



# **Factors affecting the Intention to use and use of Mobile delivery applications in South Africa**

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## Plagiarism declaration


I, Isabel Sarurai Musakwa, declare that “Factors affecting consumer acceptance and *use of Mobile Delivery Applications in South Africa*” is my original work and that this thesis has not previously been submitted in its entirety or part for academic examination.

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November 2021




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Signature.....

Date:..... 15 November 2021

Approved by: Dr Fazlyn Petersen

Main Supervisor

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Date... 15/11/2021 .....

## Abstract

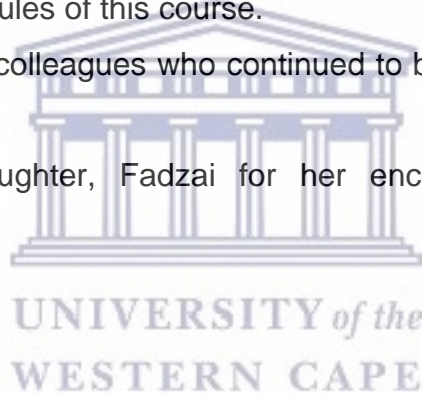
During the global 2020 COVID-19 outbreak, mobile delivery service applications became prevalent as they facilitated consumer access to groceries. Research has shown increased use of mobile delivery service applications in developed countries. This contrasts with research in developing countries, like South Africa, where usage is still low. Previous research has failed to address why consumers in developing countries use mobile delivery service applications at a lower rate. Hence, this case study investigated customer experiences using a South African retailer mobile delivery service application. The Unified Theory of Acceptance and Use 2 (UTAUT2) was used as a theoretical basis. Qualitative data were analysed from 4159 Google Play Store customer reviews, using thematic content analysis. Reviews were anonymised, coded, and categorised according to the UTAUT2 model constructs. The results revealed that performance expectancy, effort expectancy, facilitating conditions, and hedonic motivation prominently affected the use of the mobile delivery service application. Social influence, habit, and price value did not affect the usage intention of mobile delivery service applications. The findings will help bridge the gap in the literature and may assist retailers in creating appropriate development strategies for mobile delivery service applications.

**Keywords:** mobile delivery applications, acceptance and use, Unified Theory of Acceptance and Use 2 (UTAUT2), South African retailers

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- My friends and colleagues who continued to believe in me and encouraged me.
- Finally, my daughter, Fadzai for her encouragement and motivation.



## Dedication

To my daughter and family, for all the love and motivation.



## Abbreviations and acronyms

Abbreviation	Expansions
App	Application
BI	Behavioural intention
DPI	Diffusion of Innovation Theory
GPS	Global Positioning Systems
ICT	Information and Communication Technology
IoT	Internet of Things
IS	Information Systems
IT	Information Technology
UTAUT	Unified Theory of Acceptance and Use

UTAUT2	Extended Unified Theory of Acceptance and Use
TAM	Technology Acceptance Model
TAM2	Extended Technology Acceptance Model
TOE	Technology Organisation Environment Theory of
TPB	Planned Behaviour
TRA	Theory of Reasoned Action
TTF	Task-Tech Fit
WHO	World Health Organisation



## Contents

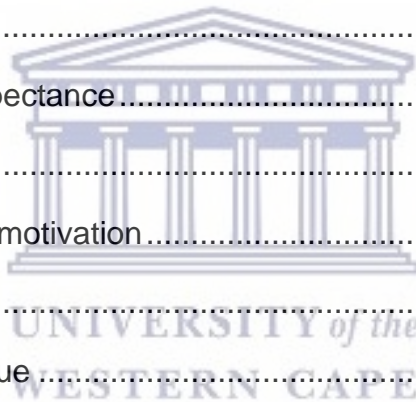
Plagiarism declaration.....	ii
Abstract.....	iii
Acknowledgement.....	iv
Dedication.....	v
ABBREVIATIONS AND ACRONYMS.....	vi
List of Tables.....	xii
List of figures.....	xiii
Chapter 1. Introduction and overview of the study.....	1
1.1 Introduction and background.....	1
1.2 Mobile delivery service.....	5
1.3 Research problem statement.....	6
1.3.1 Research questions.....	7
1.3.2 Research objectives.....	8
1.4 Significance of the study.....	9
1.5 Delineation of the study.....	10
1.6 Ethical considerations.....	10
1.7 Layout of chapters.....	10
Chapter 2: Literature review.....	11
Chapter 2: Literature Review.....	14
2.1. Introduction.....	14
2.2 Mobile Applications.....	14
2.3 South African online shopping.....	15



2.4 Theoretical Frameworks for technology acceptance and use.....	16
2.5 Theoretical model .....	20
2.5.1 Performance expectancy.....	23
2.5.2 Effort expectancy.....	24
2.5.3 Facilitating conditions .....	24
2.5.4 Hedonic motivation.....	25
2.5.5 Price-value .....	25
2.5.6 Social Influence .....	25
2.5.7 Habit.....	26
2.6 Chapter Summary .....	26
Chapter 3. Research methodology.....	27
3.1 Introduction .....	27
3.2. Research Philosophy.....	28
3.3 Research Design .....	29
3.4. Research Approach.....	30
3.5. Research Strategy.....	32
3.6. Research Method .....	33
3.7. Time horizon.....	34
3.8 Data Collection .....	34
3.9 Population and Sample size .....	36
3.10 Data Analysis.....	36
3.11 Importance and limitations of the study .....	37
3.12 Validity and Reliability.....	37
3.13 Ethical Considerations .....	38



3.14 Chapter summary .....	39
Chapter 4: Research findings and discussion .....	40
4.1 Introduction .....	40
4.2 Results analysis .....	40
4.3. Facilitation Condition .....	44
4.3.1 Technical challenges .....	44
4.3.2 Customer Service .....	47
4.4 Performance expectancy .....	48
4.4.1 Summary of performance expectancy .....	51
4.5 Effort expectance .....	51
4.5.1 Summary of effort expectance .....	52
4.6 Hedonic motivation .....	53
4.6.1 Summary of Hedonic motivation .....	54
4.7 Price-value .....	54
4.7.1 Summary of Price-value .....	55
4.8 Social Influence .....	56
4.8.1 Summary of Social influence .....	57
4.9 Habit .....	57
4.9.1 Summary of Habit .....	58
4.10 Discussion .....	58
4.11 Chapter Summary .....	62
CHAPTER 5: RECOMMENDATION AND CONCLUSION .....	63
5.1 Introduction .....	63
5.2 Synopsis of the study .....	63



5.3 Contribution of the study.....	64
5.4 Limitation of the study.....	65
5.5 Recommendation for future work.....	65
5.6 Conclusion.....	66
5.7 Chapter Summary.....	67
6. References .....	68
Appendix A: Examples of mobile delivery apps.....	83
Appendix B: Examples of categorised reviews.....	86



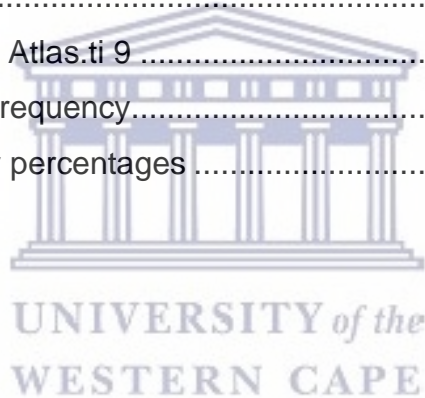
## List of Tables

Table 1 Research questions and sub-questions alignment with research objectives .....	8
Table 2 Review categories .....	42
Table 3 Summary of findings regarding success and concerns with support .....	45
Table 4 Summary findings of application usefulness.....	48
Table 5 Summary of findings of effort expectance .....	52
Table 6 Summary findings of hedonic motivation .....	53
Table 7 Summary findings of Price-value .....	54
Table 8 Summary findings of social influence .....	56
Table 9 Summary findings of Habit .....	57



## List of figures

Figure 1 Thesis Chapter outline.....	11
Figure 2 Examples of mobile applications .....	15
Figure 3 Adopted by author from Venkatesh Thong and Xu (2012:160) .....	20
Figure 4 Research process onion. (Source: Source: Lewis, Saunders and Thornhill, 2009: 130) .....	28
Figure 5 Research framework: (Pasmawati et al., 2020).....	32
Figure 6 Uploaded pdf of online customer reviews.....	35
Figure 7 Coded reviews.....	36
Figure 8 Review categories in Atlas.ti 9 .....	41
Figure 9 Reviews categories frequency.....	43
Figure 10 Category frequency percentages .....	43



# Chapter 1. Introduction and overview of the study

## 1.1 Introduction and background

On 11 March 2020, the World Health Organisation (WHO) declared the coronavirus (COVID19) outbreak a pandemic given its severe global impact (WHO, 2020). According to Zhu, Chou and Tsai (2020), supply chains worldwide were faced with significant disruptions and difficulties adjusting to the new demands of a locked-down world. The author further noted the need for businesses to expand into the online space or offer home deliveries. Though online delivery service has been around for quite some time, it has mainly been in chain restaurants, with individual restaurants following, and lastly, grocery stores in the 21<sup>st</sup> century (Collison, 2020).

Increased global competition requires firms to develop strategies that promote sustainable business performance and profitability through proper coordination, collaboration, integration, digitalization, and technologies to meet customer needs (Iddris, 2018). Digital supply chain network is the traditional supply chain implanted in a layer of modern and advanced technology, with such technologies as Artificial intelligence, the Internet of Things (IoT), robotics, sensors, and big data (Borgi *et al.*, 2018). In a digitally connected logistics process (e-logistics), all supply chain partners receive information, and any changes are real-time, acting on them and keeping the supply chain running and profitable. Real-time information sharing promotes automation and maximizes revenue by reducing the chances of stock-outs. Collecting and processing Big data can optimise delivery routes based on traffic congestion or road accidents, thereby enabling timely delivery of orders (Sandeep *et al.*, 2021).

Globally, electronic commerce (e-commerce) and mobile commerce (m-commerce) sales are estimated to reach nearly 4.9 trillion in 2021, a 14% increase compared to 2020. Fatoki (2020) defined m-commerce as shopping through smartphones and tablets. Cullen and Kabanda (2018) stated that e-commerce involves using the computer to shop online. Due to the increase in COVID19 cases, the lockdowns imposed in many nations saw the surge

in demand for online shopping, and supply chains had to adapt to meet the demand for home delivery (Odunayo and Victor, 2020). In the age of the pandemic, the need for mobile delivery is increasing, with China's online mobile delivery service orders surging 20% in January 2020 alone (Collison, 2020). Consumers globally differ in online shopping frequency (Makhitha, Scheers and Mogashoa, 2019). The leading e-commerce platforms worldwide also vary by region and include platforms that are now household names, such as Amazon (USA), Alibaba (China), and Flipkart in India (Li, Miroso and Bremer, 2020). Leaders in online shopping are considered in developed countries like the UK, China, and the USA while developing countries lag due to a lack of infrastructure (Li, Miroso and Bremer, 2020). Okonkwo (2019) said that despite the increased penetration of mobile devices in Africa, mobile apps usage is still low.

Muangmee *et al.* (2021, p. 1297) described a mobile delivery service application as:

“An online-to-offline mobile service that provides a means for convenient and efficient online ordering and offline delivery of goods and services”.

According to Oh, Kim and Moon (2010, p. 327), “an App is an abbreviation for application, and the term includes all software running on operating systems”.

