditure had increased exponentially across numerous countries (Hobbs, 2020), as wells as in Italy (Ansa, 2020). In statistical study, it was ascertained that FIPE (2020), 40% of food establishments and retailers are experiencing a spiked increase in demand for food delivery options.

Food delivery apps offer customers a wide array of product options so as to make comparison of costs prior to ordering. Also, small-scale restaurants and food businesses with limited advertising and marketing prowess rely strongly on the delivery apps as a convenient alternative means as well as a highly efficient sales and marketing tool. However, establishing the incessant need for further studies into the continuous intentions to use food delivery apps by consumers who desire to cater for their food needs especially with the rise of the global pandemic of Corona virus which requires little human to human exposure so as to prevent the spread of the virus.

Problem Statement

Ideally, people prefer to cook and eat in the confides of their homes or favorite eateries. However due to the global Corona virus (COVID-19) pandemic and the subsequent stringent measures needed to ensure health and safety, the Malaysian federal government rolled out preventive measures and as such the introduction of Movement control orders (MCO) which led to a nationwide lockdown. Household therefore were denied the luxury of going grocery

shopping to acquire the needed food items to prepare the family meals. For this reason, a vast number of household had to result other means of acquire food while on lockdown like the use of online mobile food apps to purchase food and food services. As a result of the need to try and avoid the stress and health risk of going grocery or the intention of eating out due to the present high health risk of the Covid-19 pandemic.

This research therefore seeks to study and examine in detail, how consumer attitude, perceive ease of use and perceive usefulness relates to intention to use mobile food apps especially within these global pandemic times of the corona virus disease outbreak so as to ascertain an insight to role mobile food apps replaying to ease the lives of Malaysians

Research Objective

This research seeks to examine consumers' attitude, perceived ease of use and perceived usefulness towards the intention to use of mobile food apps to purchasing food online during this global corona virus (COVID-19) pandemic period in the Klang Valley, Malaysia.

Research Question

RQ1. What is relationship between consumer attitude and intention to use mobile food apps?

RQ2. What is the relationship between perceived usefulness and intention to use mobile food apps?

RQ3. What is the relationship between perceived ease of use and intention to use mobile food apps?

Hypotheses

H1. There is a significantly positive relation between Consumer Attitude to Intention to use Mobile food apps.

H2. There is a significantly positive relationship between Perceived Usefulness and the Intention to use Mobile food apps.

H3. There is a significantly positive relationship between Perceived Ease of Use to Intent to Use Mobile food apps.

Significant of Study

This study will profoundly be beneficial with the nature of the finding and would be substantive to the following:

Consumer

This study would help in gathering a consensus which will give consumers who in these era of global pandemic, a better insight into how beneficial and convenient mobile food ordering apps are. Thus ensuring that consumers and potential food app users will grasp how best to use these mobile technologies to their advantage in the wake of humanity being periled by stringent measures and health protocols to reduce human to human contact to prevent the spread of the Covid-19 virus

Companies (Online food apps)

Companies who own food app platforms can highlight the findings in this research and thus have a better understanding of how the potential app user would expect or desire the features of these food apps be designed to make them more convenient and user friendly

without being cumbersome to use. To restaurants, food establishments and food providers, these findings will clearly give an insight to how to curate their online presence so as to make it accessible and proficient towards the customer so as to ensure constant usage and patronage jeered towards substantive revenue and online presence.

Government

The federal government can assess the findings to assist in the regulation of the online food operators in terms of sanitation, Halal license and compliance etc. In so doing these findings will give a broadened insight on how to formulate legislatures and policies that will protect mobile food ordering app users as well as the food establishments and the companies that run these food application. Hence ensuring there is no exploitation or abuse of technology to one party's advantage at the expense of another.

Limitation of the Study

In attempt to delve into this research inherent limitations are irrefutable. Being an international student with little or no insight to Malaysian culture and behaviour, serving as a challenge that poses constraint to interact well with research participants. The language barrier since in as much as Malaysian is internationally recognised as a commonwealth English speaking country, it would be incessant to deny the local widely accepted Bahasa is more spoken and used nationwide amalgamating the three inherent ethnic divides of Chinese Indian and Malayeu. Thus clearly showing the foreseen language and communication barriers.

