How Do You Choose? The Factors Determining the Continuance Intention to Uses of Food Delivery Apps

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ABSTRACT

The COVID-19 pandemic has led to changes in consumer behavior and provided new opportunities for the development of the food delivery industry. This study emphasizes the importance of continuance intention to use food delivery platform operators, as it is considered a key factor in the success of the business model. The study used SPSS and Smart PLS 3.0 to analyze data and found that convenience, usability, and agility have a significant impact on user experience, which in turn affects continuance intention to use. Additionally, this study compares the influence of two delivery platform operators on continuance intention to use through partial least squares multi-group analysis (PLS-MGA). This study will help improve managers' awareness of food delivery services and marketing strategies targeting consumers.

Keyword: Food delivery services; Online to offline; Continuance intention use; Flow theory; Experience value

Introduction

It was suggesting that the growth of the platform economy, driven by the popularization of mobile devices and network platforms, has led to an increase in the use of food delivery services. The COVID-19 pandemic has further highlighted the advantages of these services, as they allow for easy delivery of meals and help both consumers and restaurants navigate the economic challenges caused by the pandemic [1]. The worldwide delivery platform industry has also seen growth during the pandemic [2]. It is predicted that the global online food delivery market will reach a size of 130.2 billion U.S. dollars in 2022 and is expected to grow to 223.7 billion U.S. dollars by 2027, with a CAGR of 11.44% [3]. The Asia-Pacific region is the largest and fastest-growing region in the food

delivery market, with Taiwan being a top market for international food delivery players and is expected to generate US$1 billion annually.

It is suggested that online food delivery services have grown rapidly in Eastern countries and have become a new option for food retailers and other related industries in recent years [4]. These services have also led to the emergence of a new business model in the catering service industry that has become more competitive. In the past, traditional catering businesses focused mainly on physical stores and had limited marketing strategies. To attract more customers, operators have begun to use technology, such as setting up websites, designing unique restaurant apps, and facilitating online booking, inquiries, and advance ordering. It was found that brand innovation and user management have a positive and significant impact on the user experience of consumers using online food delivery service apps in Bangkok, Thailand [5].

Food delivery platforms involve both online and offline charging, and allow consumers to receive the service experience at the time of service or through the platform's app. The design and content of an app are crucial for platform development. From a technological perspective, apps are a new media choice for consumers. Research has shown that users experience immersion when browsing the Internet, and data retrieval is one of the most immersive behaviors. Studies using the theory of technology acceptance model have found that service quality and personal privacy issues can affect consumers' UX of the app and thus their use of the app. It was suggested that consumers' risk perception of the delivery platform can impact their continuance intention to use the app. Reducing risk can improve consumers' use of apps and change their consumption habits [6].

From the data provided, it is clear that the growth of the catering industry and delivery platforms is closely related, and the rise of delivery platform services is driving the growth of the catering industry. The design and functionality of a delivery platform play a significant role in determining consumers' resistance and continuance intention to use the platform. The overall objective of this study is to understand the various factors that influence consumers' behavioral intentions to continue using delivery platform services.

2. Literature Review

2.1 Food Delivery Platform

A Food Delivery Platform is a set of online trading facilities that allows consumers to access a variety of food, daily necessities, and related delivery goods and services. The platform uses the Internet as an intermediary and commodity sellers can provide diversified information on the platform. A Food delivery platform is a fast and convenient e-commerce delivery service model that uses the O2O business model to provide food delivery services. It is an e-commerce platform that allows customers to obtain food quickly. Dining out is considered a form of express service that includes shops, restaurants, or third-party applications that deliver food to consumers' homes. In recent years,

many orders have been placed through mobile device applications, websites, or telephones, and the content of delivery includes cooked foods, supermarket groceries, and other meals such as catering or wholesale.

Businesses worldwide recognize significant changes in consumers' buying habits, with convenience becoming the most important factor for consumers in choosing and using goods. As the Internet and food distribution platforms continue to evolve, improving the intent to use delivery platforms continuously is becoming increasingly important for operators [7]. In recent years, food service organizations have turned to innovation to survive, with many increasing deliveries or adopting a cloud kitchen model, of which the food delivery service is one of the most commonly used mechanisms [8]. Consumers are attracted to online food delivery services mainly because of their convenience, speed, and accuracy, while food service providers see the potential to increase revenue, reduce labor costs, and reduce errors, leading to an increase in trends over the past few years [1]. Food delivery services not only provide a new opportunity for the industry but also improve social and economic well-being.

