A Study on Consumer Intentions for Continuous Adoption of Mobile Food Delivery Application through Attitude and Motivation using SAMS Model

Densingh Joshua Israel[1] , Monika T[2]

[1] Associate Professor, [2] Research Scholar
[1, 2] (School of Management, Hindustan Institute of Technology and Science, Chennai)

densinghji@hindustanuniv.ac.in

ABSTRACT

Abstract. With the rapid evolution of the digital age, the culinary landscape has witnessed a profound transformation, largely facilitated by the emergence of Mobile Food Delivery Aggregator (MFDA) apps. These innovative platforms have redefined the way consumer's access, explore, and indulge in a diverse range of culinary delights. MFDA apps have successfully bridged the gap between consumers and a multitude of restaurants, food trucks, and local food vendors, providing a seamless and efficient interface for ordering and delivering food. The consumer's intention to use MFDA app in the post adoption stage of food delivery model using MFDA app. The consumer intentions of loyalty or repurchase or continuance usage can be understood through the consumer's decision-making process that is from last stage of the purchase process, Post Purchase Behaviour. The consumer's intentions were studied using the psychological model SAMS which compromise of following variables Satisfaction, Attitude, Motivation, Attitude, and subjective norms (SAMS). Variables were analysed using SEM modelling and smart PLS. With an interesting output of attitude as an antecedent to motivation leading to a behaviour.

Keywords: Mobile Food Delivery Aggregator, Satisfaction, Attitude, Motivation, Subjective norms, Decision-making process and continuous usage of MFDA apps.

1   INTRODUCTION

The consumers adopted the MFDA app after understanding about the MFDA app that solves the problem of food delivery. Simultaneously, consumers had other options of food delivery and eating out were open to choose. The other alternatives of the MFDA app were food delivery channels through the telephone, restaurant websites, aggregator websites, a standalone app of the restaurant, eating-in, and personal walk-in for takea-way. If someone, considering using the MFDA app over the other stated alternatives then the MFDA app has to very strongly resolve the consumers' problems or push them

then the MFDA app has to very strongly resolve the consumers' problems or push them to use it through social, psychological, personal, and cultural factors. But if the consumers had felt the other alternatives were better, they could have switched to those services, leaving the MFDA app for food delivery.

## 2   CONCEPTUAL FRAMEWORK OF THE MODEL

To study the consumers behavior towards the Mobile Food Delivery Aggregator (MFDA) Apps. The consumers' use of mobile application channels for food delivery can be studied through consumers' decision-making process. The consumers' decisions are based on their needs and wants (Utilitarian Motivation and Hedonistic Motivation) and the satisfaction of their needs and wants (Confirmation and Satisfaction).   The consumers continue to use of MPFDA in the post-adoption if the app meets the needs and wants of the consumers and also satisfies consumers. The concept of consumers' loyalty or repurchase or continuance usage of the MFDA app channel of food delivery can be understood through the consumers' decision-making process.

2.1   Consumer Decision-Making Process and Food Delivery

Every purchase or non-purchase of a consumer is made through decision. The consumer purchase is based on solving consumers' problems. The problems of the consumers are their needs and wants. Products or services rendered in the market are the solutions. So, the purchase decision-making is based on solving the problem of needs and wants through products and services. It is more a cognitive (mind) and behavioral (physical) activity. The cognitive and behavioural activities in the decision-making were conceived as consumer decision-making process.

The decision to buy is complex. Every consumer's decision varies from each other but the process remains the same. The decision-making has five steps as seen in Figure 1 Need Awareness, Information Search, Evaluation of Alternatives, Purchase Decision, and Post Purchase Decision [1]. Every purchase decision has the involvement of the consumers. Consumer decision-making is not just as directed by the market. There are high and low involvement of consumers based on the needs and wants and the degree of satisfaction.

