

Continuance buying behaviour and customer satisfaction towards online food delivery services: Role of customer desire

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Abstract. This study examines the effect of expressiveness and entertainment value on the desire for Online Food Delivery Services (OFDS). Moreover, this study examined the effect of desire on the continuance of buying behaviour and satisfaction towards OFDS. This study adopted 241 Indian university students as the survey respondents, and the PLS-SEM technique was deployed for the data analysis. The study's findings reveal that the entrainment and expressiveness value of OFDS have positively and significantly influenced the desire towards OFDS. And desire significantly influences the continuance intention and satisfaction towards OFDS. This study offered theoretical and managerial implications that university students have taken as respondents for which the generalization of the study for other customers is not possible.

Keywords: desire; expressiveness; entertainment; continuance purchase intention; Online Food Delivery Services, OFDS

1 Introduction

The COVID-19 pandemic has changed consumer behaviour drastically, and that changed consumer behaviour and modified the firms' practices (Rout et al., 2022). The

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restaurant business across the globe has most affected by the crisis and closed their operations (Nakat & Bou-Mitri, 2021). During the lockdown, the restaurant industry identified a huge demand for food delivery to the home and arrested people safely. To tap the demand, online food delivery service (OFDS) firms were found to be the key players. The OFDS became a bridge between customers and restaurants. The customer mainly adopts the OFDS for convenience and to tackle the perceived health risk (Mehroliya et al., 2021).

The OFDS can be defined as "an independent firm with an online platform (Both web-based platform and mobile app), which takes orders from the consumers through a mobile app or website, communicate to the restaurants and deliver the food to the customers' doorstep through trained gig workers." (Troise et al., 2020). During the COVID-19 crisis, the OFDS became a necessary medium for customers for their dining experience at home and changed their food consumption habits of people. The behaviour of ordering food during a pandemic remains after the lockdown restrictions were withdrawn (Francioni et al., 2022). Hence, the OFDS emerged and was adopted immensely during COVID-19 became a trend after the crisis.

In India, the OFDS emerged before the COVID-19 pandemic. The Indian OFDS market is expected to increase by 9.5% CAGR by 2024 and generate USD 13,233m by 2024 (Dsouza & Sharma, 2020). The young population hugely adopts the OFDS in India due to technological advancements like affordable internet services, the adoption of smartphones, and the emergence of start-up firms (Gupta & Duggal, 2020). In the same vein, the Indian hugely adopted OFDS during the COVID-19 pandemic, and new customers were added during COVID-19. In post COVID-19 context, a large chunk of Indians used OFDS, and it became a more popular trend for many consumers due to convenience.

This consumer behaviour for OFDS in the Indian context in post-COVID-19 warrant research to deeply understand the OFDS users. There is ample research available that tried to understand consumer behaviour in India's context of OFDS pre and post-pandemic context (Dsouza & Sharma, 2020; Gupta & Duggal, 2020; Mohan & Gayathridevi, 2019; Chakraborty, 2021). During the post-pandemic, people seek entertainment and expressiveness factors while shopping as COVID-19 hugely hampered people's fun and social aspects. Moreover, customer desire, which is not studied in the context of OFDS, is also an important factor that influences the customers' continuance purchase intention and satisfaction level (Hsieh et al., 2022). Hence, these factors play an important role in particularly the post-pandemic era. Very little literature is available that addresses the impact of expressiveness and entertainment on customer desire in the context of OFDS in the Indian context.

Moreover, how the customer's desire affect the continuance of purchase intention and satisfaction in the context of OFDS is also unclear in the prior literature. Hence, in this premises, this study aims to examine the effect of two important factors, the expressiveness, and entertainment value of OFDS, on customer desire. Furthermore, this study examines the impact of customer desire on continuous purchase intention and satisfaction.

This study contributed to the theory by advancing the knowledge of OFDS in the post-pandemic scenario. In line with value consumption theory (VCT), this study conceptualised entertainment and expressiveness as values customers expect while ordering food through OFDS. This study also applied the uses and gratification theory (UGT) to understand the concept of entertainment. Further, this study conceptualised desire and established a positive relationship with the continuance of buying behaviour and satisfaction towards OFDS. This study also throws light on managerial implications. Managers can design their strategy by considering two important factors: entertainment and expressiveness, to improve the customers' desirability, which can satisfy new customers and continue buyers of OFDS. Existing customers can remain satisfied and continue with OFDS.