New users of mobile delivery service applications are mainly attracted by the fact that they do not need to go out of their homes to buy food and beverages; they can complete the purchase and make payment on the app (Prasetyo *et al.*, 2021). The rise in delivery applications has revolutionised how mobile suppliers and consumers interact (Nguyen, 2019; Muangmee *et al.*, 2021). In the last few years, China has experienced the most considerable growth in e-commerce having sales worth \$1. 935 trillion in 2019 compared to the USA, the second-largest market with \$586.92 trillion in sales (Li, Miroso and Bremer, 2020). Calvo-Porrall and Pesqueira-Sanchez (2020) have attributed the increased technology usage in the past decade to digitalisation and interconnected networks providing people with more accessible means of obtaining information, entertainment, social activities, and interactions. Collison (2020) and Nguyen and Vu (2020) further supported this emphasizing that as the COVID19 pandemic continues to affect the world

over, the demand for non-contact or “leave at the door” delivery would likely follow the example of China and expand considerably.

Ngubelanga and Duffett (2021) mentioned that growth in mobile application innovations has resulted in businesses realising the potential of increase in smartphone usage. With more new online delivery applications likely to spring up with the COVID19 restrictions, Jenvey (2020) emphasised that ultimate winners are those that can win consumer trust with consistent excellence in fulfillment and online delivery percentage. Zhang, Abound Omran and Cobanoglu (2017) and Calvo-Porrall and Pesqueira-Sanchez (2020) noted that different variables might affect the use and engagement with technology. According to Taherdoost (2018), understanding individual technology acceptance is helpful in future developments and growth.

The acceptance and use of mobile delivery applications have been researched in many countries, in Indonesia (Prabowo and Nugroho, 2019), Thailand (Limsarun, Navavongsathian and Vongchavalitkul, 2021; Muangmee *et al.*, 2021). The research was also done on mobile delivery applications in China (Zhao and Bacao, 2020), in Korea (Song, Jeon and Jeon, 2017; Lee, Sung and Jeon, 2019), in Brazil (Christino *et al.*, 2021), in USA (Son, Sun and Hughes, 2017; Keeble *et al.*, 2020), and Africa (Okwonkwo, 2019). Social factors could be critical factors in mobile app use and recommendation, such as lifestyle compatibility (Belanche, Flavián and Pérez-Rueda, 2020). However, Makhitha, Scheers and Mogashoa (2019) mention that consumers exhibit different buying behaviours in-store and online. Determining the attributes consumers consider when purchasing online enables retailers to implement appropriate marketing strategies.

Despite a worldwide increase in the application delivery sector, Christino *et al.* (2021) said many businesses have not adopted this technology. There is still a lack of research on the factors determining user acceptance and mobile delivery applications, especially in the mobile sector (Alalwan, Dwivedi and Rana, 2017; Lee and Yoon, 2017).



Rogers (1995) defines technology adoption as the decision to use innovation fully. Bouwman et al. (2005) defined adoption as the phase of organisational deliberate decision making to introduce a new system. On the other hand, Teo (2011) described acceptance as the willingness of a user to employ technology for the task it is designed to support. The author further noted that researchers must understand the forces that shape user acceptance to design and implement user-acceptable processes and reduce resistance. According to Knosrow-Pour (2005), acceptance is an individual's attitude, perceptions, and actions leading to innovation. Carr (1999) defined acceptance as the stage when an individual or an organization selects a technology for use. Users must first use technology like mobile delivery applications before results are sought (Venkatesh, Thong and Xu, 2016). While both adoption and acceptance refer to new technology introduction, adoption happens before acceptance (Kaldi, Aghaie and Khoshalhan, 2008). Based on these definitions, user acceptance instead of user adoption will be used in this study, focusing on user intention to use technology.

Many scholars have researched online shopping worldwide, but few have focused on South African consumers (Makhitha, Scheers and Mogashoa, 2019). Existing online research in South Africa has focused on online and offline clothing purchase (Cunningham and De Meyer-Heydenrych, 2018), an overview of online retailing (Goga, Paelo and Nyamwena, 2019), consumer attributes influencing online shopping (Makhitha, Scheers and Mogashoa, 2019), attitude towards electronic banking (Nkoyi, Tait and der Walt, 2019) and mobile banking overview (Chigada and Hirschfelder, 2017).

Literature shows that retailers need to understand mobile commercial channels, the lifestyle of consumers, and smartphone features to revolutionize the shopping experience (Ngubelanga and Duffett 2021). The authors further mentioned that the studies were conducted in developed countries. Further research is lacking in developing countries like South Africa to ascertain if the outcomes are the same (Veerasingam and Govender, 2017). Fernandes and Barfknecht (2020) support this view and posit that research on mobile shopping application behaviour is lacking. Alalwan (2020) indicated that research is lacking in understanding how the various features of the mobile delivery application affect customer satisfaction and intention of use. This study will investigate the factors affecting

mobile delivery application acceptance and use in South Africa. Its findings will contribute to the limited literature on mobile delivery applications acceptance and use in emerging countries like South Africa. This research will also provide retailers with valuable insights to increase the uptake of mobile delivery applications. In addition, the study validates the UTAUT2 in the acceptance of technology in the retail industry.

## 1.2 Mobile delivery service

Online mobile delivery is when goods are ordered and paid for online and subsequently delivered to the customer (Li, Miroso and Bremer, 2020). Online customers may need to meet specific minimum order quantity requirements to make a transaction (Banerjee *et al.*, 2019; Pijooos, 2021). Online mobile delivery service has been around for some time, and chain restaurants have created websites to order takeout (Collison, 2020). The author noted that services were limited to within the chain's restaurants, with individual restaurants following and lastly, grocery stores in the 21<sup>st</sup> century. Delivery service commonly has a fixed cost based on agreements made with the establishment and the distance between the shop and the customer address (Belanche, Flavián and Pérez-Rueda, 2020).

Online delivery requires a highly efficient and scalable real-time delivery service (Li, Miroso and Bremer, 2020). The authors noted that in some cases, businesses could use existing staff employed in other business departments to make the deliveries or use a specialised delivery team trained explicitly for this role. No minimum order value, a multitude of payment options, digital wallets, and cash on delivery have come as added attractions increasing consumer convenience (Banerjee *et al.*, 2019).

Big Data technologies and analytics in the mobile industry are helping mobile delivery applications to stay competitive by providing an understanding of consumer preferences and tastes (Correa *et al.*, 2019; Chen *et al.*, 2020). Iddris (2018) notes that data created by intelligent agents like mobile phones play an essential role in digitalizing the supply chain by sharing information between supply chain partners to improve productivity, efficiency, faster delivery, and better service.

Borgi *et al.* (2018) further note that with big data analytics, an organisation could predict how many delivery drivers are required on duty on a particular day, providing on-demand deliveries efficient, fast, and affordable. Anthony (2017) and Edwards (2017) agree that a mobile delivery application could monitor various elements like traffic, roadblocks in the route, climate conditions and give the shortest possible path to a delivery person using big data analytics systems. Users can also reschedule delivery times and track their orders using mobile applications. The application works within the context of online mobile delivery as they enable the ordering of mobile or groceries (Li, Mirosa and Bremer, 2020). Customer purchase data collected from mobile apps are used to create personalised marketing, determine product demand per supermarket, optimize grocery delivery bikers' routes by processing data to find alternative delivery routes based on traffic congestion (Sandeep *et al.*, 2021).

OneCart, Checkers Sixty60, Pick n Pay's Bottles, and Zulzi are the leading players in online grocery delivery services in South Africa, and the primary differentiation between them is on multiple or single retail platforms customers can purchase from (Jenvey, 2020; Akabor, 2020). According to (Pijoos, 2021), Sixty60 is the leading application, with over a million downloads by March 2021 with Pick n Pay's Bottles application, an alcohol on-demand application that switched to groceries with the alcohol ban during the COVID19 lockdown occupying second place (Pijoos, 2021). Zulzi is a grocery, liquor, and medication application that enables consumers to order products from Woolworth, Pick n Pay, DisChem, and Clicks and pay R45 for delivery within an hour (De Villiers, 2019). The application experienced an increase in user registration with a jump from 40 000 users before the March 2020 lockdown to 200 000 users as of March 2021 (Pijoos, 2021).

### **1.3 Research problem statement**

South Africa has the third-highest global percentage of mobile connections with a 58% rate in electronic commerce in 2020 and more than 50% of the electronic business occurring via mobile devices payment (Ngubelanga and Duffett, 2021). A report by BusinessTech (2019) shows that 63% of shoppers in South Africa prefer brick and mortar

grocery store shopping, and the total retail spend online was just 1 - 2% in 2017 (Goga, Paelo and Nyamwena, 2019). While online shopping is increasing, most consumers search for products online but purchase in-store (Makhitha, Scheers and Mogashoa, 2019). Despite the increased penetration of mobile devices, the acceptance and use of mobile applications in Africa, including South Africa, have been low (Okwonkwo, 2019). The author further stated that factors affecting the acceptance and use of mobile applications are not known. Scholars have investigated online shopping acceptance and use globally, but few have focused on South African online consumers (Makhitha, Scheers and Mogashoa, 2019). According to Yeo, Goh and Rezaei (2017) there is little research on behavioural intentions towards online mobile delivery services. This research aims to bridge this gap by investigating the factors affecting the acceptance and use of mobile delivery applications in South Africa. Recommendations will be made on how retailers and application developers can meet user needs and expectations (Malik, Suresh and Sharma, 2017).

### **1.3.1 Research questions**

The main objective of this study was to determine the factors that affect the acceptance and use of mobile delivery applications.

**Main Research Question:** What factors affect consumer acceptance and use of mobile delivery applications?

Sub-Questions:

The following research sub-questions enable the research question to be answered more comprehensively.

- What are the challenges in the acceptance and use of mobile delivery applications?

- What are the critical success factors in accepting and using mobile delivery applications?
- What measures can be recommended to retailers and mobile application developers to increase user acceptance and use of mobile delivery applications?

### 1.3.2 Research objectives

The research objectives were identified to determine the factors affecting consumer acceptance and mobile delivery applications in South Africa. The objectives of this study are:

- To identify challenges that affect the acceptance and use of a mobile delivery application,
- To determine the critical success factors in accepting and using a mobile delivery application, and
- To recommend measures to improve mobile delivery applications' acceptance and use.



Table 1 Research questions and sub-questions alignment with research objectives

<b>Research question:</b> What factors affect consumer acceptance and use of the mobile delivery application?		
Sub-questions	Method used to answer the question	Research objectives
1.1 What are the critical success factors in the acceptance and use of mobile delivery applications?	Analysis of literature	To identify the critical success factors in consumer acceptance and use of mobile

		delivery applications.
3.1 How does the UTAUT2 constructs influence user acceptance and use of mobile delivery applications?	Analysis of qualitative evidence from customer reviews	To determine the factors that affect user acceptance and use of mobile delivery applications.  To select a framework as a theoretical basis for technology acceptance and use.
4. What recommendations can be made to improve the acceptance and use of mobile delivery applications?	Interpretation of results	To recommend measures that can be taken to improve mobile delivery application acceptance and use.

### 1.4 Significance of the study

Further investigation into mobile delivery application acceptance and use is essential as it has a bearing on several stakeholders. The study's findings will allow app developers and application brand owners to improve mobile delivery services to adopt and uptake mobile delivery applications successfully. The study also validates the UTAUT2 in different technology and may provide further studies in the mobile delivery application.

## **1.5 Delineation of the study**

The study limits its focus on the critical success factors in the intention to use and use of a mobile delivery application, Sixty60, by Checkers, one of the chain grocery retailers in the country.

Due to COVID-19, contact restrictions and timeframes, collecting primary research for this research was not possible. Customer and user reviews from the Google Play Store were used to solicit factors that affect user intention to use the application. Qualitative data analysis based on thematic analysis of customer reviews was done using Atlas.ti to analyse collected data. Customers post reviews from all over the country, limiting their understanding of geographical differences. There was also a limitation in investigating other construct variables like age and gender, as these could not be determined from the collected reviewers' data.

## **1.6 Ethical considerations**

The nature of this research did not require ethical clearance from the University of the Western Cape as secondary data was used. This is publicly available data - online customer review data. Reviews were anonymised by leaving out personal information such as names and monikers in the data coding and analysis.