2.2 Online to Offline Model (O2O)

The O2O marketing model is a business strategy that aims to bring potential customers to physical stores via online channels. The main goal of O2O is to create awareness of products and services, and give customers the opportunity to research different products [9]. O2O is a type of e-commerce that attracts consumers to purchase products or services online and then complete the transaction offline. Online food delivery services also use this business model to attract customers [10].

The O2O platform is a service platform delivers products from stores to customers within a specified time [11]. The O2O business model is based on online ordering through a logistics distribution. The O2O delivery service is a modern business model that allows consumers to order food from local cooperative restaurants through online platforms and then deliver it through delivery personnel [12].

In the past, small- and medium-sized O2O retailers did not fully recognize the integration of online channels through the new O2O business model, as they believed that it would create a sense of distance between consumers and stores. However, it is believed that food can be delivered through the food supply chain, and the O2O retail concept can be used to deliver food more widely. O2O combined with traditional industries is not only a new opportunity but also provides convenience to consumers [13].

The discussion of the O2O development model and its trends emphasizes that the most important aspect of O2O development is a complete supply chain system, which improves customer satisfaction and convenience, thus affecting consumers repurchase intentions [14]. The O2O model also provides

consumers with a marketing experience in which they can observe the appearance and materials of products through applications. This type of experiential marketing can attract consumers and increase their purchase intentions [15].

2.3 Flow Theory

Flow Theory states that when individuals are actively engaged in an activity and their skills are balanced against the challenges of the activity, they can experience an optimal state of immersion, known as flow. This occurs when they are fully engaged and their attention is focused on filtering irrelevant perceptions [16]. Under this theory, people's attention becomes completely absorbed, and their motivation to participate in or use the activity becomes stronger through intense experiences [17].

Flow Theory is a psychological theory that addresses emotional compulsion caused by positive feedback loops [18]. Immersion is a state of effortless concentration that allows individuals to focus completely on what they are doing. This theory has been widely applied in people's daily activities and has recently been applied to the use of technology [19]. Scholars have found that when computer game players are fully engaged in a game, they may even forget their own surroundings and the passage of time while feeling excited and happy. This state represents game players in a state of immersion. Consumers seek key motivating factors on social platforms, such as the quality of content (visual beauty, information, and timeliness) and system quality (interactivity) to achieve continuance intention use [20].

3. Methods

3.1 Conceptual Framework

Based on the previous literature, this study proposes that flow theory has no theoretical basis and takes convenience, usability, and agility as the main perspectives. The second part analyzes the continuous use behavior of the delivery platform by discussing the experience value of consumers regarding O2O and using experience. The research model is illustrated in Figure 1.

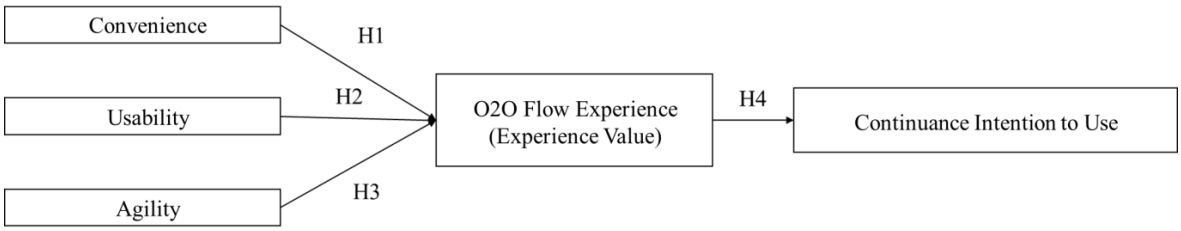

Figure 1. Research model

3.2 Research Hypotheses

In the age of science and technology, electronic retailers can effectively provide customers with convenient tools, both in the convenience of the application program and the convenience of customer

perception. These factors affect consumer experience and feedback, and can be used to build a perfect business strategy. A complete customer experience will result in more spending and improve customer loyalty and the overall user experience [21]. When customers feel valued, the company will benefit greatly, including the opportunity to increase customer spending. Therefore, providing a customer experience for brand services or products is a fundamental service of a company.