Source: Kotler & Armstrong, pg.152, 2012 [1]
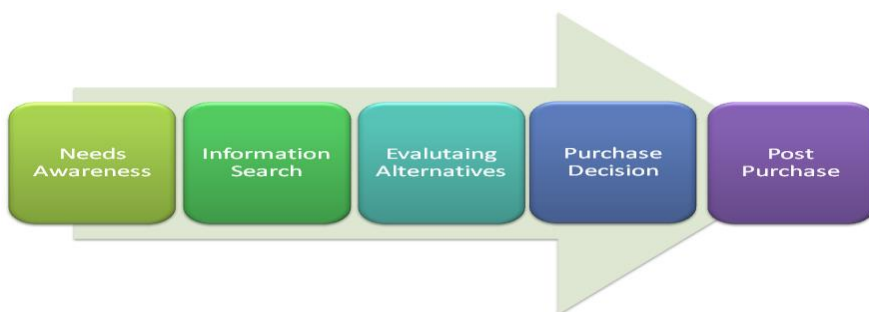
The consumers' recognition of their need and want of a product or service is the first stage of the process. The arising of needs and wants are based on the consumers Social factors, Psychological factors, personal factors, and Cultural factors [2]. Rani further states that these factors cause product or brand preference among consumers. The effect of these factors cannot be controlled by the marketers, it all can be understood by studying them as individual cases.

In the case of purchase of food delivery service, the consumers had felt the need and want for the service of food delivery. Then they searched for information on food delivery to their place and also the variety of food options. Followed by the need and want recognition and search of information, consumers had identified the mobile food delivery aggregator app to solve their problem of food delivery.

2.2   Consumer Intention of Continuous Usage of the Mfda App

The consumers adoption of food delivery by the MFDA app; has been processed and evaluated with the alternatives available in the market. So, the consumers' use of the MFDA app is a deliberate behaviour based on the influence of social, cultural, personal, and psychological factors. Among the factors, all the behaviours of the consumer are directed by psychological factors. So, in order to use the MFDA app the consumer should have the contribution of psychological variables Motivation (Hedonistic and Utilitarian), Attitude, Satisfaction, learning, and perception. Also, from the social impetus from the subjective norms to use and not to use the MFDA app. When there is a positive attitude, high motivation towards the MFDA app, and satisfaction with their services, then there will be purchase and continuous usage of the product.

The consumers experience with the MFDA app had influenced their decision to use and not use the service. Continuous usage is defined by a positive attitude, high motivation, and satisfaction of the consumer. So, the aggregator apps are trying to provide a better experience to the consumers in the functioning of the application, varieties of food, offers, and discounts. They had been trying to satisfy the consumers to retain them. If the consumers had not been satisfied then they quit the brand and even the product. However, the satisfied consumer will go for repurchase or continuance use. The dissatisfied consumer would look for more information to identify the alternatives that solve the problems in a better manner. So, if the consumers using or used for a few times are dissatisfied, then they do not give an assurance of their continuance usage. For the consumers to arrive at a conclusion of continuous use of the MFDA app, they should have a positive attitude, taken forward by motivation and satisfaction.

2.3   Measuring the Intention of Continuous Usage Using the Integrated Model Sams

The repeated purchase is the real test of the product. That whatever the expectation or motivation the consumer had on the product should be satisfied. The dissatisfied consumers would easily shift to other products or brands. So, for the continued adoption of the product should be useful, easy to use, should have minimum risk or

no risk, and should be able to solve the problems of the consumers (utilitarian and hedonistic motives).

The intention of the continuance usage can be measured by measuring the consumer's Satisfaction, Attitude, Motivation, and Subjective Norm (SAMS). There are many models that talk about technology adoption and measure them like Technology Acceptance Model (TAM), UTAUT Model, Technology Continuance Theory (TCT), Expectation Confirmation Model (ECM), and Cognitive Models [3]. Though they measure the technology adoption, they have failed to measure the motivation of the usage. Though these models predominantly use the attitude as their centre of influence of continuance usage, there are alternative reasons for continuance usage the motivation. The consumers could have a positive attitude but need not use the product or the service. The positive attitude doesn't directly influence the purchase or repurchase or usage of any product or idea.

According to the "The Theory of Reasoned Goal Pursuit" by Icek Ajzen and Arie W. Kruglanski, says that "*On close examination, attitudes, and subjective norms, the central motivators of intentions and behavior in the TPB, are insufficient to explain action initiation. People may well hold favorable attitudes toward a behavior, such as exercising, and they may also perceive social pressure to engage in this behavior, but unless they see exercising as a means toward a currently active goal, perhaps lowering blood pressure, they may neither form an intention to exercise nor initiate this behavior. The goal construct is meant to bridge this gap. Goals constitute a state of affairs or an outcome that people desire to attain through their actions (cf. Kruglanski, 1996, p. 600). Each goal has a magnitude reflecting its desirability, that is, the degree to which it is wanted, and it is also evaluated in terms of the likelihood that its attainment is within reach. Action is unlikely to be initiated unless the goal is sufficiently desirable and its perceived likelihood of attainment exceeds a certain threshold level. Goals are thus the central motivator of action*". [4]