Dissertation Summary

In concise framework, the research seeks highlight excerpts of Davis et al 1989 Technology Adaption Model aimed at examining the independent variables of perceive ease of use, perceived usefulness and consumer attitude to the intent of consumers to use mobile food ordering apps which is the dependent variable. This research seeks to establish an empirical and substantive findings that will give a clear insight into the how food ordering apps can be used to make our lives more convenient especially in these global pandemic times.

Literature Review

Online E-Commerce

The era of e-commerce has evolved substantively in congruence with the rapid development and evolution of the internet and its related technologies. In this review, the focus is to intricately delve into the food business sector and the thriving impact of mobile applications play through the aid if the internet. Also address role mobile food apps foster the growth and evolution of the food sector to meet the drastic changes of the food and hospitality sector.

The growing popularity of mobile food delivery apps is as a result of urbanization. Malaysia has a vast array of food delivery companies which predominantly offer online food delivery services. Companies like FoodPanda which happened to be the initial food delivery company to rigorously penetrate the viable Malaysia markets. Other thriving food delivery companies such as DeliverEat, UberEats, Honestbee, Running Man Delivery, FoodTime, Dahmakan, Mammam and Shogun2U all are all steadily becoming house hold names. However, majority of these delivery companies are saturated within the urban cities such as Kuala Lumpur, Klang Valley, and Johor Bahru (Lau & Ng, 2019).

Considering the increase in demand for Online Food Delivery services, customers tend to want have ample understanding into these online electronic order and delivery systems prior to the actual use. This behavior is called behavioral intention. In this research this will be coined as the behavioral intention of consumers to actually use these mobile food ordering applications. Therefore, Behavioral Intention can be said to be an individual or a customer's ability to opt and subscribe for the use of a given technological system in the nearest future (Brown and Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001). In congruence with Yeo et al. (2017), he propounded that, an individual's behavior might clearly be forecasted with regards to the individual's intention to actually to use or adapt a new technology. The studies further highlighted that, an individual's action will depend on the perspective of what the individual deems as a positive response which consequentially will incite to user to adopt the product or technology. Therefore the adaptation of the Technology Acceptance Model (TAM) by Davies et al in this study.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was initially propounded by Davis et al., 1989. This theoretical model was designed and developed from the earlier theory of reasoned action (TRA) proposed by Fishbein and Ajzen (1975) in Social Psychology (Kardoyo et al., 2015). The conceptualization of TAM is to investigate and assess the inherent relationship of behavior, behavioral intentions, attitudes, subjective norms and existing beliefs. TAM is a theory is designed to investigate thoroughly into the ease of use and usefulness of a technological system and the effect it has on someone's intention, perception and behaviour leading to the coherently use the system or a presented technology (Davis et al., 1989). Ease of use asses the manner in which a system does not require tremendous use of effort and usefulness shows how a given technology can be beneficial a task at hand (Davis et al., 1989; Davis, 1989; McKechnie et al., 2006). Earlier studies mention that, ease of use and usefulness have an impactful effect on the actual intention toward using a system. Online business websites and mobile applications that are easy to use and provide beneficial information will be able to increase the purchase intention (Chen & Ching, 2013). Extensive research studies have reinforced the notion which suggest that ease of use and usefulness have an effect on purchase intention when conducting online shopping (Ling, Daud, Piew, Keoy, and Hassan, 2011; Heijden et al., 2003; Gefen et al., 2003).

Shen and Chuang (2010, p.205) digressed further more into the model of TAM by assessing Interactivity and Self-Efficacy of Attitude and Behavioral Intention to Use an interactive whiteboard technology. Their earnest extension into the original model showcased the impact Attitude and Behavioral Intention to Use the system were influenced by Interactivity, Perceived Self-Efficacy, Perceived Ease of Use and Perceived Usefulness. Shopping on the internet and on mobile apps provide a surreal experience which is in contrast to the past convention of shopping. This is because online shopping is operated over diverse display systems and features which affect the online purchasing and experience (Chen, 2016). However, in this study with regards to highlighting the TAM model, this research will seek to examine the interaction of consumer attitude or behavior, perceived ease of use and perceived usefulness and how these theoretical variables reflect on the consumers' intention to use mobile food apps

Consumer Attitude (CA)

E-commerce has evolved and altered the dynamics of doing business by eliminating certain barriers to doing conventional business such as cutting operational costs, bureaucratic processes, and an improvement to customer relations (Charles, 1998). E-commerce has seen a global increase especially via the use of electronic mediums such as smartphones, applications and online business platforms. Therefore, technological innovations and electronic commerce have immensely initiated changes to the competitive market amongst various sectors and industries (Blosch, 2000; Hamid & Kassim, 2004).