H1: Convenience has a direct positive effect on O2O Experience Value.

In recent years, many companies have focused on UX Design for their e-commerce products because of their evolving business strategy to transform users into continuous users. Therefore, for many delivery platforms, being able to effectively make their platform or product feel easy to use is a key factor in attracting customers [21]. The improvement of the user experience of many e-commerce platforms, including platform usefulness and platform usability, will become an important key to UX design. Generally, they are aimed at improving the user experience perception of their platforms. Their research indicated that platform usefulness and usability will become important factors affecting user experience [22]. Based on the above, research hypothesis H2 is derived as follows:

H2: Usability has a direct positive effect on O2O Experience Value.

For many companies, facing the evolution of The Times, the agility of the organization, or agility, under the influence on corporate performance, the whole organization will be because of the flexible organization and flexible group developed into two different forms: for modern e-commerce applications, high strength and high elastic organization agility can carry on the relative response to let enterprises in the face of all sorts of change, and this also is in the category of e-commerce, in order to meet the needs of the customer experience, and need immediate change is an important factor that when organizations with high agility also have a jump on the competition advantage, it will be very helpful for enterprises in the operating process [23]. Due to the changes in business models caused by digitization and competitiveness in modern society, it used to be sufficient for companies to demonstrate competitiveness in one or two of three areas: growth, profitability or sustainability, and trust. The company can enhance organizational agility on an organizational basis and is committed to gaining the continuity and trust of consumers [24]. Based on the above, hypothesis H3 in this study was derived.

H3: Agility has a direct positive effect on the O2O experience value.

The results show that managers should consider the value of user experience, which has a significant impact on consumers' willingness to reconsume and their behavioral intention to continue using the hotel. His research indicates that the experience interaction and subjective perception obtained by application users in the process of use affect the individual experience value of the application. According to his empirical results, consumer experience is an important key to the sustainable use of an application, and there is a significant influence between the two [25]. Based on

the above, hypothesis H4 of this study is derived:

H4:O2O Experience Value has a direct positive effect on consumers' continuance intention to use.

3.3 Measurements

In this study, the scale was used to verify the reliability and validity of each measurement item through the questions verified in the past [26]. All measurement titles in this article use the Likert Scale anchored ranging from 1(very dissatisfied) to 7(very satisfied). Convenience mainly modifies the scale proposed by [27]. Usability mainly modified the scale proposed by [28].The measurement of agility used in this study is primarily based on the scale developed by Weber and Tarba [29]. The scale for continuance intention to use is adapted mainly from Park and Lee [30], while the O2O experience value scale is largely modified from the work of Pan et al [31].

3.4 Common Method Bias

The respondents were required to complete an anonymous survey, hide the name of each facet, and arrange questions randomly to reduce respondent anxiety [32]. Factor analysis was conducted on the related items used in the study, and the results were used to determine whether there was common method variation among the items. The variation in the first interpretation of the study was 40.1%, indicating that there was no common method variation among the related items.

4. Data analysis

4.1 Sample and Data Collection

In summary, the data for this study were collected through the My Survey, an online questionnaire platform. The questionnaires were distributed from 2022-01-05 to 2022-05-30. Respondents were required to meet specific criteria: they must have subscribed to and used both Foodpanda and Uber Eats delivery platforms and used them on a weekly basis. Foodpanda and Uber Eats were chosen for comparison and analysis, as they are the largest delivery platforms in China, with high traffic and a large customer base. No survey bias was found during data collection.

In this study, 350 questionnaires and 323 valid samples were collected. The characteristics of the basic data of the respondents in the descriptive statistical analysis part of this study were as follows: (1) the sex ratio was 54.5 % for males and 45.5 % for females; (2) In the first three age groups, the proportion of 26-35 years old was the highest, accounting for 34.7%; the proportion of 18-25 years old was 22.3%; the proportion of 36-45 years old was 18.3%; (3) The top three vocational sectors were information industry (47.1%), students (18.0%) and commerce (16.7%); (4) Education level: 1.5% below junior high school, 23.8% above senior high school, 57.3% above university, 17.3% above graduate school; (5) Frequency of using delivery platform per week: 1-3 times (85.4%), 4-6 times (7.1%), 7-9 times (4.9%), and more than 10 times (5.6%); (6) The delivery platforms you use

most: Uber Eat and Food Panda account for 48.6% and 51.4% respectively.