Arie W. Kruglanski et.al, in their article published in 2018, "The Rocky Road from Attitudes to Behaviours: Charting the Goal Systemic Course of Actions", mentioned that "Liking is not wanting". The attitude refers only to the positive or negative evaluation or "liking" of an object or a state or an idea. It is clearly stated that liking an object is neither a sufficient nor a necessary condition for wanting it. It is not sufficient because, for instance, one may like what one possesses already in which case liking for that object may not produce wanting." [5]. That wanting or desire to have or motivation put the people into action towards the goal even in the conditioning of negative attitude. So, the Theory of planned goal pursuit advocates the motivation to persuade towards the goal even in the positive and negative attitude. When the attitude is positive but still without the drive of wanting, the consumers may not perform it. The intention to continue use of the MFDA app is goal-oriented mediated by motivation with the attitude as an antecedent.

Motivation plays an eminent role in action even the conditioning of a positive attitude to accomplish a task. The goal of the intention of continuous usage has to be driven by the motivation towards the product, the MFDA app unless there is a strong desire towards the goal and satisfaction of the same, the consumer wouldn't go for the repurchase. The goals of MFDA are utility and hedonistic in nature. The goal of

achieve the need-based task and experience the pleasure of using it. Utility and hedonism are the two basic motives of any purchase, so the purchase was done to accomplish these two goals of meeting the needs and pleasures.

The consumers desire to use the MFDA app can be measured using the utility and hedonistic motivation. According to the theory, attitude is an antecedent of motivation. That positive attitude would enhance the desire to achieve the goals of continuance usage.

2.4   Attitude Antecedent to Motivation

The Theory of Reasoned Goal Pursuit is an updated version of the model Theory of planned behavior. The TPB focused much on the attitude towards any given object. But had failed to explain the action orientation of the object. The action was pushed by the desire towards the object. Though there was a strong positive attitude towards learning a foreign language if there weren't a desire that benefits the people, they wouldn't pursue action [6]. Attitude and motivation are a strong combination of people's behavior towards any goal.

The attitude evaluates the product and services, to have a strong belief in them. In the study, attitude evaluates the MFDA app using Perceived Usefulness, Perceived Ease of use, Perceived risk, and subjective norm. These variables were commonly used in a technology adoption model (TAM) and other models. These evaluation variables were used to study the attitude towards an Information System. Whereas, same was adopted in the study to evaluate the mobile application and its usefulness in food delivery. It talks more about the mobile application, how it was built, how useful, and how user-friendly it was. However, the motivation emanates from the ability to meet certain needs and wants of the consumers. The study modelled intention to continuance usage of the MFDA app based on the theory of reason goal pursuit, attitude acts as antecedent to motivation and motivation acts as mediator between attitude and intention of continuance usage.

2.5   Satisfaction and Intention towards Continuance Usage

Any purchase is a decision to be made and the decision goes through a process. Even if it is a routine purchase it does have a process that evaluates and leads to a purchase decision. A purchasing process usually goes along with a strong purchase intention. This process involves a series of selections that take place through evaluation from choosing the type of retail outlet and specific brand or service to use. The consumer's purchase then leads to various outcomes. One such outcome is satisfaction as a result of direct experience of using the brand.

 Satisfaction will affect the consumer's beliefs about the brand develop a positive attitude towards the brand and give the intention to purchase again. Other outcomes are dissatisfaction and post-purchase doubt or dissonance about whether it was the

right purchase. In this case, dissatisfaction will lead to disbelief in the brand and end in a negative attitude. The negative attitude will lessen the intention or no intention of continuance purchase of that brand [7].

Satisfaction is a temporary experience with the product. Or it is an immediate cognition about the product after the use. The Expectation Confirmatory Model (ECM) was created on the foundation of the post-acceptance model to study the dynamics of user beliefs both positive and negative and attitudes in technology use and re-use [8]. ECM is about the consumers satisfaction with the services or products they have experienced. Many studies [8, 9 & 10] have proved the effectiveness of the model in explaining the consumers intention in the post-adoption behaviour of the consumers. The variables measured in the ECM are Confirmation, Perceived usefulness and Satisfaction which influence the intention of continuance usage.