For confidentiality and customer safety, collected data from the Google Play Store, which contained customer names, was stored in password-protected flash-drive storage.

## **1.7 Layout of chapters**

The layout of this thesis is depicted in Figure 1 below, and each of the chapters is explained below.

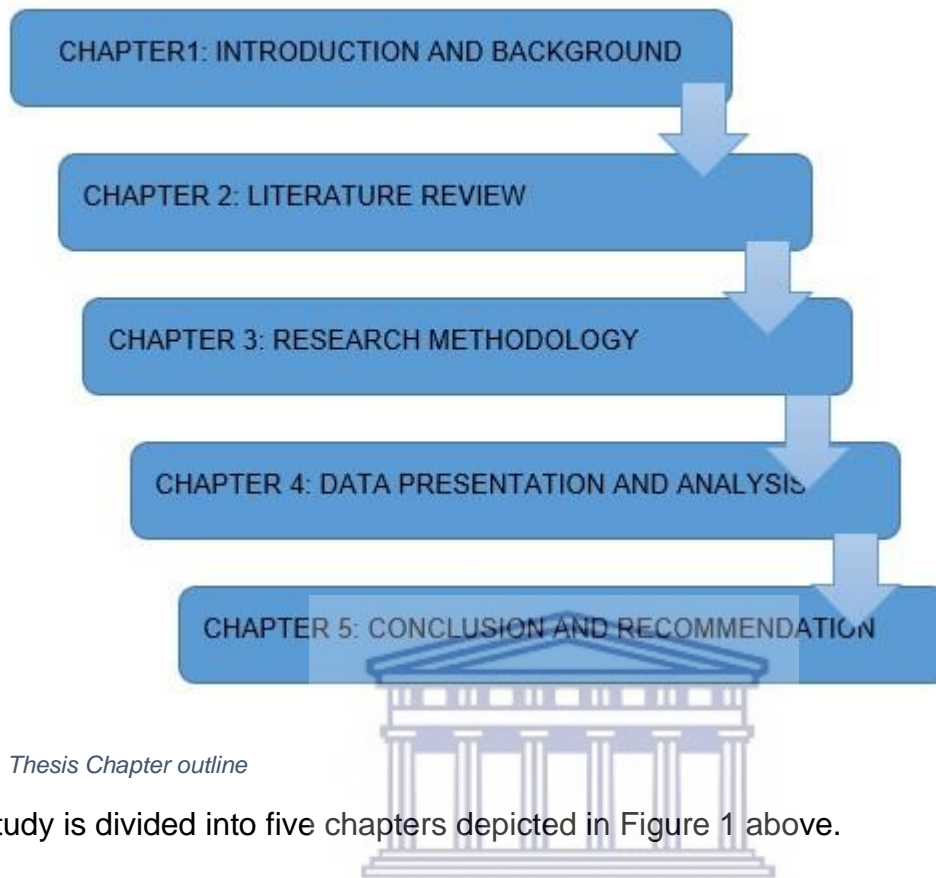


Figure 1 Thesis Chapter outline

The study is divided into five chapters depicted in Figure 1 above.

### **Chapter 1: Overview of the study**

The chapter provides a 'roadmap' of the entire study, which includes the introduction and background of the study. The research problem statement and the research questions and objectives are also discussed in this chapter.

### **Chapter 2: Literature review**

The chapter reviews the literature on mobile delivery application usage in the world and South Africa to explore previous research findings. The chapter concludes by examining the various technology acceptance models that have been used in previous studies. Models chosen to investigate the problem, as well as the theoretical framework, is presented.



### **Chapter 3: Research design and methodology**

The research design and methodology used is explained in Chapter Three. The research uses the case study approach. According to Yin (2009), a case study is an in-depth analysis of a contemporary phenomenon within the real-world context. The selected case study retailer application is Checkers Sixty60, a grocery mobile delivery application in South Africa.

The research explores the factors affecting user acceptance and use of the application. User reviews were downloaded from the Google Play Store. The downloaded document was converted to pdf before being read on Atlas ti to create categories according to the UTAUT2 constructs. The data collected from reviews is analysed through thematic data analysis. Patterns (themes) within the data are examined to draw meaningful explanations from the reviews. User reviews are coded into the various categories in terms of successes users had using the application and their concerns using Data Analysis software, Atlas.ti V.9. This data is secondary data publicly available to anyone for use. Some of the reviews are quoted and presented in the analysis chapter.

### **Chapter 4: Research findings and Discussion**

Data used in the research are presented and interpreted in Chapter Four. The results show the UTAUT2 constructs that impact user acceptance and use of the application and those that have none. The discussion aligns the study results with findings from previous research.

### **Chapter 5: Conclusion and recommendation**

The final chapter discusses the findings and recommends strategies to improve mobile delivery application use. Contribution of the study and implication of the results to mobile application developers, mobile application brand owners, and or retailers. The chapter discusses the limitations of the research and suggestions for future research.

## Chapter Summary

The chapter provided an in-depth introduction and background on the acceptance and use of mobile delivery applications. The problem statement is identified, and research questions and objectives based on current research literature were presented. The importance and limitations of this study were presented. The chapter concludes by providing a layout of the research project and dissertation.



## Chapter 2: Literature Review

### 2.1. Introduction

This chapter reviews the literature from previous research related to mobile delivery application acceptance and use. In this chapter, the researcher will discuss the following; Section 2.2 will discuss mobile applications, Section 2.3; will discuss South African online shopping. And section 2.4 will look at the theoretical framework applied in this study. Section 2.5 discusses the theoretical model used in this study. Section 2.6 gives a summary of the chapter.

### 2.2 Mobile Applications

Today, mobile applications are an essential part of everyday life, advanced personalised and interactive applications have resulted in the adoption of mobile applications (Belanche, Flavián and Pérez-Rueda, 2020). The authors further mentioned that technology, especially mobile applications, plays a central role in the mobile delivery process. The smartphone application market is showing explosive growth, and its importance as an independent market beyond its supporting role has been expanded (Song, Jeon and Jeon, 2017). Figure 2 below depicts the many mobile applications available to users.

## Mobile applications



Figure 2 Examples of mobile applications

Source: (Chalomba, 2016)

Users can freely choose, download, and install onto the smartphone applications that offer the functions they want and use them and the appearance of such applications as Facebook, Twitter, Instagram has made brand promotion and customer-centric service development possible (Song, Jeon and Jeon, 2017; Kokkonen and Laukkanen, 2019). Smartphone marketing has increased in the mobile delivery application. Delivery applications offer services allowing users to search for a store, a menu, or groceries and make payments (Chotigo and Kadono, 2021). With increased competition, companies are faced with the daunting task of ensuring that developers are aware of user expectations and factors that influence new technology use (Uğur and Turan, 2019).

### 2.3 South African online shopping

Boasting a population of over 57 million people, South African e-commerce account for only \$1.2 billion or 1.6% of retail sales compared to the USA, where the figure is 14.8%,

and Kenyan consumers shop more online than South Africans (Dludla, 2020; Oksiutycz and Lubinga, 2021). Research by KPMG (2020) states that the South African retail industry is large and diverse and includes clothing, furniture, and grocery stores, and it is the third-largest sector in the economy. Arora, Malik and Chawla (2020) noted that South Africa is the eleventh highest worldwide in using online mobile delivery services in 2020. A survey by Visa found that 64% of South African consumers purchased groceries online for the first time because of the COVID19 outbreak and movement restrictions in March 2020, 53% from a pharmacy. However, 50-70% of these customers returned to shopping centres when lockdown restrictions were loosened in May 2020 (Dludla, 2020). Goga, Paelo and Nyamwena (2019) mentioned that reliability and delivery cost mechanisms, high prices, and poor internet services had hindered the growth of e-commerce in South Africa.

Furthermore, a report by BusinessTech (2019) showed that 63% of shoppers in South Africa prefer store shopping, and the total retail spend online was just 1-2% in 2017 (Goga, Paelo and Nyamwena, 2019). Statistics show South Africa lags behind other developed markets like China, whose retail growth and development have relied on the internet (Li, 2020). The author further noted that shoppers are now engaging with online and offline touchpoints. Ngubelanga and Duffett (2021) found that customer interaction will not lead to future purchases if customer satisfaction is not achieved. Marinao-Artigas and Barajas-Porta (2020) emphasised the importance of marketers understanding customer behavioural intentions and experiences through mobile commerce channels.

## **2.4 Theoretical Frameworks for technology acceptance and use**

Different competing and complementing models and frameworks have been used to research Information Technology (IT) innovation (Taherdoost, 2018a; Saghafian, Laumann and Skogstad, 2021). Fishbein and Ajzen (1975) developed the Theory of Reasoned Action (TRA). They noted that intentions are the main determinants of an individual's behaviour, which is driven by one's intentions to engage fully. With roots in

social psychology (Shukla and Sharma, 2018), a person's behavioural intention, attitude, and subjective norms determine behavioural change (Taherdoost,

2018a). The Theory of Reasoned Action (TRA) does not postulate that certain beliefs will be vital in a “context like IT adoption” (Ducey and Coovert, 2016). Indications are that the Theory of Reasoned Action cannot forecast individual behaviour until the users’ intention to use a specific technology is known. Evidence suggests that the Theory of Reasoned Action has explained a more minor variance in behavioural intention to use technology for tasks than the technology acceptance model (Venkatesh *et al.*, 2003).

Davis (1989) proposed the Technology Acceptance Model (TAM) for organisational and individual adoption of new technology using perceived usefulness, perceived ease of use, and attitude towards technology use. TAM puts forward that behavioural intention to use Information Systems (IS) is determined by the users’ perception of usefulness, determining a user’s attitude in adopting a new IS technology (Taherdoost, 2018b). TAM is used to assess and forecast users’ acceptance of technology and investigate what pushes people to accept or reject technology (Lin, Juan and Lin, 2020). Straub and Burton-Jones, (2017, p. 5) said, ‘TAM has been criticised for not adequately unpacking the dependant variable, and what systems use or behavioural intention entails’.

The Technology, Organisation, and Technology (TOE) proposed by Tornatzky and Fleischer (1990) have been using the three attributes, organisation technology, and environment, to determine technology adoption from the organisational-level perspective (Jere and Ngidi, 2020). TOE has widely been used in researching multi-level determinants in adopting new information technology (Lai, Sun and Ren, 2018). In South Africa, the model was used in the telecommunications industry by Walker and Brown (2021), in the banking sector by Buldoo (2018), and retail sector, Van Dyk and Van Belle (2019).

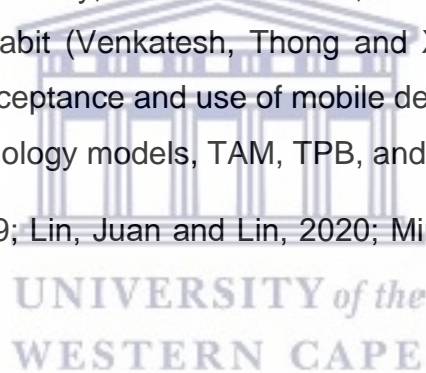
As an extension of the TRA proposed by Fishbein and Ajzen (1975), the Theory of Planned Behaviour (TPB) by Icek (1991) adds the complexity or simplicity of performing a behaviour of interest. Perceived behaviour control can explain behaviours directly and indirectly through intentions (Icek, 1991). Uğur and Turan (2019) used the Theory of Planned Behaviour (TPB) to explore individual beliefs and relationships amongst such

control construct as attitude towards behaviour, subjective norms, and perceived behaviour. The model fails to address the role of habit and cognitive deliberation (Taherdoost, 2018b). The authors posit that an individual's belief depends solely on how the individual behaves (Icek, 1991). In a more recent study, the TPB has been tested quantitatively to understand the factors influencing the acceptance and use of information and communication technology (ICT) for diabetes self-management (Jacobs, 2020). It will not be ideal for this study, which is based on customer reviews with no ability to determine beliefs.