4.2 Measurement Model

In this study, the model's reliability, convergent validity, and discriminant validity were verified. It was suggested that the load of all factors must be greater than 0.5. According to Table 1, the loads of all the factors are greater than 0.5. The mean extraction variation (AVE) was between 0.6 and 0.7. Therefore, the convergence validity of the model was acceptable [26].

Table 1. Measurement Model

Factor	Load of Factor	Cronbach'sα	CR	AVE
Convenience		0.725	0.843	0.643
COV 1	0.290			
COV 2	0.492			
COV 3	0.446			
Usability		0.886	0.917	0.734
US 1	0.238			
US 2	0.227			
US 3	0.225			
US 4	0.267			
US 5	0.248			
Agility		0.840	0.887	0.614
AG 1	0.287			
AG 2	0.169			
AG 3	0.267			
AG 4	0.270			
AG 5	0.268			
Experience Value		0.804	0.887	0.606
EV 1	0.280			
EV 2	0.293			
EV 3	0.292			
EV 4	0.277			
EV 5	0.062			
Continuance Intention to Use		0.908	0.932	0.734
CIU 1	0.237			
CIU2	0.252			
CIU 3	0.230			

Factor	Load of Factor	Cronbach'sα	CR	AVE
CIU 4	0.233			
CIU 5	0.215			

Discriminant validity was assessed following the method of Fornell and Larcker, which involves comparing the square root of the average variance extracted (AVE) for each construct against the correlation coefficients between constructs [33]. Discriminant validity is established when the square root of the AVE for a given construct exceeds its correlations with other constructs. As shown in Table 2, the square roots of the mean variance extracted for each dimension were 0.802, 0.857, 0.831, 0.784, and 0.778, respectively, indicating that the model in this study satisfies the criteria for discriminant validity

Table 2. Fornell-Larcker Criterion

	Convenience	Continuance Intention Use	Usability	Agility	Experience Value
Convenienc	0.802				
Continuance Intention to Use	0.596	0.857			
Usability	0.718	0.669	0.831		
Agility	0.559	0.587	0.660	0.784	
Experience Value	0.643	0.454	0.544	0.523	0.578

Note: The diagonal value of correlation matrix is the square root of AVE of each plane. AVE is the average extraction variation and the non-diagonal is zero.

To be cautious, in addition to using cross loads to test discriminant validity, the Heterotrait-Monotrait Ratio of Correlations (HTMT) index proposed by Henseler et al. [34] was also used to evaluate the discriminative validity between the dimensions. In the examination of cross loads, it was found that the individual cross loads of each facet in the cross-load matrix should cross the loads of other facets. Therefore, this study proposes that the cross-load is greater than the threshold value range.

Table 3. Cross Loadings

	Convenience	Usability	Agility	Experience Value	Continuance intention use
COV1	**0.895**	0.397	0.358	0.355	0.303
COV 2	**0.890**	0.63	0.523	0.603	0.555
COV 3	**0.808**	0.656	0.444	0.546	0.528
US1	0.663	**0.858**	0.501	0.608	0.586
US2	0.574	**0.872**	0.504	0.58	0.53
US 3	0.612	**0.754**	0.525	0.574	0.488
US 4	0.607	**0.887**	0.643	0.682	0.591
US 5	0.523	**0.772**	0.549	0.634	0.571
AG1	0.574	0.69	**0.814**	0.656	0.558