This study reviewed the prior research and used VCT theory and the concept of desire to propose hypotheses and proposed a conceptual model. In the next step, this study gathered primary data and empirically tested the model and, in the end, offered theoretical and managerial implications along with limitations and the future direction of this study.

2 Literature Review

2.1 Desire

Desire is "the motivational state of mind where in the appraisal and reasons to acts are converted into a motivational to do so" (Hsieh & Lee, 2022). Desire can be the proximal cause of behavioural intention (Perugini & Bagozzi, 2001). Desire plays an important role in a person's decision formation (Song et al., 2012). Several studies in various contexts concluded that an individual's desire highly influences the person's intention to do a particular job and decision-making (Chiu and Cho, 2022; Hsieh and Lee, 2022, Perugini & Bagozzi, 2001). In mobile shopping applications, desire plays an important role in customers' purchase intention (Hsieh & Lee, 2022). In this study, desire has been taken as a central construct in the context of online food delivery services. Based on the previous research, we argued that desire can be formed and leads to customer purchase intention and satisfaction while ordering food from OFDS.

2.2 Antecedents of desire

Expressiveness

Customers use various brands (products and services), and through this brand usage, they exhibit their identity i.e., who they are or want to be (Berger & Heath, 2008). Moreover, customers also represent themselves from which social group they belong through the usage of various brands (Belk, 1988; Xie et al., 2015). Based on the above literature, the expressiveness of customers can be defined as the perception of themselves as smart customers and earning social recognition (Hsieh & Lee, 2022). Expressiveness can be conceptualised based on value consumption theory (VCT), which states that customers choose brands and services are the function of multiple values, and ex-

pressiveness is the social value that customers seek. In contrast, choose a brand or service (Seth et al., 1991). The expressiveness value of customers enhances the shopping pleasure and experience (Xie et al., 2015). Hence in the context of OFDS, we proposed that expressiveness can influence the desirability of food delivery services. Thus, we deduced as follows:

H1: The expressiveness of the customers is positively linked to the desire for online food delivery services.

Entertainment

The uses and gratification theory (UGT) postulates that customers are conscious of the usefulness and entertainment opportunities while selecting an online platform for various purposes, including shopping (Abbas Naqvi, 2020). The entertainment value can be defined as customers expecting some sort of fun and happiness while involving themselves in shopping (Hsieh et al., 2021). Prior research suggests that shopping online through a mobile device is pleasurable and enhances customers' perceived entertainment (Dastane et al., 2020). CVT, in the context of online shopping, states that entertainment is an emotional value customers seek (Yang & Lin, 2017). Entertainment during online shopping can be derived through video, audio animation, and other content available on the website or mobile application of the service provider (Liu et al., 2019). Past research in online shopping has confirmed that customers' perceived entertainment value can influence shopping arousal, pleasure, and desirability (Liu et al., 2019; Hsieh & Lee, 2021). In this study, based on a previous study, we deduced that the content of the website and mobile app of online OFDS provider influence the entertainment value of the customer and that entertainment influence the customer desire. Hence we proposed the following:

H2: The entertainment value is positively linked to the desire for online food delivery services.

2.3 Consequence of desire

Continuance purchase intention and satisfaction

As previously discussed, desire is the motivational state of mind that involves appraisal and reasons to act. Many factors, like entertainment and expressiveness, can influence customers' desire during online shopping.

Continuance purchase intention can be defined as an individual's intention to continue using a product or service post-initial acceptance (Kumar and Sha, 2021). When the desire to shop is high, customers are more motivated to shop and purchase continuously (Kim & Song, 2020; Han et al., 2018). Previous studies argued that customer desire could lead to solid behavioral intention toward shopping (Haan & Yoon, 2015; Leyva-Hernández et al., 2021; Kang & Kim, 2012; Brewer & Sebby, 2021). In the context of mobile platforms, shopping desire leads to purchase intention (Hsieh & Lee, 2022).