In 1995, Rogers proposed that a new idea spreads through innovation, communication channels, time, and social systems, resulting in the proposed Diffusion of Innovation Theory (DOI). According to this theory, the significant components are adopter characteristics, characteristics of innovation, and innovation-decision process (Rogers, 1999). The DOI has less power in explanatory for outcome prediction than other models (Taherdoost, 2018a). According to Min, So and Jeong (2019), the theory sums up essential characteristics of an innovation helping in understanding the basis for adoption decisions. However, the approach fails to consider the potential of any social factors. Task-Technology Fit (TTF) by Goodhue and Thompson (1995) emphasized that more great fit between task and technology characteristics and utilisation will improve performance. Lai (2017) reports that the TTF model is ideal for getting feedback on a released application. Goga, Paelo and Nyamwena (2019) advise that collected data plays a pivotal role in understanding customers' preferences. Bucko, Kakalejčik and Ferencová (2018) point out that it has become inevitable for an organisation to prevent the loss of customers to competitors by taking into consideration the factors that affect consumer buying, optimise loyalty, and generate revenue (Félix, Tavares and Cavalcante, 2018). Using the TTF model, collected data through review analysis can help insight into customer preferences. This data can be shared down the logistics and supply chain process, improving company performance (Anshari *et al.*, 2019; Makhitha, Scheers and Mogashoa, 2019).

Venkatesh *et al.* (2003) proposed performance expectancy, effort expectancy, social influence, facilitation conditions, hedonic motivation as direct determinants of Behavioural

Intention (BI) for technology use in the Unified Theory of acceptance And Use of Technology (UTAUT. This model is a user acceptance model that consolidates eight earlier models, including the Theory of Planned Behaviour (TPB), Theory of Reasoned Action (TRA), and the Technology Acceptance Model (TAM) (Arora, Malik and Chawla, 2020; Davis, 1989). Researches that have used UTAUT have targeted organisational individuals' technology performance expectancy, effort expectancy, and social influence as determining the intention of technology use (Venkatesh *et al.*, 2003). Venkatesh, Thong and Xu (2012) added four constructs, hedonic motivation, price-value, and habit together with age, gender, experience, and willingness as moderators that affect technology usage to the UTAUT model to form the UTAUT2 model (Venkatesh, Thong and Xu, 2012; Chao, 2019) as per Figure 3. This research will use the UTAUT2 model with constructs of performance and effort expectancy, social influence, facilitating condition, hedonic motivation, price value, and habit (Venkatesh, Thong and Xu 2012.) A wide range of studies have addressed the acceptance and use of mobile delivery applications, applying constructs from standard technology models, TAM, TPB, and UTAUT (Uğur and Turan, 2019; Lin, Juan and Lin, 2020; Minnaar, Mototo and Chuchu, 2020)





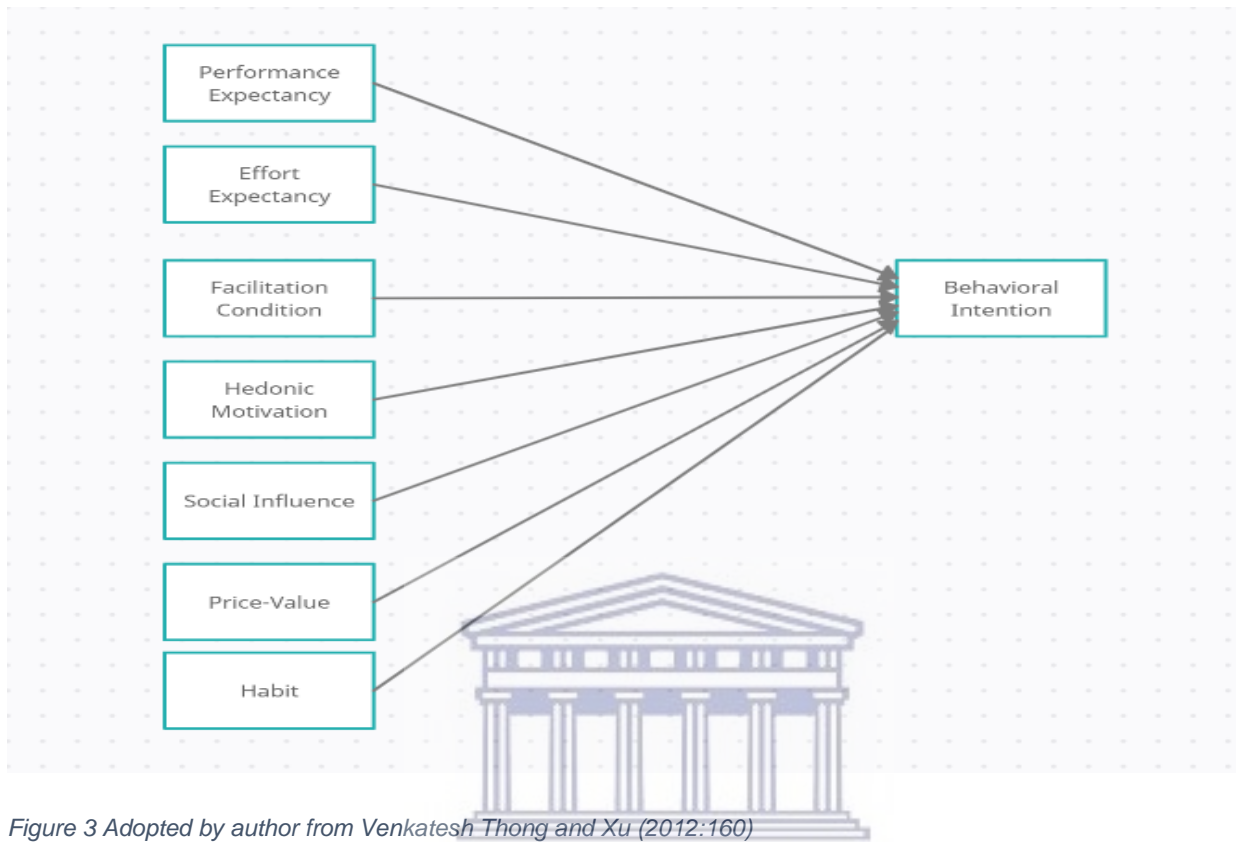


Figure 3 Adopted by author from Venkatesh Thong and Xu (2012:160)

## 2.5 Theoretical model

The UTAUT2 will be used as the base model for this study. There are several reasons for selecting this model instead of other models that could have been used.

After reviewing four models (TRA, TPB, TAM, and UTAUT) and their constructs, the UTAUT and the UTAUT2 were more beneficial than other models. TRA constructs are covered in both UTAUT and UTAUT2 models. UTAUT and UTAUT2 models include a construct called Facilitation condition, originating from TPB (Venkatesh *et al.*, 2003).

The TAM model omits the Social Norm (Fishbein and Ajzen, 1975). The selected model will research the mobile application as a service or product for acceptance and use for its qualities and factors that influence consumers to accept and use it. UTAUT2 includes the constructs that have been widely conformed to affect the adoption of information technology significantly but to be intensively researched in the mobile application context (Vinnik, 2017). The UTAUT2 model is also chosen for this study as the model was

developed specifically for user context, and the variables presented in the model determine technology acceptance and use (Vinnik, 2017). The model will allow for discovering more specific motivators in mobile delivery application acceptance and use.

Performance Efficiency includes the convenience of doorstep delivery at any time, price transparency (Muangmee *et al.*, 2021), meeting user requirements (Zhao and Bacao, 2020), usefulness (Fadzil, 2018). Effort Expectancy and Facilitation Condition represents such features as service support (Dakduk, Santalla-Banderali and Siqueira, 2020), reliability (Zhao and Bacao, 2020), internet speed (Malik, Suresh and Sharma, 2017). Hedonic Motivation was the strongest predictor of behavioural intention (Fadzil, 2018), with the mobile application being fun, enjoyable, and entertaining (Gharaibeh, Arshad and Gharaibh, 2018; Nordhoff *et al.*, 2020). Price Value and Habit have been widely confirmed, but tests in the mobile application context are lacking (Vinnik, 2017). Habit is relevant to technology acceptance, and a positive experience with another application makes acceptance and use of a new application decision based on experience (Fontalvo Cerpa *et al.*, 2019). Christino *et al.* (2021), in their research, found habit to be the most significant influencer. Social Influence is an individual's influence from powerful others, friends, family, and colleagues (Malik, Suresh and Sharma, 2017). The study applies the UTAUT2 constructs (Figure. 4) to customer reviews to determine mobile delivery application use and acceptance factors. The UTAUT2 models allow for the extension of different constructs.

Dakduk, Santalla-Banderali and Siqueira (2020) in a survey to examine the intention to use mobile commerce in low-income consumers in Ecuador used the UTAUT2 model. They found social influence and facilitation conditions directly affected behavioural intention to use mobile marketing, even though the size of facilitation conditions effect was negligible. Gharaibeh, Arshad and Gharaibh (2018) supported these findings in a study to determine factors affecting Jordan customers' adoption and use of banking application services. They found facilitation conditions and social influence significantly influenced the adoption of mobile banking services. On the contrary, Palau-saumell, Forgas-coll and Javier (2019) found social influence and facilitation conditions to have less impact in a study to understand 1200 Spanish consumers' user acceptance of mobile applications.

Fadzil (2018) research to understand behavioural intentions to use mobile applications in Malaysia using 100 questionnaires stated that performance expectancy, price-value, social influence, and hedonic motivation significantly impact behavioural intention. Palau-saumell, Forgas-coll and Javier (2019) found that social influence, price-saving orientation, and facilitation condition significantly affect behavioural intention. Fadzil (2018) found facilitation conditions having no significance on behavioural intention.

In a survey on 211 elderly Brazilians on the internet for tourism purposes, Cássia de Moura *et al.* (2017) found that social pressure and network contacts did not influence the elderly in accepting and using technology as much as they did to the younger age groups. Alalwan (2020) found that satisfaction and reuse intention of a new innovative mobile ordering application was influenced by the usefulness of the application (performance expectancy) together with pleasure and enjoyment feelings that were invoked by the application (hedonic motivation). The author also noted that consumers considered online reviews and ratings a source of application usefulness.

Lee, Sung and Jeon (2019) conducted a study of 340 respondents in Korea using the quantitative approach to determine factors affecting the continuous use of a mobile delivery application. The authors found perceived information quality, performance expectancy, social influence, and habit to influence ongoing use intention greatly. The author concludes that information accuracy, reliability, and time to complete a transaction lead to consumers' perception of application usefulness (performance expectancy).

Chotigo and Kadono (2021), in their study of 450 respondents; 220 respondents before the COVID19 pandemic and 250 respondents during the lockdown in Thailand, indicated that before the pandemic price-value, social influence, habit, trust, and application quality had the most significant impact on intention to use mobile delivery applications. However, during the pandemic, price-value and habit did not affect intention to use the applications as users were more inclined to use pleasant applications.

Muangmee *et al.* (2021), supported by Zhao and Bacao (2020), recommends that mobile delivery applications' quality and service, trust, and security significantly affect customers' decision to use an application. They emphasised that businesses should make

themselves available in the shortest possible time to deal with customer complaints and queries. Malik, Suresh and Sharma (2017) believe that enjoyment, achievement, and incentives through promotions play an essential role in the continuous use of mobile applications. The authors agreed with Muangmee *et al.* (2021) when they stated that lack of trust or perceived risk in using mobile applications negatively influences the performance of online transactions and holds in mobile applications' installation.

According to Tamilmani, Rana and Dwivedi (2021), UTAUT has had over 5000 citations in Google Scholar alone and is frequently cited in IS and other research fields. The authors further noted that a considerable model citation shows its impact on IS and beyond. With a significant impact on IS research, this study will use the UTAUT2 model.