	Convenience	Usability	Agility	Experience Value	Continuance intention use
AG2	0.203	0.319	**0.836**	0.387	0.352
AG3	0.417	0.526	**0.847**	0.611	0.461
AG4	0.455	0.477	**0.812**	0.617	0.453
AG5	0.469	0.516	**0.817**	0.613	0.456
EV1	0.482	0.575	0.756	**0.823**	0.609
EV2	0.612	0.675	0.655	**0.901**	0.66
EV3	0.62	0.715	0.605	**0.871**	0.662
EV4	0.524	0.62	0.568	**0.859**	0.672
CIU1	0.031	0.079	0.158	0.209	**0.908**
CIU2	0.513	0.573	0.471	0.654	**0.898**
CIU3	0.546	0.614	0.531	0.696	**0.859**
CIU4	0.492	0.528	0.482	0.635	**0.770**
CIU5	0.552	0.523	0.552	0.644	0.841

Note: Convenience: COV; Usability: US; Agility: AG; Experience Value: EV; Continuance intention use: CIU

HTMT is an alternative method based on a multi-trait multi-method matrix (MTMM). The HTMT is the ratio of the mean values of the index correlation between different surfaces to the mean values of the index correlation between phase surfaces. The maximum HTMT value for each facet in this study was 0.885 and did not exceed 0.9, as shown in Table 4. Overall, this study raises the problem that the model architecture does not significantly distinguish the validity.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Convenience	Continuance Intention to Use	Usability	Agility
Continuance Intention Use	0.707			
Usability	0.874	0.743		
Agility	0.682	0.668	0.747	
Experience Value	0.773	0.768	0.612	0.785

4.3 Model Fit

The standardized root mean square residual (SRMR) was employed to assess model fit by quantifying the average discrepancy between observed and predicted correlations, with lower SRMR values indicating better model fit [35].

The smaller SRMR is, the better the model fitness is. SRMR=0 means perfect fit. Less than 0.08 is considered as good model fitness, while the standard Normed Fit Index (NFI) value is between 0 and 1. It was suggested that NFI should be relaxed to 0.9 s the threshold value in sample size [36]. The overall model fitness in Table 5 conforms to the threshold value.

Table 5. Goodness of Fit Index

	Saturated Model	Estimated Model

SRMR	0.076	0.099
d_ULS	1.447	2.5
d_G	0.969	1.194
Chi-Square	5240.805	5730.014
NFI	0.75	0.74

4.4 Multiple group analysis

In Table 6, the structural equation model is used for cross analysis between Uber and Foodpanda. It can be found in Table 6 that there are three hypotheses in the model with no significant difference between them, and there is a significant difference in the experience value of using the surname when ordering food using the delivery service. Uber's usability was found to have a significant effect on the experience value. Usability showed no significant difference in experience value in Foodpanda.

Table 6. Multigroup Analysis

PLS-MGA	Grp 1 (Uber)		Grp 2 (foodpanda)		Grp 1 vs Grp 2
	N=157		N=166		
Path	β	CI	β	CI	P-value
Convenience→Experience Value	0.157	-0.267, 0.022	0.075	-0.214,0.142	0.755
Usability→Experience Value	0.341	0.181, 0.499	0.110	-0.060,0.257	0.025
Agility→Experience Value	0.497	0.353, 0.657	0.637	0.422,0.777	0.888
Experience Value→ Continuance Intention to Use	0.788	0.684, 0.865	0.719	0.620,0.802	0.137

4.5 Structural model

The results of this study are summarized in Table 6. The path coefficient of convenience on experience value is 2.819, indicating a significant positive influence, that is, acceptance of the nihilistic hypothesis (H1). The path coefficient of ease-of-use on experience value was 5.801, indicating a significantly positive influence. The path coefficient of agility on experience value was 7.54, indicating a significantly positive influence on acceptance of the null hypothesis (H3). The path coefficient of experience value on continuous use intention was 21.572, indicating a significant positive influence on acceptance of the nihilistic hypothesis (H4).

Table 7. Path Analysis

Effects	Relationships	Beta	Mean	Saturated Model	T-Value	Decision
H1	Convenience-→ Experience Value	0.147	0.151	0.052	2.819***	Supported

H2	Usability→ Experience Value	0.354	0.348	0.061	5.801***	Supported
H3	Agility→ Experience Value	0.432	0.431	0.057	7.54***	Supported
H4	Experience Value→ Continuance Intention Use	0.754	0.757	0.035	21.572***	Supported

5. Conclusion and Discussion

In view of the analysis and description of the results in the preceding chapters, the motivation and purpose of this study is to understand consumers' situation of using delivery platforms and their continuance intention from their experience of delivery platforms. Therefore, this study focuses on consumers who have used delivery platforms in Taiwan as survey objects, and explores the situation of these consumers using a delivery platform through quantitative analysis.