Satisfaction can be defined as the overall positive perception of a brand or service provider. Past research is also linked to customer satisfaction. Customers who desire shopping are more satisfied, and intense desire customers are more positive towards the overall shopping process (Chen et al., 2020). From the above discussion, we concluded that, in the context of online food delivery service, when the customer desire is intense, the customers continuously order food through the mobile app and website of OFDS. The fierce desire also leads to satisfaction with online food delivery services.

H3: Desirability of online food service positively linked to continuance order behaviour

H4: Desirability of online food service positively linked to the customer satisfaction

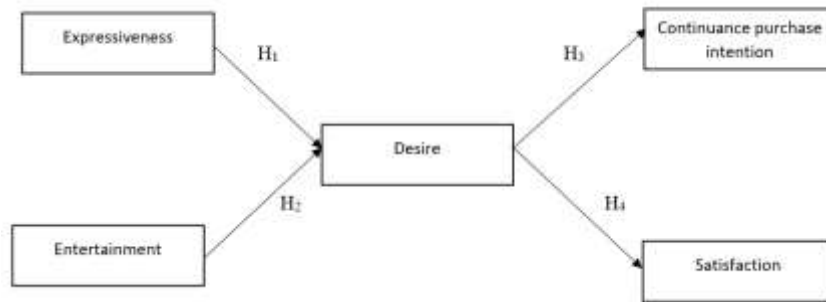


Fig. 1. Conceptual model

3 Research Design

This study is cross-sectional and has gathered primary data from 241 university students in India. By following the convenience sampling method, this study chose university students because they are young mass and they frequently used online services as compared to the other age group (Lubis, 2018) and previous studies in the context of OFDS also chose university students as their respondents (Francioni et al., 2022). This study adopted a web-based online survey to reach out to the students with a self-administered questionnaire. The online platform for the survey (Google Forms) has been adopted to conduct the study. The questionnaire has been divided into two parts. In the first part, the questions were related to the demographic profile of the respondents, and respondents were requested to choose the OFDS brands they used. In the second part of the questionnaire, the questions are related to the constructs of the study, and all the questions are anchored with a seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7), and respondents were requested to indicate their level of agreement for each question. This study adopted existing scales for the constructs from past studies; Table 1 contains detailed items of each construct and sources of the construct. To avoid potential bias during the survey, the confidentiality of data was guaranteed

for the respondents. And respondents have been assured that there are no right and wrong responses, and they are all free to respond to the questions with their perception of the research topic. To check the standard method variance, Harmon one factor analysis was performed. The first factor accounted for 14.778% variance, indicating that a single factor could not explain most of the variance; hence standard method variance is not an issue in this study.

This study floated 300 questionnaires, and after the survey, the incomplete responses were eliminated, resulting in 241 valid answers. This study found that the maximum number of respondents falls under the age bracket of 25-35. Of the male respondents, 42% (102 students) and 58% are female (139 students). 55% of respondents marked Zomato as their preferred OFDS, followed by Swiggy, the preferred OFDS brand, by 38%.

This study adopted partial least square structural equation modeling (PLS-SEM) for data analysis. As the study's objective is to predict the continuance of purchase intention and satisfaction through desire, desire will be predicted by two factors, expressiveness and entertainment; the PLS-SEM is the preferred tool for this study (Hair et al., 2011). The minimum sample size required for PLS-SEM is ten times the number of links to the inner or outer model (Kock & Hadaya, 2018). This study has four links hence the minimum sample size should be 40, and this study has taken 241 sample size, which is much larger than the minimum sample size. This study used the Smart PLS-4 software package to perform PLS-SEM operations.

4 Data Analysis

In this section, this study analyzed the measurement model and structural model of this study.

4.1 Measurement model assessment

Firstly, this study evaluated the reliability and validity of the constructs. To check the reliability of the constructs, this study checked the alpha value and all the constructs meeting the threshold alpha value of 0.7 (Nair & Das 2012), indicating all the constructs are reliable and internal consistency is present (see Table 1). Then this study calculated composite reliability (C.R.), and all the constructs have a higher C.R. value than the threshold value of 0.7(see Table 1). Factor loadings of each item are higher than the threshold value of 0.7(Hair et al., 2011), which indicates all the items are reliable (see Table 1).