### **2.5.1 Performance expectancy**

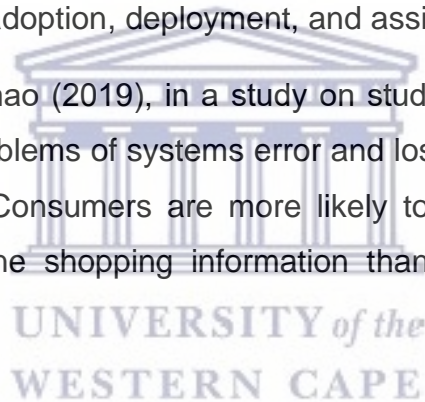
Venkatesh, Thong and Xu (2012) defined performance expectancy as the degree to which technology benefits a user in performing certain activities and is the most significant factor influencing user intentions (Alalwan, Dwivedi and Rana, 2017). Rahman, Alam and Taghizadeh (2020) mentioned perceived usefulness, extrinsic motivation, job-fit, and relative advantage as the original constructs of performance expectancy. Behavioural intention to use technology is determined by the user's perception of the usefulness, resulting in a positive or negative attitude towards adopting a technology (Taherdoost, 2018b). Chotigo and Kadono (2021) mentioned that convenience shapes customer experience and satisfaction. They noted that if a mobile delivery application saves energy and is time-efficient, customers are likely to be satisfied with using the application.

For an organization to take advantage of the big data age, the organisation's member's perspectives, including customers, beliefs, and intentions, should be ready for change (Nguyen and Petersen, 2017). However, Verma, Bhattacharyya and Kumar (2018) argued an indirect influence between users' belief of usefulness and intention through attitude. Some users may adopt a technology even when they have a negative attitude towards it.

### **2.5.2 Effort expectancy**

Effort expectancy is the “degree of ease associated with the use of a technology” Venkatesh *et al.* (2003), and the construct is based on perceived ease of use, ease of use, and complexity (Chao, 2019). Baig, Shuib and Yadegaridehkordi (2019) and Van Dyk and Van Belle (2019) define complexity as the level to which innovation is believed to be complicated or not to use, which affects the adoption of innovation and technology. Failure by users to see the easiness of technology use will fail to adopt innovative technology (ur Rehman *et al.*, 2019).

The technological challenges emanating from technical use and its characteristics have added to the complexity of its adoption, deployment, and assists in decision-making (Walker and Brown, 2021). Chao (2019), in a study on students’ behavioural factors in mobile learning, found that problems of systems error and losing passwords affected the adoption of mobile learning. Consumers are more likely to accept and use a mobile application that provides online shopping information than other applications (Malik, Suresh and Sharma, 2017).



### **2.5.3 Facilitating conditions**

The facilitation condition is described as a "consumer's perception of the resources and support they have available to perform a specific behaviour (Venkatesh Thong and Xu 2012). Dakduk, Santalla-Banderali and Siqueira (2020) mentioned that institutional support would positively influence the intended use for consumers with less technological literacy (Shaw and Sergueeva, 2019; Park, 2020). When consumers use mobile applications, they deal with three services for support (smartphone services, network helpdesk, and application customer support), making it frustrating for them if they fail to provide the required service. The authors mentioned that the lack of these services might affect using technology.

### **2.5.4 Hedonic motivation**

Hedonic motivation refers to the fun or pleasure derived from using a technology (Venkatesh, Thong and Xu 2012). Gharaibeh, Arshad and Gharaibh (2018) found that even though mobile banking users saved time and effort, there was nothing enjoyable or interesting in using the application. Bendary and Al-Sahouly (2018) considered perceived enjoyment as the main component of hedonic motivation. Nordhoff *et al.* (2020) believe that hedonic motivation is the strongest predictor of behavioural intention and it is more influential when using voluntary systems (Shaw and Sergueeva, 2019) supported this. Technologies that users find enjoyable are more likely to be accepted and used

(Malik, Suresh and Sharma, 2017). A user's digital satisfaction when using a mobile shopping application provides efficiency and hedonic shopping values. A business needs to strategise to keep customers (Zhao *et al.*, 2019).

### **2.5.5 Price-value**

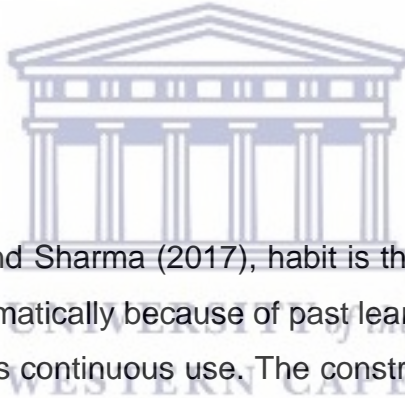
If a consumer's perception of the benefits and advantages of using an online service outweighs the cost, then the intention to buy and use the service is high (Park, 2020). Christino *et al.* (2021) found that users are more likely to accept and use restaurant delivery applications with reasonable prices and promotions. Prabowo and Nugroho (2019), who reported that even though users of mobile delivery applications considered cost higher than brick and mortar purchases, they no longer feel the price and saving orientation, supported the finding. In Vinnik's (2017) research, the price value significantly influenced the acceptance and use of mobile applications, as in free applications; users base their decision on rankings and reviews.

### **2.5.6 Social Influence**

Venkatesh, Thong and Xu (2012) proposed that social influence is how friends and family influence technology adoption by an individual. The authors further defined social influence as how individuals perceive that essential others believe they should use a new system. Dakduk, Santalla-Banderali and Siqueira (2020) and Rahman, Alam and Taghizadeh (2020) agree that individuals with low income and less technological literacy depend on friends, family, and colleagues in their intention to adopt the technology.

Research by (Arora, Malik and Chawla, 2020) found that some individuals use Application Store customer reviews to make application download and use decisions.

Arora, Malik and Chawla (2020) stated that social influence encompasses two elements: the source that created awareness of the application and the authority the respondents checked with before downloading an application. Nordhoff *et al.* (2020) further stated that an individual who believes that people important to them appreciate using technology is likely to use it. However, Cássia de Moura *et al.* (2017) reported that social pressure or network contacts did not influence the elderly's use of technology. It influenced a younger age group of up to 31 years, as Venkatesh, Thong and Xu (2012) targeted. For an organization to take advantage of the Big Data age, the organisation's member's attitudes, including customers, beliefs, and intentions, should be ready for change (Nguyen and Petersen, 2017).



### **2.5.7 Habit**

According to Malik, Suresh and Sharma (2017), habit is the extent to which individuals tend to perform behaviour automatically because of past learning and is one influencer of information technology system's continuous use. The construct (Christino *et al.*, 2021) is the most significant influencer in the behavioural intention to accept and use mobile delivery applications. Users of the new systems are more likely to compare the actual outcomes to expected outcomes, and if they are satisfied with the experience, predictions for future use can be made (Alalwan, 2020). The author further noted that habitual behaviour formulated towards a new system would motivate customers to use such a system in the future. Chotigo and Kadono (2021) stated that customers who are using other applications are more likely to use a new application.

## **2.6 Chapter Summary**

The chapter reviewed the literature on mobile delivery application usage in the world and South Africa to explore previous research findings. Mobile delivery service is discussed.

The chapter concludes by examining the various technology acceptance models that have been used in previous studies. A model chosen to investigate the problem, as well as the theoretical framework, is presented.



## **Chapter 3. Research methodology**

### **3.1 Introduction**

The previous chapter is a critical review and analysis of existing literature. This chapter describes the processes and procedures employed to collect data. This research study is based on an interpretivism research paradigm, and qualitative data collection methods



were used. This chapter will also discuss the target population, sample size, and sampling techniques. This section concludes by detailing how data will be captured and analysed.

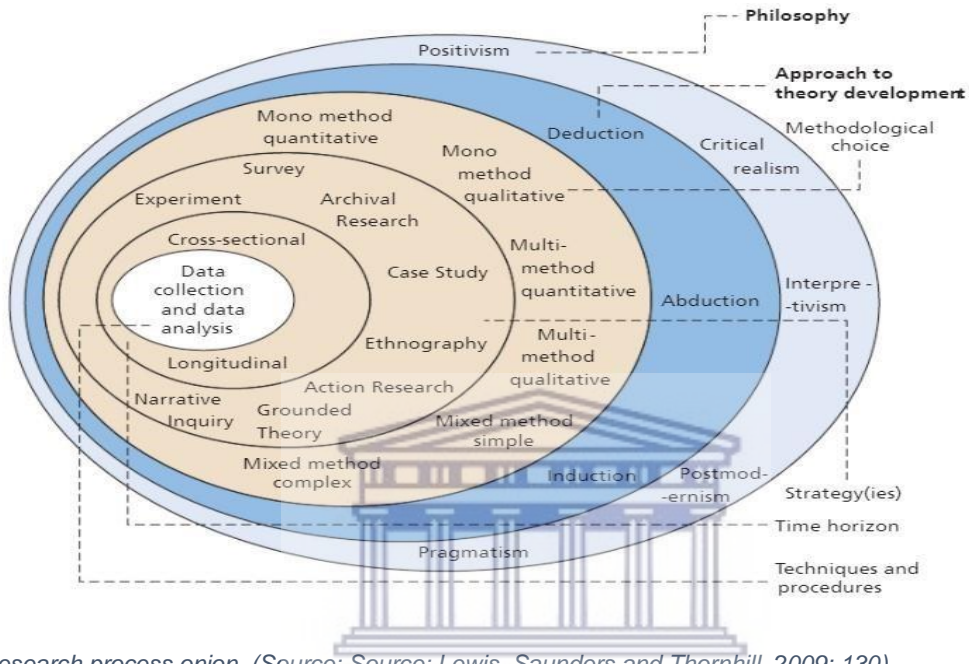


Figure 4 Research process onion. (Source: Source: Lewis, Saunders and Thornhill, 2009: 130)

### 3.2. Research Philosophy

Research is a systematic and scientific search for relevant information on a topic (Figure. 5) (Lewis, Saunders and Thornhill, 2009). Others consider it a movement from the known to the unknown, and in other terms, it is a voyage of discovery (Brooks, Bee and Rogers, 2019). Strauss and Corbin (1998) described research methodology to think about and study social reality. A research paradigm contains the researcher’s assumptions about how an investigation should be performed (Plack, 2015). The truth or reality is ontology, and how the study comes to know that truth or reality is epistemology.

On the other hand, Cameron and Price (2009) further noted that the philosophical assumptions about ontology/ human nature and epistemology determine the researcher's choice of a methodology. There are three main paradigms in Information Systems qualitative research: positivist, critical and interpretive (Myers, 1997). Bryman and Bell (2014) identified the two overriding philosophies as positivism and interpretivism. The

interpretive paradigm aims to understand phenomena through the meanings people assign to them (Mehenni, 2020). Positivism focuses on the observation of real events (Okwonkwo, 2019). According to Jacobs (2020), interpretivism generates new insight and explanations of social worlds. In addition to that, Myers (1997) indicated that the interpretive paradigm assumes that social constructs such as language and shared meanings can assess reality. Saunders *et al.* (2019) mentioned that customers or people from different ethnic/cultural or geographical backgrounds might experience events and services differently, making what may be interpreted as the same on the surface different. The authors further noted that interpretive researchers try to take account of this complexity by collecting what is meaningful to their research participants.

Jacobs (2020) used interpretivism in a study to determine the role of culture in mobile application adoption among diabetic patients in South Africa. The positivism philosophy was not used for this research as it focuses on empirical observation. The interpretivism research philosophy was used as it is the best technique to understand a phenomenon, such as the factors affecting acceptance and use of a mobile delivery application in South Africa.