According to the Expectation Confirmatory Model, the customers' continuance intent is rooted in their satisfaction with using the information system. However, confirmation of the expectation from prior use of the IS and the perceived usefulness affect the users' satisfaction. Unlike the TAM, the ECM pays attention to the factors that influence continuance and retention because an IS's viability and achievement are affected by continuous use rather than first-time usage [8 & 3].

As per the model and study, the consumers have expectations before using the MFDA app. Their expectations were about meeting their needs and wants. After using the product, if the consumers were confirming that their expectation had been met then they would be satisfied. If they were satisfied and delighted then they would go for the next purchase. Their satisfaction with the service and their high motivation towards MFDA keep food delivery sustainable in the market. Thus, paving the way for the creation of an integrated model to study the intention of continuance usage.

3   Sams Model – An Integrated Continuance Intention Model

SAMS emerged out of the integration of ECM and the Theory of Reasoned Goal Pursuit. The name SAMS had been given because it covers the important variables of study, Satisfaction, Attitude, Motivation, and Subjective Norm. The Theory of Reasoned Goal Pursuit and Expectation Confirmation Model has been explained above and how it influences the intention of continuance usage.

The logic behind integrating satisfaction, motivation, and attitude is;

Attitude evaluates the MFDA and develops a liking which is a long-term experience

Satisfaction is a short-term experience with the MFDA, that is the consumers immediate response after the latest experience with MFDA

Motivation drives the consumer towards MFDA based on the benefits enjoyed by using the MFDA app

So, the long-term experience, short-term experience, and the benefits enjoyed on acquiring the service determine the intention to continue use of the MFDA app.

This model can be related to four major theories and their constructs; theories of Motivation, Satisfaction, Attitude, and Societal influence. Based on the theories and

studies, the SAMS model has been developed. This conceptual model explains the continuance use of mobile food delivery aggregator applications.

The SAMS Model (Figure 2) was developed based on the theories and reviews, and they firmly support the influence of Satisfaction, Attitude, Motivation, and Subjective Norms (SAMS) on the intention of continuance of usage. Consumer behavioral intention of continuance usage of the MFDA app was a dependent variable and SAMS (Satisfaction, Attitude, Motivation, and Subjective Norm) were independent variables of this study. According to Cheung et al, of the four variables, Satisfaction, Attitude, and Motivation were the major consumer characteristics that enabled research to throw more light on the personal cognitive process in the adoption. Subjective norm throws light on the influence of the social factor or the reason for the behavior due to the influence of society.

These independent variables have their antecedents explained in Figure 2 Antecedents to Attitude were Perceived Usefulness, Perceived Risk, and Perceived Ease of Use. Antecedents to Satisfaction was Confirmation which confirms the consumers expectation before the satisfaction.

Figure 2. Hypothesized Model–An Integration of Continuance Intention

Source: Study – Model Developed for the Study
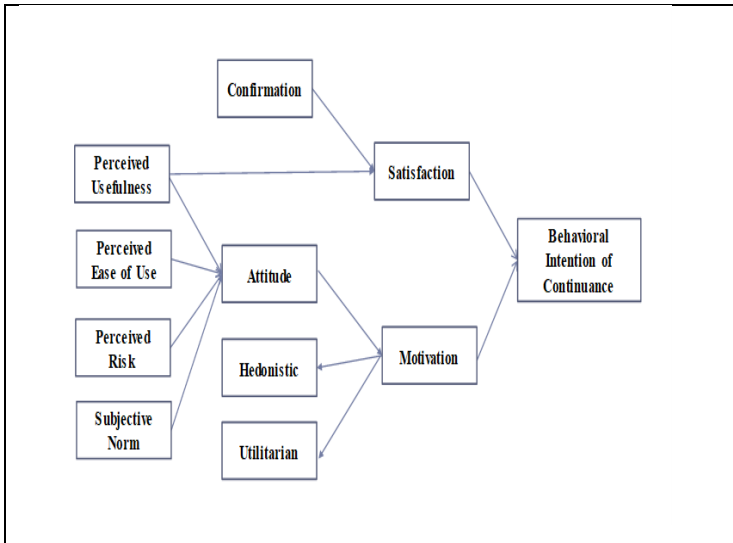
As pointed out above, subjective norm influences the behavioral intention of continuance usage of MFDA app through attitude. The influence or expectation of the social group, family, and reference group evaluates the products and creates a belief to

continue or not to continue. The TPB developed by Ajzen states that subjective norm strongly supports the attitude of the consumer on adoption and non-adoption.