This study calculated the average variance extracted to check the validity, indicating the construct's convergent validity. In this study, the AVE value for each construct is higher than the recommended value of 0.5 (Hair et al., 2011) (see table 1). Moreover, this study also checked the discriminant validity by calculating the HTMT ratio and HTMT ratio values for all the constructs are less than recommended value 0.85 (Henseler et al., 2015), indicating that discriminant validity is established (see Table 1).

Table 1. Validity and Reliability of the constructs

Constructs	Factor Loadings	Sources	alpha	Composite reliability	AVE	HTMT ratio
Expressiveness						
EXP1: I feel good about myself while ordering through OFDS.	0.881					
EXP2: I can be proud of my purchase while using OFDS.	0.789	Chandon et al., (2000)	0.877	0.811	0.765	0.43
EXP3: I feel like I am a smart shopper while using OFDS	0.931					
Entertainment						
ENT1: The ordering food through OFDS mobile app or website is fun.	0.881	Chandon et al., (2000)	0.791	0.821	0.764	0.31
ENT2: The ordering food via mobile apps and the website of OFDS is entertaining	0.768					
ENT3: The ordering food in mobile apps or the website of OFDS is enjoyable	0.881					
Desire						
D1: I wish to reuse a mobile app or website for ordering food in the future	0.779	Piçarra and Giger, (2018),	0.863	0.899	0.657	0.71
D2: My desire to reuse OFDS for ordering food is very strong	0.775					
D3: I would like to continue to use OFDS for ordering food in the future	0.821					
Continuance shopping intention						
CS11: I will use OFDS regularly in the future.	0.779	Li & Fang (2019)	0.823	0.789	0.548	0.61
CS12: I will frequently use OFDS in the future.	0.811					
CS13: I strongly recommend that others use OFDS to order food online.	0.812					
Satisfaction						
Sat1: Overall, I am satisfied with my experience with OFDS	0.871	Giovanis (2018)	0.886	0.884	0.765	0.41
Sat2: My decision to use the OFDS was a wise one	0.778					
Sat3: As a whole, I have enjoyed myself with the OFDS	0.881					

4.2 Structural model assessment

In this section, this study performed a complete bootstrapping to test the hypotheses. The hypotheses were tested at a 0.05 significant level and 0.001 significant level. The coefficient of determination value (R²) presented in Table 2 indicates that the R² value for desire is 0.623, which indicates that the model explains a 62.3 % variance in desire. Moreover, continuance purchase intention has an R² value of 0.557, indicating that 55.7% of the variance is explained by desire and 70.1% in satisfaction is explained by desire. All the hypotheses of this study were supported (see Table 3). In H1, expressiveness significantly and positively impacts desire (beta: 0.132, p: 0.04). Entertainment has a significant impact on the customer's willingness (beta: 0.332, p: 0.000), presented in H2 and it has a large impact as compared to expressiveness on desire. Furthermore, in H3, passion positively and significantly influences the continuance purchase intention (beta: 0.421, p: 0.000). Lastly, in H4, desire positively and significantly influences satisfaction (beta: 0.311, p: 0.000).

Table 2. Coefficient of determination (R²) value

Endogenous Construct	Coefficient of determination(R ²)
Desire	0.623
Continuance purchase intention	0.557
Satisfaction	0.701

Table 3. Hypothesis testing result

Hypothesis	Beta coefficient	T-value	p-value	Decision
H1: Expressiveness-> Desire	0.132*	2.145	0.041	Supported
H2: Entertainment-> Desire	0.332**	4.771	0.000	Supported
H3: Desire-> Continuance purchase intention	0.421**	6.121	0.000	Supported
H4: Desire-> Satisfaction	0.311**	4.888	0.000	Supported