Consumer attitude earnestly delves in the grasping the customers perceptions, line of thoughts as well as behavior that guides their decision making and choice of purchase. Decision to purchasing in itself is culmination of perception, motivation, learning, attitudes and beliefs. Perception is reiterates on how the customers decides on choosing, organize, and digesting the presented information so as to shape the decision making and understanding. Motivation is highlights on the customer's aspiration towards attaining their individual wants and basic needs. Learning is seeks to mitigate the customers' experience as and when they arise so as to shape his behavior. However, Attitudes consistently depicts the customers' regard, assessments, feelings, and acceptance towards concept or entity. Finally, Beliefs is the establishment of a customers' line of thinking with reference to a product or service (Kotler & Armstrong, 1997). Hence all together shaping a consumers attitude in action and in his thoughts.

In relation to consumer attitude towards online shopping tends to emphasize on the need to establish what drives people to use online business platforms in conducting their daily business. Motivations behind consumers opting to engage in online shopping include both a utilitarian and hedonic dimensions. Arguably some Internet shoppers can be well described as "problem solvers" who earnestly are seeking to the internet to solve the problems of purchasing their needs and wants to curb a presented predicament. Whereas, others can be termed seeking for "fun, fantasy, arousal, sensory stimulation, and enjoyment" who undoubtedly relish the joyful experience of simply shopping online (Hirschman and Holbrook, 1982, 2006). Thus consumer attitude is a reiteration of two categories of shoppers who either are trying to avoid the tedious errand and irritating endeavor of having to actually shop in person as compared to others category who actually are thrilled by the entertainment online shopping elicits. They appreciate the experience shopping over the purely for the thrill and engaged excitement devoid of other consequences.(Holbrook, 1994, 2006) .Clearly these two motives fuels the attitude and approach towards shopping online consumers' motivations for shopping online is in accordance with our framework: whereas "usefulness" and "ease of use" reflect the utility aspects of online shopping. Thus based on the literature it is safe to hypothesize that:

H1. Consumer attitude has a positively relationship to intention to use mobile food apps

Perceived Usefulness (PU)

Perceived usefulness has been an integral concept within the technology adoption models that have been propounded dating 1989. "Usefulness" is defined as an individual's acceptance that by using a new technology, her/his performance will be enhance (Davis, 1989, 1993). Mathwick et al (2001) defined perceived usefulness as the degree to which a

particular technology is able to enhance job performance. In this research the idea in consideration is the application of the technology in the use of the internet via mobile food application platforms to classify the individual online shopping experience. Therefore, “usefulness” refers to consumer belief that using the internet as a shopping medium such as the mobile food apps in this research context, enhances their shopping experience. These assumed beliefs influence consumers’ attitude toward online shopping and their intention to shop on the Internet. In the past, researchers (e.g. Koufaris, 2002) validated the concept of PU in the technological acceptance studies. They employed PU and established that perceived usefulness served as a vital parameter in instigating consumers’ intentions towards the potential use of the internet for shopping. However, study on Internet retailing business in congruence to TAM theoretical perspective happens to be limited. However, the PU within the TAM framework has immense validity with researchers with regards to other technological areas. For instance in a study, Horton et al (2002) established the prominence of a positive influence of PU on intention in Intranet media technologies. Therefore, technology acceptance models (TAM) clearly depicts a strong relationship between the concept of usefulness to the use of the internet and the derivative technologies of the internet like that of mobile food apps. (Davis et al., 1989). Based on the informative literature propounded that suggest hypothesis that:

H2: Perceived usefulness has positive relationship to intention to use mobile food apps.