3.1   VALIDITY OF SAMS MODEL

To develop and validate the conceptual model (SAMS) of consumer intention towards the continuance usage of mobile food delivery aggregator apps with respect to satisfaction, attitude, motivation, and subjective norms.

Table 1. Hypothesis on Sams Model

1_0a	The relationship between the attitude and intention to continuous usage is not mediated by Motivation (Hedonistic and Utilitarian)	Structural Equation Model-
1_0b	The relationship between the confirmation of expectation and intention to continue usage is not mediated by the Satisfaction	ling

Source: Study

The output represents the T value for the respective exogenous and endogenous variables along with their indicators. Since the T value [Table 2] seems to be above 1. 96 proves the data are fitted with the model. Hence the study proceeded towards the Structural Equation Modelling and the results are given below.

Table 2. T Test-Value Output of Sem

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude -> Motivation	-0.177	-0.186	0.057	3.125	**0.002**
Confirmation -> Satisfaction	0.505	0.525	0.109	4.632	**0.000**
Hedonistic -> Motivation	0.642	0.635	0.044	14.739	**0.000**
Motivation -> Continuance Intention of Food Delivery App	0.637	0.639	0.080	7.980	**0.000**
Perceived Ease of Use -> Attitude	0.279	0.279	0.088	3.180	**0.002**

| Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use -> Satisfaction	0.370	0.360	0.107	3.446	**0.001**
Perceived Risk -> Attitude	0.160	0.162	0.059	2.700	**0.007**
Perceived Usefulness -> Attitude	0.250	0.257	0.103	2.418	**0.016**
Satisfaction -> Continuance Intention of Food Delivery App	0.251	0.251	0.087	2.881	**0.004**
Subjective Norms -> Attitude	0.350	0.343	0.071	4.934	**0.000**
Utilitarian_ -> Motivation	0.659	0.674	0.068	9.735	**0.000**