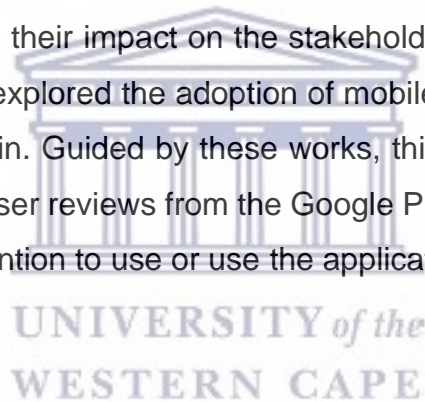


### **3.3 Research Design**

A research design refers to a “master plan that specifies the methods and procedures for collecting and analysing the needed information” (Zikmund *et al.*, 2013). Loru (2020) referred to research design as the overall strategy that one may choose to integrate the different components of the study coherently and logically to ensure that the research problem is effectively addressed. Qualitative research empathizes and identifies with the people they study to understand how they see things (Brooks, Bee and Rogers, 2019). Cooper and Schindler (2014) suggested that researchers need to have enough skill to choose the best research design, and those still lacking the skill need to consult skilled research in the field of study. The researcher's supervisor was consulted to ensure the best research design was chosen for this study. This qualitative component of this

research used secondary data of online customer reviews from Checkers mobile delivery application Sixty60 to investigate concerns and successes mentioned by reviewers.

Given the newness of mobile delivery applications, and in consideration of the interaction restriction due to the pandemic, a systematic literature review of current academic literature was not possible as there is simply not enough research on mobile delivery applications. As a result, a somewhat more exploratory approach was adopted that identified customer experiences and challenges highlighting these to encourage future research. The researcher aims to discover new information on the factors influencing the acceptance and use of the mobile delivery application in South Africa. Compared to other countries, the country is still lagging in the usage of online purchases (Makhitha, Scheers and Mogashoa, 2019). Li, Miroso and Bremer (2020) used exploratory research in China on online reviews to determine their impact on the stakeholders involved. Palausaumell, Forgas-coll and Javier (2019) explored the adoption of mobile applications for restaurant searches and bookings in Spain. Guided by these works, this research used the mobile delivery application (Sixty60) user reviews from the Google Play Store to investigate user experience that may affect intention to use or use the application.



### **3.4. Research Approach**

A deductive research approach was used for this study. This approach was chosen as the study uses existing theories to answer research questions (Saunders, Lewis, and Thornhill, 2019). The approach ensures relevant work in the same subject is considered when generating a framework of factors affecting the acceptance and use of mobile delivery applications. Secondary data was collected from online customer reviews on the Google Play Store to determine the context and factors affecting mobile delivery applications' acceptance and use.

Analysing secondary data allowed the researcher to address questions that could have been time-consuming and expensive to study (Smith *et al.*, 2011). The authors supported the notion that a large sample represents the target population, allowing greater validity and more generalization of findings. Udu, Chukwuemeka and Oti (2018) concurred and

posited that secondary data analysis could generate new ideas. Online reviews allow users to provide feedback on application usage more efficiently and reliably (Alalwan, 2020). The author observed that customers perceive online reviews to be credible, helpful, and rich with relevant sources of information to use when making buying decisions. Pasmawati *et al.* (2020) add that online customer reviews help identify customer design attribute preferences, and their perception of technology products supports this observation. This information provides rich feedback to retailers of the customers' experience, challenges, and satisfaction with the application. Figure 5 below shows the research framework used in this research.



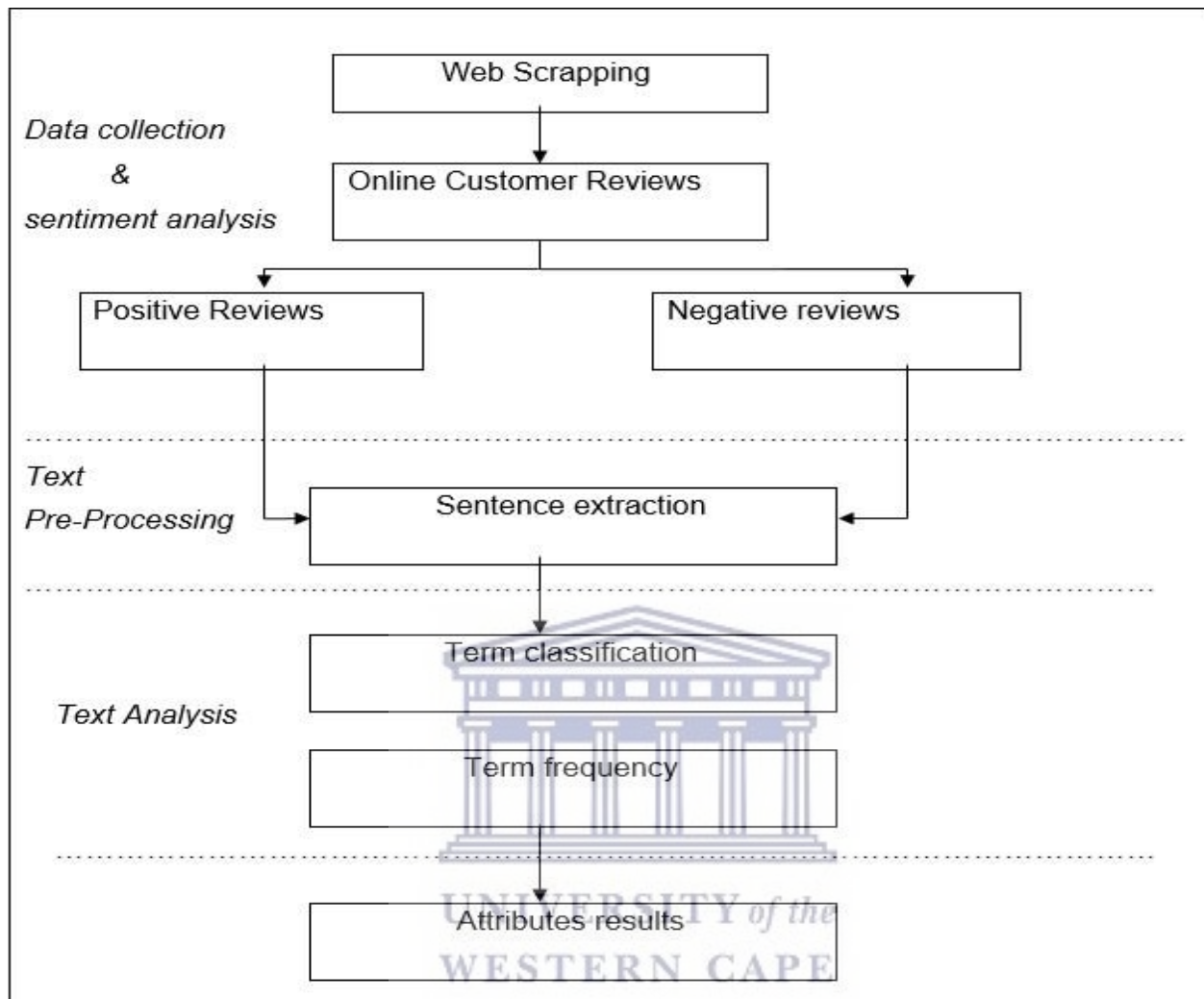
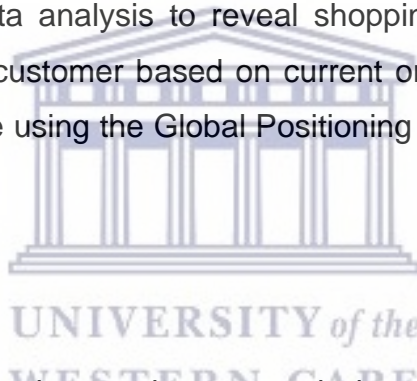


Figure 5 Research framework: (Pasmawati et al., 2020)

### 3.5. Research Strategy

Saunders, Lewis and Thornhill (2019) define a research strategy as a plan followed by a researcher in answering the research question. The authors identified eight research strategies; experiment, survey, archival and documentary research, case study, ethnography, action research, grounded theory, and narrative inquiry. Previous studies in technology adoption employed ethnography, action research, and case studies (Jacobs, 2020). This study used exploratory research to describe and refine the understanding of a problem or clarify the precise nature of the problem.

The case study research strategy was selected after the researcher analysed other research strategies. According to Yin (2009), a case study is an in-depth analysis of a contemporary phenomenon within the real-world context. The mobile delivery application is unique and innovative as it offers timed delivery services (Yin, 2003). This study investigated a mobile delivery application named Sixty60 provided by Checkers, a South African national retail chain. To use the service, customers first download the application from Google Play Store and register as customers on the app. Customer name, address, contact cell phone number, email address, location, and physical address form part of the customer profile during registration on the Sixty60 application (Checkers, 2020). Registered customers may make purchases of goods in 60 seconds and have them delivered within 60 minutes, hence the name “Sixty60” (Checkers, 2020). The Sixty60 application uses extensive data analysis to reveal shopping habits through purchase suggestions presented to the customer based on current or past purchases. Customer location optimizes delivery time using the Global Positioning System (GPS) to determine the best route.



### **3.6. Research Method**

Different approaches can be used to conduct research depending on its aim and nature, and the main methods are qualitative, quantitative, and mixed-method approaches (Mihenni, 2020). The author indicates that qualitative research aims to understand issues or particular situations by investigating the perspectives and behaviour of the people in these situations and the context within which they act. According to Strauss and Corbin (1998), the qualitative research method can obtain intricate details about phenomena such as feelings, thought processes, and emotions that are difficult to extract or learn through more conventional methods

Palmer and Bolderston (2006) mention that the qualitative method can be used to analyse how people think and act in their everyday lives. Saunders and Lewis (2012) stated that qualitative research seeks to uncover trends and insight. In line with its objectives, the research method adopted in this research study is qualitative.

### 3.7. Time horizon

The time scale refers to the function time fulfils during the study. (Messick, 1987) describes three-time scales: a cross-sectional study, which examines characteristics of variables at a specific point in time; a longitudinal study, which examines characteristics or behaviours over a prolonged period; and the cohort-sequential study where it commences as a cross-sectional study but continues in the same function as a longitudinal study. This study followed a cross-sectional study to examine the behaviours of consumers in adopting a mobile online shopping and delivery application. Due to COVID-19 interaction and movement restrictions, the research used secondary data in the Google online customer review of the application, Sixty60.

### 3.8 Data Collection

Data was sourced as secondary data from Google Play Store as customer reviews. Robson *et al.* (2013) noted that online reviews had become an essential source of valuable information for customers and marketers. Posted reviews from November 2019, when the application was launched, to August 25, 2021, were downloaded from the Google Play store. The review document was converted to a pdf then read into Atlas.ti, shown in Figure 6 below. The reviews were categorised according to the UTAUT2 constructs of performance expectancy, effort expectancy, facilitation condition, social influence, hedonic motivation, price value, and habit and their relationship with behavioural intention to accept and use mobile delivery applications. In the People's Republic of China, Li, Miroso and Bremer (2020) used online reviews to determine their impact on stakeholders. Ban and Kim (2019), to understand customer experience and satisfaction in 10 airlines, also used airline passengers' online customer reviews in a study. Pasmawati *et al.* (2020) submit that online customer reviews provide more information within a short time compared to conventional surveys that are limited by turnaround time and other constraints. The authors demonstrated that online customer reviews could be used for product design.