Perceived Ease of Use (PEOU)

Perceived ease of use refers to an individual regarding the use of new technology not being cumbersome to use thus free of effort (Davis, 1989, 1993). This conceptualizes in this study that of online shopping with the use of mobile food apps, ease of use refers to consumers’ resolve to shopping on the internet by using online food apps will require little to no rigorous effort (Davis, 1989, 1993).

However, while perceived usefulness refers to consumers’ focus on the derived experience of using the new technology, perceived ease of use seeks to establish the consumers’ hands on dexterity in actual use free of all inherent difficulty while in use and after. (Monuwe, Dellaert, & Ruyter, 2004). Thus TAM has been tested and validated by researchers and has shown to be suitable as a theoretical baseline for the study into the adaptation and use of e-commerce and derivatives technologies like mobile food ordering apps (Chen et al., 2002; Moon & Kim, 2001). Earlier research shows PEOU has a positive effect on intention purchase especially when customers find the use of an online shopping website or application is easy and simple. Predominantly, the ease in searching product information and making payments online actually creates substantive preference for online shopping and also the use of mobile apps. Van der Heijden, (2004) found that perceived ease of use is hedonic-oriented factor. Therefore, if the website is convenient in use then customers will interact more with the said website (Wallace and Barkhi, 2007). On the basis of above literature, it is substantive to suggest that perceived ease of use (PEOU) significantly affects online shopping intention thus support of the hypothesis:

H3. Perceived ease of use is positively related to intention to use mobile food apps.

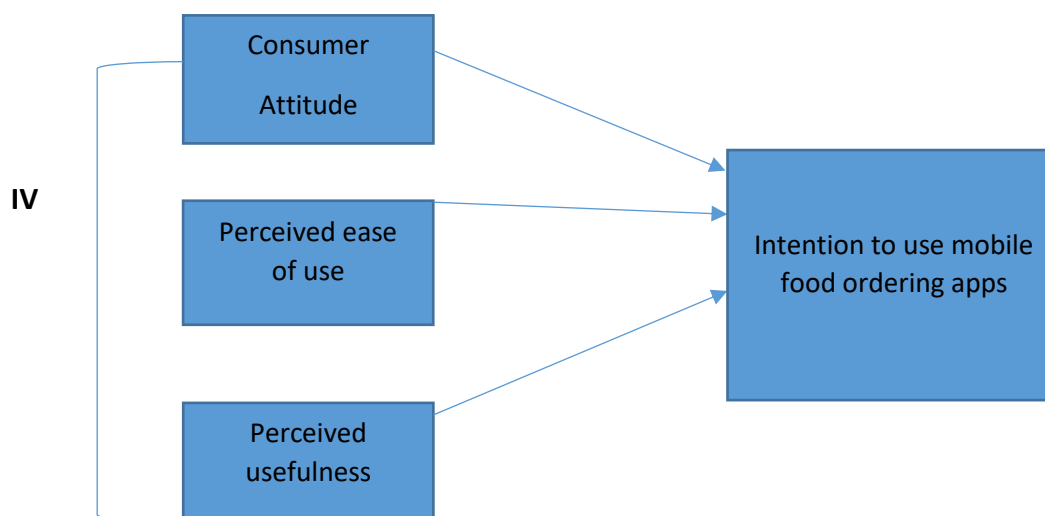
Conceptual Framework

Fig 2: Conceptual framework adapted from Technology acceptance model (TAM) by Fred Davis, 1986

Research Methodology

Research methodology is systematically aimed towards establishing parameters to be used in generating solutions for the proposed research questions by following systematic and scientific methods. In retrospect, it may be digressed as a science of grasping how research parameters are adhered towards making findings to ascertain the knowledge. There are three type of approaches that can be applied when design a research study which are quantitative approach, qualitative approach and mixed method. (Howe, 1988; Neuman, 1997).