5.1 Conclusion

This study investigated consumers' behavior when using a delivery platform based on a consumer questionnaire. The four hypotheses of this study were confirmed using quantitative data. In addition, it was found from the basic information of each interviewee that for consumers who use the platform, their actual basic information is not the main factor that directly affects their use of the delivery platform. Therefore, the main aim of this study is to discuss the relationship and interaction between the various aspects proposed in this study.

This study found that the convenience and usability of O2O platforms have a significant impact on consumers' user experience and overall satisfaction with the platform. Therefore, platform operators should focus on improving the convenience and usability of their platforms to attract and retain customers. This can be achieved by designing a platform that is easy to use and provides seamless ordering and delivery for customers. Additionally, platform operators can adopt strategies to improve overall customer experience, such as providing personalized recommendations and offering a wide range of products and services.

The study found that the agility of the platform, including the breadth and depth of merchandise categories offered and the ability to quickly respond to customer feedback or complaints, has a significant impact on the overall consumer experience and intention to continue using the platform. This highlights the importance of providing high-quality user experience and building customer loyalty for O2O platforms. Additionally, this study suggests that the platform can use this information to develop strategies to attract and retain target customers. Overall, this study suggests that O2O experience value or experience has a strong impact on the success of the platform.

In the multi-group analysis, it was found that there was no significant difference in the value

of usability and experience among foodpanda consumers. Foodpanda currently has a price advantage in delivery platform competition, but there are often delays in system ordering and delivery personnel tracking, resulting in lost orders. In particular, Foodpanda has difficulty making its ordering system user-friendly compared to Uber Eats, which allows for the visual ordering, pick-up, and cancellation of orders. As many customers use multiple platforms to order food, an easier platform will have an advantage in the delivery industry.

5.2 Management Implications

This study contributes to the field of management implications by providing evidence that supports the hypotheses proposed in this study. The results of this study are significant, as they provide insight into the trends driving the rise of delivery platforms in recent years. This study was motivated by the need to explore consumer-related inquiries in the context of delivery platforms. The research framework was constructed from the perspective of planned behavior theory or the technology acceptance model derived from it. The results of this study provide useful information for managers and decision makers in the delivery platform industry to better understand consumer behavior and improve user experience.

This study aimed to understand the impact of O2O experience on consumer behavior in the context of the rising trend in delivery platforms. This research focused on the consumer perspective to understand how new business models and consumption patterns impact the use and adoption of delivery platforms. The findings of this study can be used by managers and decision-makers in the delivery platform industry to better understand consumer needs and design or develop business models accordingly. In terms of future management implications, this study suggests that companies should explore diversified directions or standards to understand the trends of delivery platforms and formulate strategies or change business models for the overall development direction of delivery platforms in the future.

5.3 Theoretical Implications

This study mainly used immersion theories to explore user experience on delivery platforms, as it is a new form of e-commerce platform that has become increasingly popular in recent years, particularly in the food and beverage industry. The study's main focus is on the technology acceptance model and its application to delivery platforms, as it is the main tool for understanding the user experience on these platforms. This study provides a basis for future studies on delivery platforms and can serve as a reference for future research. The technology acceptance model can be further discussed in future research to better understand consumer psychology and behavior, provide insights for companies and managers in the industry, and discover new results that can inform academic and corporate strategies.

5.4 Future Recommendations

This section integrates the results of the quantitative analysis and presents suggestions for future scholars in this field of study. These recommendations can be considered by the industry and serve as a reference for future academic research.

For many new types of technological products, product innovation is often explored from the consumer's point of view. However, this study found that, for future scholars researching new business models or new products, it may be beneficial to explore from the perspective of product analysis to better reflect the value and feelings of the product. If research is based on consumer behavior, it can be influenced by societal factors, but by exploring it from a different angle, it may help avoid errors in empirical research and re-verify established facts. Future researchers should explore relevant topics from different perspectives or through different management theories.

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Conflicts of Interest

The authors confirm that there are no conflicts of interest.

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