Source: Survey
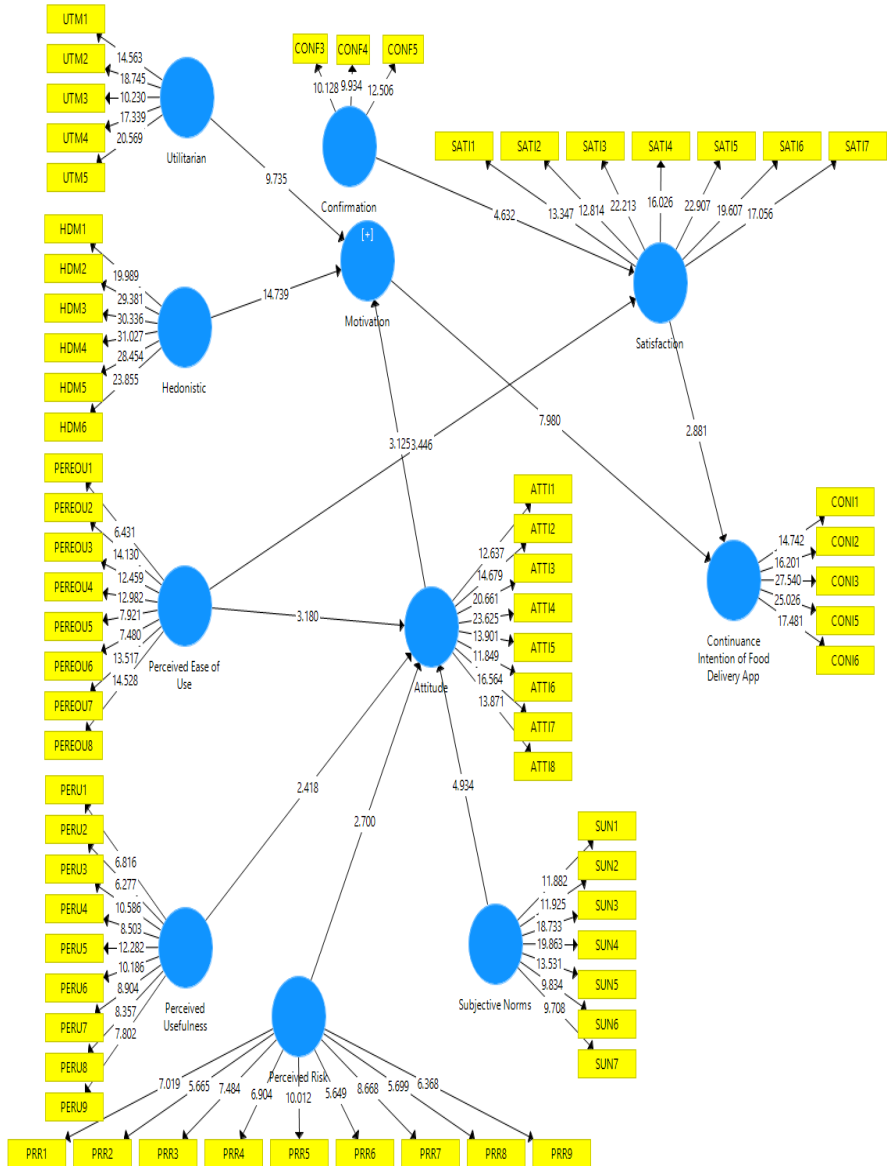
Figure 3. T-Test Report
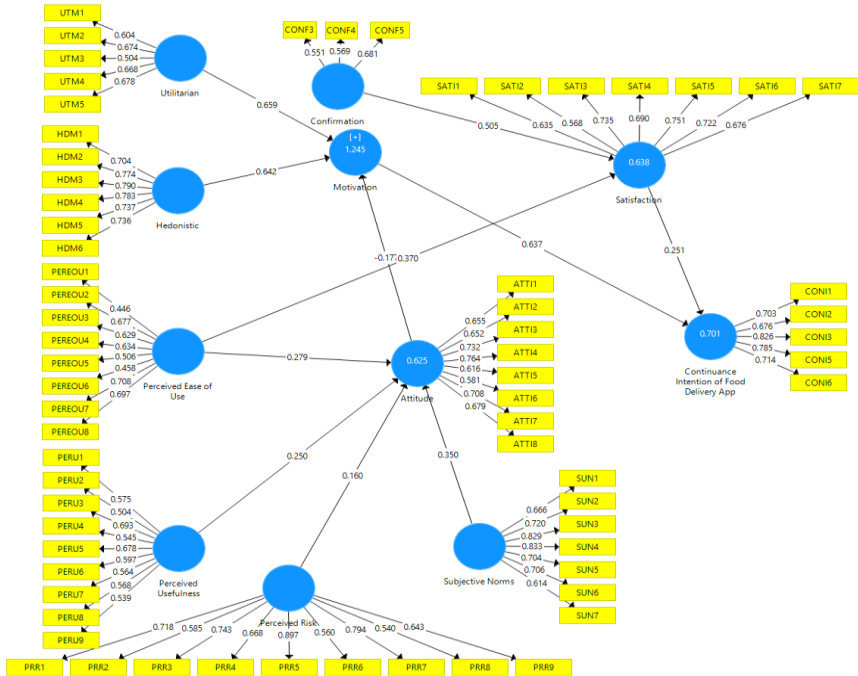
Source: Survey

Figure 4. SEM Model

Source: Survey

MODEL FITNESS

David Garson mentioned in his book "Partial Least Squares: Regression and Structural Equation Model" to analyze the model's fitness and the following tests were used in the Smart PLS [17]. They are as follows;

1.   R Square

2.   f Square

3.   Average Variance Extracted (AVE)

4.   Composite Reliability

5.   Cronbach's Alpha

6.   Discriminant Validity

7.   Collinearity Statistic (VIF)

8.   SRMR

Table 3. R Square Value

	R Square	R Square Adjusted
Continuance Intention of Food De-livery App	0.701	0.699

Source: Survey

Table 4. SRMR

Model Fit	Saturated Model
SRMR	0.084
Chi-Square	n/a

Source: Survey

The R square value is 0.70 for the study on Consumer Continuance intention towards food delivery. A value above 0.50 does explain 50% of the variable's behaviour is the dependent variable of the model. Whereas, the study has 70% of R square explaining the intention of continuance usage.

The F Square Value determines the relationship between two variables of the model. It is often considered to be close to the R square value. The study identifies the F square value as 0.643 which didn't have much difference with the R square. Hence the F square value affirms the relationship reliable for the study.

