The extrinsic and intrinsic motivational approach in continuance intention to use food delivery app

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Introduction
Given the rapid development of mobile technologies and the changes in modern consumption, moderated by the global COVID-19 pandemic, food delivery applications (FDAs) has significantly accelerated the transformation of the food and beverage sector (Chotigo & Kadono, 2021; Kumar, Jain, & Hsieh, 2021). With just a few taps into their smartphone, customers can easily and effectively have a meal from a wide range of restaurants right to their doorstep by using FDA. This sort of application is among the fastest-rising categories of mobile applications (Silva, Dias, & Rodrigues, 2022). The worldwide revenue of FDA is estimated to increase to USD 320 billion by 2029 worldwide (Curry, 2022). The rise of FDA has
resulted in new food consumption habits and a change in expectations among consumers (Kumar et al., 2021; Ramos, 2021; Silva et al., 2022).

However, despite the explosive growth after the pandemic, delivery platforms face challenges in building a stable customer base and generating profits. Consumers nowadays are becoming less loyal to a single FDA provider because of the homogeneity among FDA platforms (J. Wang, Shen, Huang, & Liu, 2021). Since there is almost no difference in the features of the same product on different service providers, customers tend to hop between apps to find the best options or faster delivery. To break this deadlock, the drivers that encourage consumers' stickiness toward the FDA, especially after the pandemic, are essential to understanding.

Besides, while previous studies have predominantly focused more on extrinsic motives, such as usefulness, for technology use by using the technology acceptance model (Al Amin et al., 2020; Silva et al., 2022) or unified theory of acceptance and use of technology (Agarwal & Sahu, 2022; Lee, Sung, & Jeon, 2019; Ramos, 2021; Zanetta et al., 2021), we argue that intrinsic motives are equally critical for the use of FDAs. To better understand the factors that influence the continued use of FDAs, this study integrates both extrinsic and intrinsic service attributes. The extrinsic aspect is conceptualized by three dimensions of the IS success model: system quality, information quality, and service quality. Regarding the intrinsic aspect, our proposed model highlights the importance of emotional attachment to explain why people continue to use FDAs.

**Research design, approach and method**

To examine these factors, the study utilized a quantitative research approach. The proposed conceptual framework by a quantitative cross-sectional study of 418 FDA users worldwide. We used pre-validated measurements for the constructs from previous research and adapted them based on the context of the FDAs. Specifically, information quality, system quality and service quality were operationalized with four items borrowed from Wang (2008) and Wang, Tseng, Wang, Shih, and Chan (2019). Emotional attachment is measured by Thomson, MacInnis, and Whan Park (2005). Continuance intention is adapted from Al Amin, Arefin, Alam, Ahammad, and Hoque (2021) and Y.-S. Wang et al. (2019). These items were measured using seven-point Likert scales ranging from 1 (strongly disagree) to 7 (strongly agree). The online survey was distributed on the Prolific platform.

**Data analysis and findings**

The study utilized structural equation modelling (SEM) to test the measurement model and then the structural model. Smart-PLS 4 were employed to conduct the analysis. Various tests were performed to validate the data, including confirmatory factor analysis, reliability, and validity. The research model was confirmed by investigating the significance of path coefficients. The study found that system quality, information quality, and emotional attachment directly significantly influence the continued use of the FDAs.
Theoretical and managerial implications

The study contributes to the growing topic of continuance intention for online technologies, specifically in food delivery services. Moreover, this study contributes to the updated IS success model by DeLone and McLean (2003) by explaining users' continuance intention regarding FDA. The results of this study also provide insights into the theoretical mechanisms that explain the combined effect of extrinsic motives and intrinsic factors on users' continuance intention to use advanced mobile technologies.

The findings also provide various practical implications for app designers and marketers to incorporate both technical and emotional experiences to foster a strong bond with users, resulting in continuous usage. For technical experiences, the finding suggests that service providers should prioritize their resources to ensure information accuracy and timeliness in their platform to enhance information quality. For example, they can frequently check and confirm the information of restaurants provided on their platform, consisting of business hours, holiday hours, restaurant promotions, and certificates, to detect any false or misleading information which may cause consumers frustration. The real-time delivery updates information can be helpful for consumers; that allow them to track the live progress of a delivery service. To enhance system quality, apart from updating the efficiency performance of the system, FDA providers should simplify the customers' order process. For instance, customers can feel at ease sorting and comparing products across restaurants on the platform.

Regarding emotional experiences, FDA service providers should provide more hedonic values to their users. Affect-rich products would be anticipated to provoke stronger emotional attachment that makes individuals more reluctant to give up the product. Our findings also have implications for an app designer to re-evaluate the design of their core components to elicit users' emotions while using the platform. Furthermore, marketers should work on the initiatives of affective-based marketing by using FDA. Promotional strategies can concentrate on how emotional to order foods via the app.

References