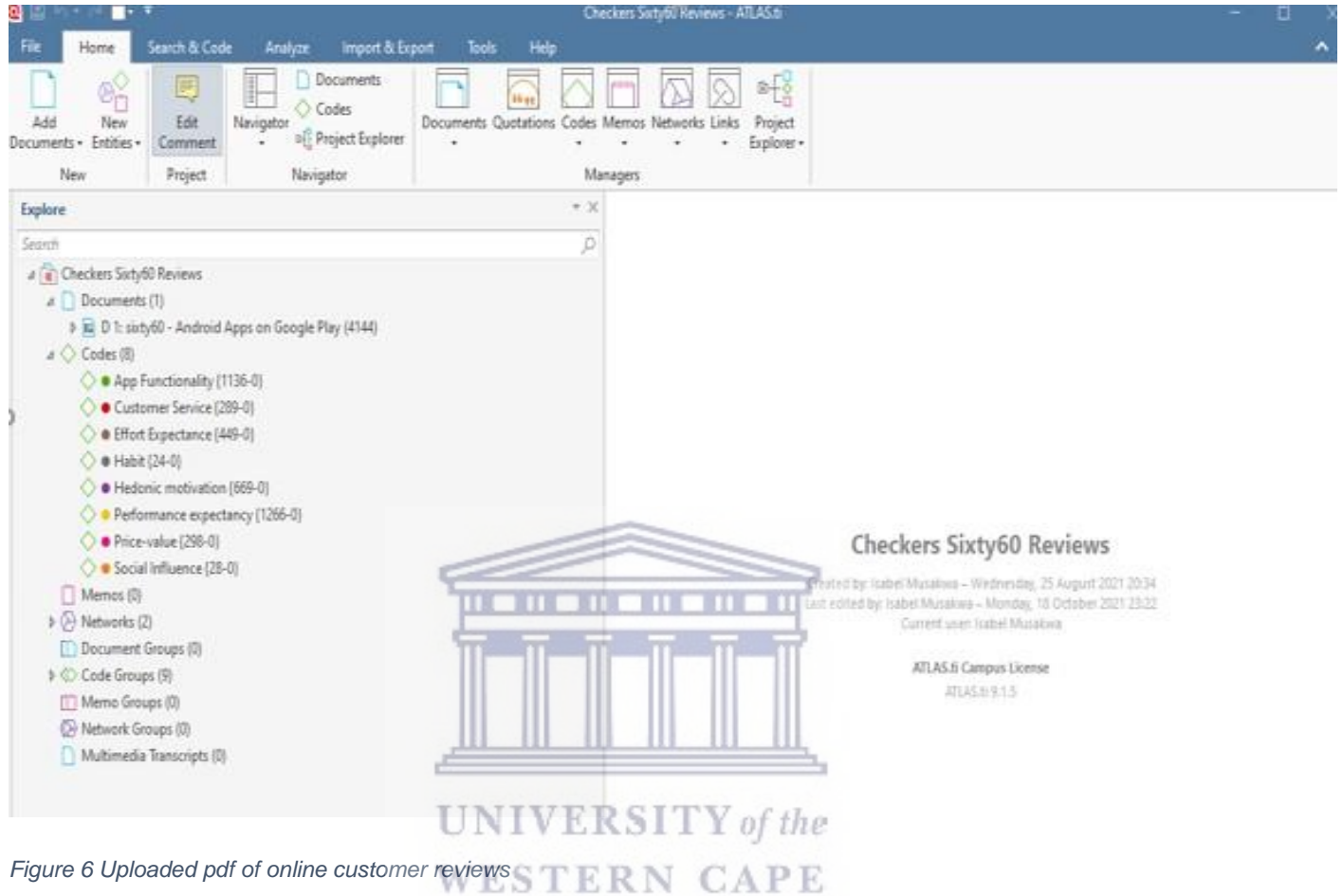


Figure 6 Uploaded pdf of online customer reviews

Each review was coded, categorised, and analysed according to the UTAUT2 constructs (Shelden *et al.*, 2010; Knoesen and Seymour, 2019). Using Atlas.ti, the anonymity of respondents and any identifiable data were left removed as only review statements were coded as per Figure 7. Numbers were used to identifying reviewers. The review text was coded according to acceptance and use factors (Knoesen and Seymour, 2019).



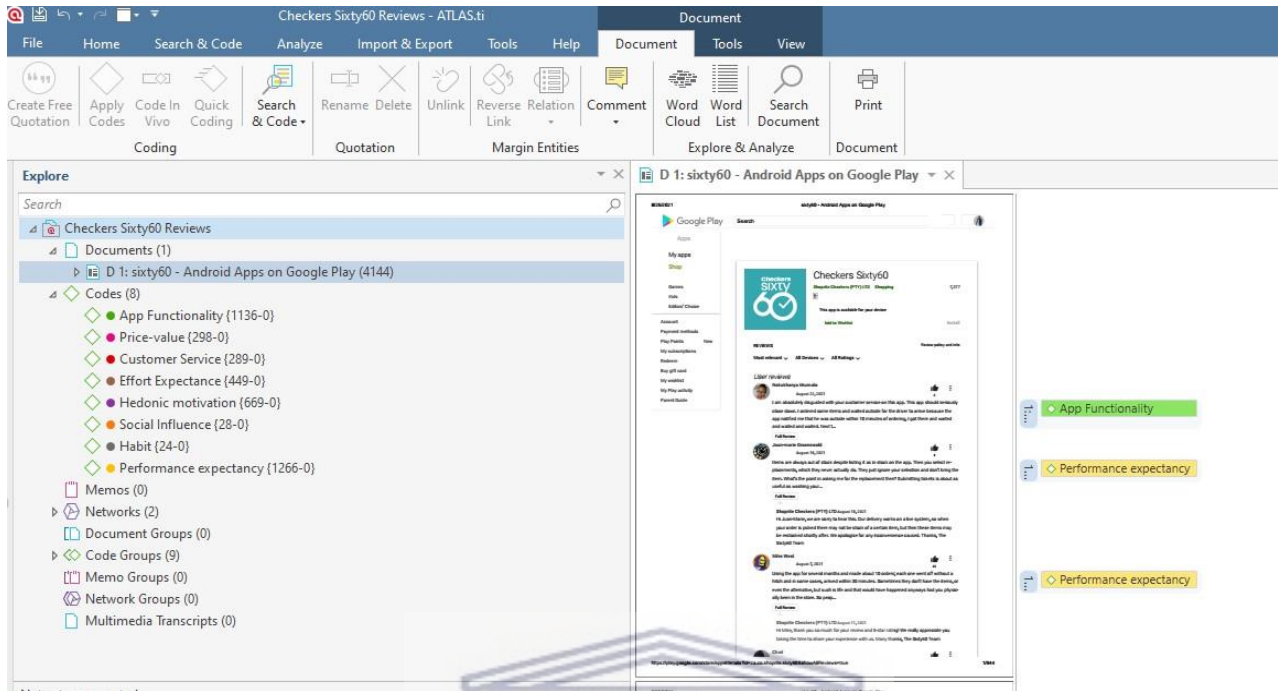


Figure 7 Coded reviews

### 3.9 Population and Sample size

A sample is defined as a segment of the population selected to represent the full population. From over 130 Sixty60 stores in South Africa, the target population for this study is the total population of Sixty60 customers who have posted reviews on the Google Play Store.

4159 reviews posted from November 2019 to August 25, 2021, were downloaded, converted into pdf, and read into Atlas.ti. Reviews were coded for this study into eight constructs of the UTAUT2 model: facilitation condition, performance expectance, effort expectance, performance expectance, social influence, hedonic motivation, habit, and price-value.

### 3.10 Data Analysis

Data analysis refers to the inspection, cleansing, transforming, and modelling of data to obtain sufficient statistical information to answer the research questions (Axcell, 2017). This research uses a single data source: customer reviews from the Google Play Store.

Data analysis was done using Thematic Analysis. Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data (Braun and Clarke, 2006). Themes were created and grouped according to participants' responses and analysed the data as per the UTAUT2 constructs. All reviews related to one theme were put in one category, compared, and variations derived (Nowell *et al.*, 2017). The classes were cross-compared to discover connections between the themes (Axcell, 2017). This analysis aims to integrate the themes and concepts into a theory that provides an accurate and detailed interpretation of the research (Palmer and Bolderston, 2006). The sentiment analysis method was used to analyse customer reviews collected on the Google Play Store to determine factors affecting user acceptance and use of the Sixty60 application and service based on the theoretical framework of the UTAUT2.

### **3.11 Importance and limitations of the study**

There is a need to extract meaning from the data collected from different sources of online retailing to make future decisions in cost reduction and improved business performance (Wang, Yang, Pathan, Salam, Shahzad, and Zeng, 2018). If mobile applications are not accepted and used by relevant users, benefits will not accrue to companies (Knoesen and Seymour, 2019). Customer needs are ever-changing, and the difference in customer buying power, preferences, culture, and location are some factors that, when considered, will assist in meeting customer requirements at the right time, in the correct quantity, in the right quality and area (Misra and Bera, 2018). This research provides companies with a better understanding of users' needs, motivators, or hindrances in technology usage and acceptance. These findings support Malik, Suresh and Sharma (2017), who indicated that retailers intending to improve customer offering would use their research findings.

### **3.12 Validity and Reliability**

Reliability refers to the extent to which studies can be replicated (Boru, Canada and Wen, 2018). Loru (2020) defined reliability as a measure of the consistency of the research findings. Validity refers to the extent to which the research data and collection methods

are accurate, honest, and on target (Loru, 2020). The author further noted that relevant information requires careful planning to ensure information is related to research objectives and is collected from individuals best suited to providing the information. Boru, Well-planned information collection instruments and research administration procedures are essential for obtaining complete and accurate information (Boru, Canada and Wen 2018). To ensure the reliability and validity of the findings and aid the repetition of the study, the researcher provided a detailed process used in the research.

### **3.13 Ethical Considerations**

According to Navalta, Stone and Lyons (2019), research ethics refers to the standards of behaviour that guide moral choices about the behaviour of human beings and relationships with others. Ethical considerations aim to ensure that research activities cause no harm to anyone or cause adverse consequences. As researchers develop data collection techniques, they need to consider whether the research procedures cause physical, psychological, emotional, or other harm to others. Participants' rights and protection in confidentiality and anonymity are ethical practices designed to protect the privacy of human subjects while collecting, analysing, and reporting data (Dearden and Kleine, 2018). Confidentiality refers to separating or modifying any personal, identifying information provided by participants from the data, such as name, address, and phone number (Van Den Berg and Van Der Lingen, 2019)

By contrast, anonymity refers to collecting data without obtaining any personal, identifying information, and typically, anonymity is the procedure followed in quantitative studies, and confidentiality is maintained in qualitative studies (Coffelt, 2017). Allen (2017) describes confidentiality and anonymity as ethical considerations during collection analysis and reporting of research data, and anonymity collects data without obtaining any personal, identifying information. The only identifying feature of the collected data was reviewer names, which the researcher did not use during the data analysis. The data collected for this study were stored in a password-protected folder on a flash drive. No third party will

have access to the collected data. From the collected data, reviewers' names will not be used in data analysis. There was no need for Ethical clearance to be obtained by the researcher from the University of Western Cape as the study used secondary data.

### **3.14 Chapter summary**

The chapter presents the research philosophy and the research choice for this study. A qualitative research method was used in this study, and secondary data was collected from Sixty60 Google Play Store customer reviews. The Data analysis techniques used were also discussed in this chapter. The succeeding chapter presents the research results and findings.



## Chapter 4: Research findings and discussion

### 4.1 Introduction

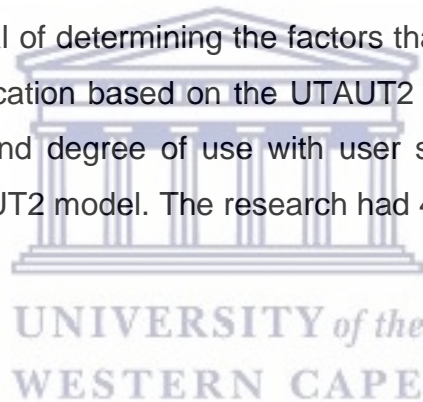
The literature and theoretical works that guided this study were presented in Chapter 2. The research methodology used in the study, research design, and strategy were discussed in Chapter 3. In this chapter, the researcher provides an interpretation of the findings using themes and categories from the data and relates these to current studies.