The Standardized Root Mean Square Residual (SRMR) measures the fit of the model. It measures the difference between the observed correlation matrix and the model-implied correlation matrix. If the SRMR value is below 0.08, it is considered a good fit for the model. Some scholars have extended the SRMR value up to 1.0. The study of SRMR value is 0.084 which again proves the study is theoretically and statistically fit. The Close is insignificant for the chi-square test and the SRMR value was 0.08 hence the model fits with the data.

4   Table 5. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability
Attitude	0.869	0.873	0.870
Confirmation	0.625	0.637	0.630
Continuance Intention of Food Delivery App	0.860	0.864	0.860
Hedonistic	0.887	0.889	0.888
Motivation	0.893	0.898	0.896
Perceived Ease of Use	0.803	0.829	0.816
Perceived Risk	0.896	0.901	0.890
Perceived Usefulness	0.824	0.829	0.824
Satisfaction	0.858	0.864	0.860
Subjective Norms	0.889	0.893	0.887
Utilitarian_	0.763	0.771	0.764

Source: Survey

The Cronbach Alpha should be above 0.60 to have the reliability of the model. It measures the internal consistency of the variables of the model. As per the study, the value of the Cronbach Alpha is above 0.60, and the average lies within 0.8. So, the model fit is proved through the value of Cronbach's Alpha values.

Composite Reliability is a lenient validity of the convergence of the variable and is also similar to Cronbach's Alpha. Here the value is also above 0.60 and the average stands at 0.8. Each variable validates the model by above 80% of its contribution.

Average Variance Extracted (AVE) is used to test both convergent and divergent validity. "AVE reflects the average communality for each latent factor in a reflective model. In an adequate model, AVE should be greater than 0.5 "[11 &12] and also greater than the cross-loadings, which means factors should explain at least half the variance of their respective indicators. In the analysis of the study, AVE is above 0.50, hence proving the model fit for the study on the intention of the continuance of the MFDA app.

The discriminant validity assessment has the goal of ensuring that a reflective construct has the strongest relationships with its own indicators (e.g., in comparison with any other construct) in the PLS path model [13]. The diagonal value of each variable

was the highest. Hence proving that its variables have the strongest relationship and establish the discriminant validity.

In the analysis of Collinearity, the Variance Inflated Factor (VIF) resembles the collinearity dependent variable. If the VIF value is 1 then it is not correlated, 2 -3 is moderately correlated and greater than 5 is highly correlated. In the collinearity analysis, the VIF value was less than 3 for the items of the variables. Hence it proves the fitness of the model for the study.

Table 2. Path Coefficient

Variable	ATT	CI	MOT	SAT
Attitude (ATT)				
Confirmation (CON)				0.505
Continuance Intention(CI)				
Hedonistic (HM)			0.610	
Motivation (MOT)		0.637		
Perceived Ease of Use (PEOU)	0.278			0.370
Perceived Risk (PR)	0.163			
Perceived Usefulness (PU)	0.247			
Satisfaction (SAT)		0.251		
Subjective Norms (SN)	0.352			
Utilitarian (UM)			0.558	

Source: Survey

The path coefficient value (Table 5.29.6) establishes the relationship between their related variables. This explains the path model with the values of its influences on their related variables. The relationship was established between the PEOU, PU, PR, and SN with the Attitude (ATT). The relationship between Satisfaction (SAT) the Confirmation (CON) was established with their respective values. Motivation with the formative variables - Hedonistic and Utilitarian motivations. Finally, the second level of the path was

established between Motivation and Satisfaction. Hence proving the path of the theoretical and SEM models were appropriate for the study. And same was supported by theories and studies like [4], [15], [6], [5], [7], and more.

Table 3. Specific Indirect Effect of Mediation

INDIRECT EFFECT OF MEDIATION	Specific Indirect Effects
Attitude-> Utilitarian Motivation-> Continuance Intention	0.355
Attitude -> Hedonistic Motivation -> Continuance Intention	0.388
Confirmation -> Satisfaction -> Continuance Intention	0.127
Perceived Ease of Use -> Satisfaction -> Continuance Intention	0.093

Source: Survey

The mediators are satisfaction and motivation according to the developed Structural Equation Modelling. It seems to be full mediation for both satisfaction and motivation. The direct effect is verified for satisfaction from confirmation to continuance and it seems to be insignificant. The indirect effect of satisfaction which is confirmation of satisfaction and satisfaction to continuance is significant. Hence, a full mediation effect is found. The same is inferred in the case of motivation. So, the direct effect of attitude to the intention of continuance usage is insignificant and with the intervention of motivation, it is significant. Therefore, motivation is also acting as a full mediator. This is second-order Structural Equation Modelling with double mediation.