This researcher will be conducted using the quantitative method as the approach to complete the study. Therefore this chapter is concerned with the how the research is to be conducted since the choice of research methods must reflect the research questions being addressed (Onwuegbuzie and Leech, 2005; Sechrest and Sadani, 1995). Hence this research seeks

Research Design

Designing a research aids in the planning and implementation of the study in a manner that will help in achieving the valid results, thus increasing the probability of obtaining information that could be presumably representative of the real situation (Burns & Grove, 1999 & 2001). According to Cohen (1980), quantitative research is defined as social research that uses empirical methods and empirical statements in gathering and deducing research findings. Creswell (1994) gives a very concise definition of quantitative research as a manner of research study seeks to `explain phenomena or existing occurrence by collecting and collating numerical data that are analyzed using mathematical and statistical analytical parameters and measures.

This research is an explanatory non-probability research study that seeks to critically explain the highlighted variables aimed at giving an in depth examination of the research problem by gathering and representative insight of participants of this search. A deductive approach is the focal point surrounding this research thus employing a quantitative path in tackling the

research objectives. Thus a survey method will be used in gather the needed data from participants with the use of a standardized research questionnaire so as to have a well representative data which is reliable and valid after analysis.

Research Population

Polit and Hungler (1999:37) define population as the defined totality of all the objects, subjects or members that identify to a set criteria of the study. In this study the population is focused on all Malaysian citizens found within the Klang Valley

The Eligibility Criteria

These criteria specify the characteristics required of the sample population in order to be able to partake in the research study (Polit & Hungler 1999:278). The eligibility criteria in this study requires participants have to be:

1. Malaysians citizens
2. Inhabitants of the Klang Valley and environs surroundings on main peninsular Malaysia
3. Users of smart phones
4. with history of using a mobile food ordering application

Sample and Sampling Method

A sample is a sub portion of the actual population expected to participate in a research. It is simply a fraction of the entire population who have been selected to participate in the research project (Brink 1996:133; Polit & Hungler 1999:227). A non-probability sampling method will be used in this study and a simple random sampling technique. This will make it substantive in collecting and collating the needed data within the limited time frame.

Research Instrument

In this study, an online questionnaire using Google form, as an online survey tool, to gather data. The using of Google form is as a result of its efficiency and eco-friendliness. The efficiency with online questionnaire is as a result of the features that while collecting of data, brief analysis can be conducted with the collected data. As eco-friendly, it is because it does not require the excessive printing of paper questionnaires and thus reducing the cost of carrying out on this study. There is a demerit to researchers being unable to limit the survey area. This is because the hyperlink can be pass to everyone and everywhere through social media platform. Hence the action of filtering the collected data may help to resolve this problem.

Questionnaire will be divided into few sections. For Section A, with questions about the participants demographic aimed towards knowing their including gender, age range, education level, and to ascertain their nationality. The section B would seek to assess respondents' behaviour towards mobile food apps. Section C, will applying the five-point Likert Scale which is Strongly Agree, Agree, Neither, Disagree and Strongly Agree. The questions in this section will be more concern on the variables (independent and dependent) in this study. To prevent the too much unfulfilled collected data happened, the researcher might consider only take the Likert Scale with excluding the option of "Neither".

Data Analysis

In the research, SPSS software will be utilized in collating, analysing and interpreting the collected data into useful information to make sense out of the tested hypotheses so that the researcher and readers can easily understand the digested results. Hence a correlational study would be used to for the testing of the three hypothesis. Thus since the modules of the variables were in an ordinal nature a Spearman Rho test will be used to establish the direction and relationship between the variables.

Summary

The fundamental intention of this research is aimed at systematically examine the factors that drive consumers towards their intention to use mobile food applications. As a result of the global COVID-19 pandemic, stringent measures have been put in place to protect the lives and health of Malaysians all over the country. With regard to the current situation, Malaysians will be putting their lives at risk by merely going to grocery shopping in open markets and grocery shops not to mention their favorite eateries and restaurants. Hence the focus of the study is to examine the attitude of consumers, their perceived ease to use and their perception of the usefulness towards the intent to conduct use mobile food apps in purchasing all their food needs especially in these times where little human contact is advice to curb the spread of the COVID -19 virus.

This research would give ample information to everyday Malaysians consumers on the need for the use of food apps and the convenience they provide especially in these global pandemic times. Food businesses who are on food apps and platform would use this resourceful insight to their benefits in knowing how the consumer and everyday users perceives their services and usage of their apps. This would help in further improving their businesses and apps as well as the federal government in gathering a consensus for policy formation

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