*sig.<0.05, **sig.< 0.01

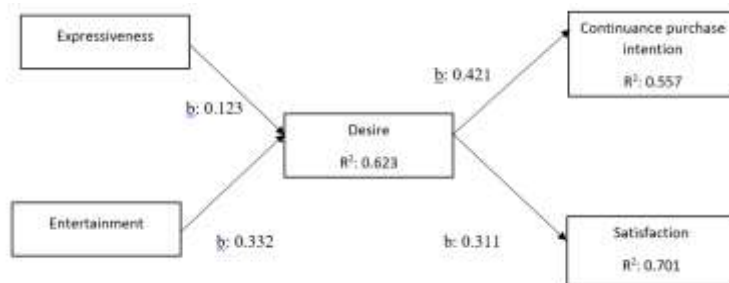


Fig. 2. Results of the model

5 Discussion

The study aims to examine the impact of expressiveness and entertainment on desire and also seeks to examine the impact of desire on continuance purchase intention and satisfaction towards OFDS in the Indian context. This study found all the effects are positive and significant. The current study contributes to the knowledge of consumer behaviour toward OFD in the Indian context. It helps Indian OFDS firm managers broaden their understanding about customer desire and its consequence and help managers to plan action to increase the desirability of the customers towards OFDS.

5.1 Theoretical Implication

Drawing on VCT, this study conceptualised expressiveness as a social value that customers needed when they ordered food from OFDS firms. The expressiveness positively and significantly impacted the customer desire, and this finding is in line with the previous study (Hsieh & Lee, 2022) when the usage of OFDS gives the customer an identity in their social group and using OFDS can make feel a customer competent in the current scenario, then desirability towards OFDS will be high.

Secondly, drawing on CVT and UGT, this study conceptualised entertainment as an emotional value and concluded that the entrainment value of OFDS positively influences the desire towards OFDS, which is in line with a previous study (Hsieh & Lee, 2022; Hamouda, 2021). When customers feel fun and pleasurable while ordering food, the desire towards OFDS will be high.

Thirdly, this study found that desire positively impacts continuance purchase intention, which is a new insight, that when the desirability is high, customers are motivated to order food frequently. When the desire is high, new customers adopt OFDS and order food often. Furthermore, this study established a positive and significant relationship with satisfaction, which is in line with the previous study (Hsieh & Lee, 2022), which refers that when the desire is intense for the OFDS, after ordering and consuming food, the customers tend to be satisfied.

In summary, this study extended the CVT and UGT to OFDS context. Further, this study applied the concept of desire in OFDS, a novel contribution to the extant literature on OFDS.

5.2 Managerial Implication

This study's conceptual model profoundly helps managers understand customer behaviour towards OFDS. The first crucial factor managers need to consider is expressiveness or social value, which positively influences customer desire in the post-pandemic era. To generate social value for OFDS, the managers need to offer a smart and aesthetic experience while ordering food. The managers need to take care of the interface of the mobile app and website, the packaging of food, and the delivery system so that customers feel good and express their identity as savvy customers among their peers. Next, the managers need to design advertising and manage customer relationship management (CRM) so that customers feel connected with the brand and generate self-

expression of the reputed and important customer for the firm. Secondly, managers need to consider entertainment as a factor that can immensely influence customer desire. The managers can design practical and highly entertaining promotion strategies like in-app promotion of restaurants and various cuisines so that customers feel fun while ordering food. Managers need to continuously improve some features of both the mobile app and website of OFDS, filters, ratings, delivery time and discounts to give a sense of fun and curiosity while ordering food. Further, when the desire is high, the customers will order food frequently and become satisfied. This helps managers build a recurring revenue model for the OFDS firms, allowing firms to become competitive in the industry.

6 Limitations and future research

Few limitations are noted in this study. This study chose university students as a sample, which is a constraint for generalization, and findings may vary for other social groups. This study also took a small sample size, which is not ideal for the target population. This study is limited to the Indian context; hence, generalization is impossible from a global perspective. Future research can take various social groups of consumers to a better and broader insight into consumer behaviour towards OFDS. Future research can further extend the proposed model by incorporating important factors like functional value, economic value, and hedonic value, which may influence customer desire. Future research can include moderators like gender and age group to understand the groups better. Further, future research can conduct experimental research to manipulate various aspects of expressiveness and entertainment value of OFDS and check its effect on desire towards OFDS.

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