5   CONCLUSION

Therefore, the hypotheses 19_0a and 190_0b have been disproved, accepting the alternative hypothesis.

H_a1a - The relationship between the attitude and intention to continuous usage is mediated by Motivation (Hedonistic and Utilitarian).

H_a1b - The relationship between the confirmation of expectation and intention to continuous usage is mediated by Satisfaction.

Table 6 on Path Coefficient reflects the motivation and satisfaction contribution on intention of continuance usage, Motivation (0.637) influences the intention to continuance of usage than satisfaction (0. 251). Also, in the motivation, the latent variables Hedonistic and Utilitarian motivation have their contribution towards the formation of the motivation. Of the motivation to intention to continue usage, hedonistic motivation is 0.610 and utilitarian 0.558 which is almost equal to the marginal difference towards the continued intention. It is interesting to observe that hedonistic contribution is higher than utilitarian motivation. This placed the food delivery service in a category that was not meant for the common needs of the consumers.

6   REFERENCES

1. Kotler, P. Armstrong (2012) "Principles of Marketing." pg 152
2. Rani, P. (2014). Factors influencing consumer behaviour. *International journal of current research and academic review*, *2*(9), 52-61. Reviewed on 16th January 2020
3. Liao, C., Palvia, P., & Chen, J. L. (2009). Information technology adoption behavior life cycle: Toward a Technology Continuance Theory (TCT). International Journal of Information Management, 29(4), 309-320.
4. Ajzen, I., & Kruglanski, A. W. (2019, July 25). Reasoned action in the service of goal pursuit. Psychological Review, 126(5), 774-786.
5. Kruglanski, A. W., Jasko, K., Chernikova, M., & Milyavsky, M. (2018). The rocky road from attitudes to behaviors: Charting the goal systemic course of actions. In *The Motivated Mind* (pp. 261-306). Routledge.
6. Zhao, L. (2015). The Influence of Learners' Motivation and Attitudes on Second Language Teaching *. 5(11), 2333–2339.
7. Loudon David, L., & Della, B. A. J. (2010). Consumer behavior. McGraw USA, 2004, pg 21 -25
8. Bhattacherjee, A. (2001), "Understanding information systems continuance: an expectation-confirmation model", MIS Quarterly, Vol. 25 No. 3, pp. 351-370
9. Bhattacherjee, A. and Premkumar, G. (2004), "Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test1", MIS Quarterly, Vol. 28 No. 2, pp. 229-254.
10. Oghuma, A.P., Chang, Y., Libaque-Saenz, C.F., Park, M.C. and Rho, J.J. (2015b), Benefit- confirmation model for post-adoption behavior of mobile instant messaging applications: a comparative analysis of KakaoTalk and Joyn in Korea", Telecommunications Policy, Vol. 39 No. 8, pp. 658-677.
11. Chin, W. W. (1998). The partial least squares approach for structural equation modeling. Pp. 295-336 in Macoulides, G. A. , ed. Modern methods for business research. Mahwah, NJ: Lawrence Erlbaum Associates.
12. Höck, Michael & Ringle, Christian M. (2006). Strategic networks in the software industry: An empirical analysis of the value continuum. IFSAM VIIIth World Congress, Berlin 2006. Retrieved 2/22/2009 from http://www.iblunihh.de/IFSAM06.pdf.
13. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (2nd ed), Thousand Oaks: Sage
14. Ajzen, I., & Kruglanski, A. W. (2019, July 25). Reasoned action in the service of goal pursuit. Psychological Review, 126(5), 774-786.
15. Weng, G. S., Zailani, S., Iranmanesh, M., & Hyun, S. S. (2017). Mobile taxi booking application service's continuance usage intention by users. Transportation Research Part D: Transport and Environment, 57(October), 207–216. https://doi.org/10.1016/j.trd.2017.07.023
16. Loudon David, L., & Della, B. A. J. (2010). Consumer behavior. McGraw USA, 2004, pg 21 -25
17. Garson, G. D. (2016). Partial least squares: Regression and structural equation models. Asheboro, NC: Statistical Associates Publishers.