The study aimed to determine the factors that affect the intention to use and use mobile delivery applications in South Africa.

#### ➤ Research objectives

The study had the primary goal of determining the factors that affect the intention to use or use a mobile delivery application based on the UTAUT2 model. Secondly, the study aimed to clarify the context and degree of use with user successes and concerns to validate the extent of the UTAUT2 model. The research had 4 159 reviews from all users in South

Africa.



### 4.2 Results analysis

This study's qualitative results showed the context surrounding the usage of mobile technology or the intention to use mobile technology. The researcher used this open-plan approach to describe the context surrounding mobile technology. The reviewers' concerns and successes in the usage of mobile technology or the intention to use mobile technology were categorised into antecedents. As indicated in Figure 8, the reviews were grouped into eight categories: performance expectance, application functionality, customer service, effort expectancy, social influence, hedonic motivation, habit, coverage, and price-value.

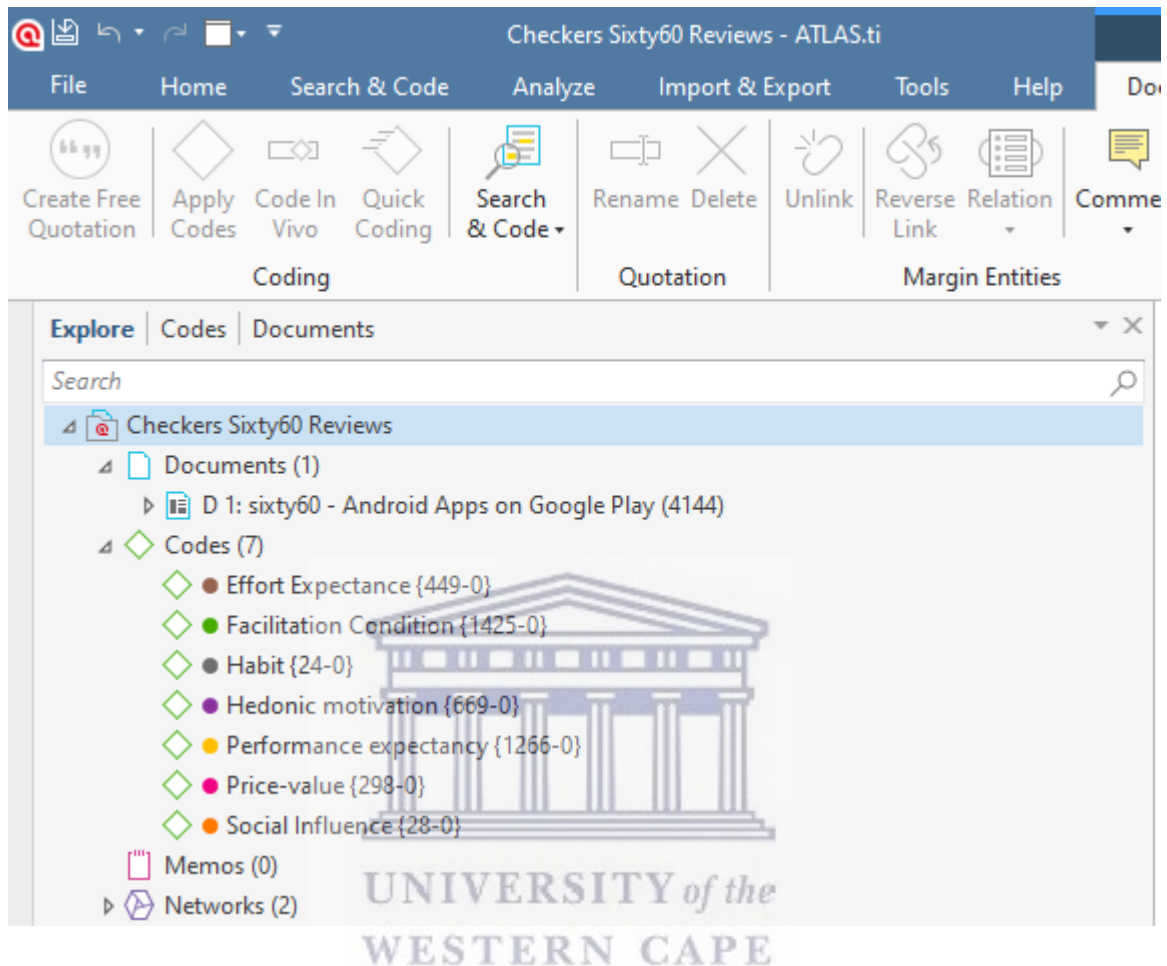


Figure 8 Review categories in Atlas.ti 9

The performance expectancy category captured the usefulness, benefits, and suitability of the application for the service. The facilitation condition incorporated the functionality issues mentioned by reviewers and the support mentioned by reviewers. Statements that indicated pleasure and enjoyment in using the application are categorised under hedonic motivation. Effort expectancy holds the reviews on the usability of the application. Customer reviews stating lack of extra-saving savings were captured under the cost (price-value) category. Social influence captures all reviews that relate to using the application after recommendations from friends and family and those that stated that they went through posted reviews before deciding to use the application. Lastly, the technology usage pattern captures statements that mention the usage of other applications. The

findings reflect the user reviews analysis that answers the research questions according to UTAUT2 constructs frequency as per Table 2.

Table 2 Review categories

Construct	Frequency	Percentage %
Facilitation condition	1425	34
Performance expectancy	1266	30
Hedonic motivation	669	16
Effort expectancy	449	11
Price-Value	298	7
Social Influence	28	1
Habit	24	1
Total	4 159	100

4159 reviews were coded and categorised for this study. The bar chart in Figure 9 below shows the distributions of reviewer concerns and challenges.

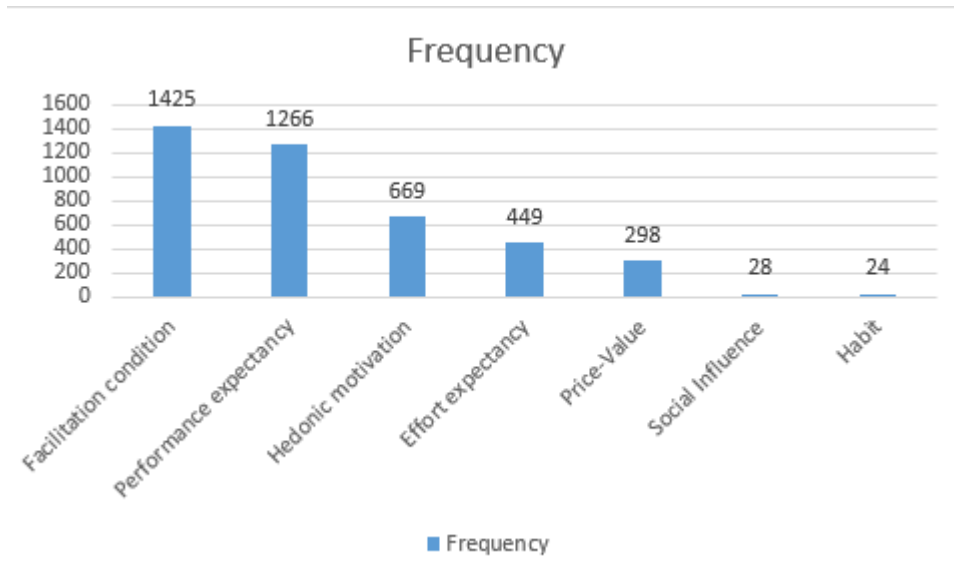


Figure 9 Reviews categories frequency

The pie chart below in Figure 10 shows the categorised codes percentages from Atlas.ti. The results show reviewers' concerns and successes more in the usefulness and functionality of the application. The two categories were found to have the greatest impact on user intention to use the application.

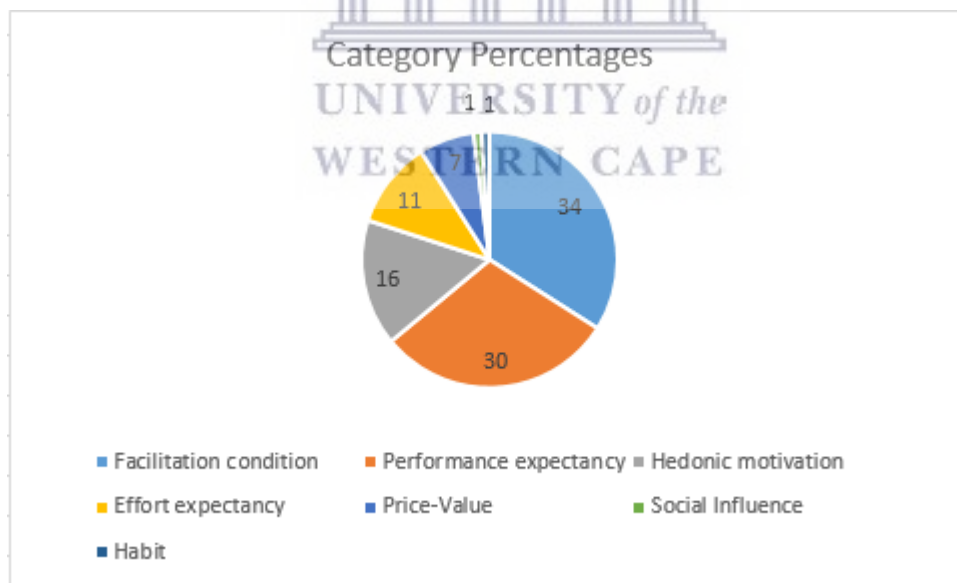


Figure 10 Category frequency percentages

Each category and its subcategories are discussed below in terms of successes and challenges mentioned by reviewers.



### 4.3. Facilitation Condition

The facilitation condition is the perceived availability of infrastructure and organisational support of the technology (Vankatesh *et al.*, 2003). In mobile delivery applications, facilitation conditions include assistance with technical difficulties such as device compatibility, application functionality, and level of response to customer queries. Most reviewers mentioned the several kinds of support they found lacking. As the application uses mobile devices only, users require smartphone services, network services, and application services. Concerns reviewers focused on the application functionality, device compatibility, customer service and technical support. Technical support and customer service were determined to be necessary to users.

#### 4.3.1 Technical challenges

Many reviewers had technical challenges that prevented them from placing orders as the application was non-functional, either slow, crashing, or consistently closing. Reviews that mentioned login difficulties, payment errors, device compatibility, and lack of support were coded under facilitation conditions as per Table 3. Some reviewers indicated frustration and intention to stop using the app after finding no solution in fixing the problem, for example, Reviewer 1978 stated: *"I struggle to add an address. It keeps on using my current location, and that is even wrong, and it's really frustrating not being able to change it. I deleted the app immediately"*. These reviews indicate that technical difficulties in application functionality negatively impact user intention to use the application. These are the same findings by Pasmawati *et al.* (2020). When reviewing online customer reviews, stated that product functionality attributes had a significant influence on usage as these attributes had high reviews.

Users prefer a seamless easy to use application. One user provided a technical challenge, such as lacking user-friendliness. Reviewer 768 stated: *"Really frustrating App, Every time I try and add items into the cart, it removes the previous item selected! App is not user friendly at all"*. Any concerns users experience during and after the purchase process should be handled timeously to keep the relationship between the user and the retailer. However, when users fail to get customer service when they need it, this negatively impacts their intention to use the application. Reviewer 353 stated: *"Had problems 2*

weeks ago the call Centre was PATHETIC and delivery time not all of them was very disappointed will charge the review if I order again if I do”. This finding supports Muangmee *et al.* (2021), who emphasised that businesses should make themselves available to deal with customer complaints and queries in the shortest possible time. It is imperative that the customer service response times to queries. Checkers has done a great job in responding to every review that has been posted for the delivery application. Even though the responses did not fix the users' challenges, they assured that their concerns had been noted and would be addressed. These responses also indicated the desire of the retailer to hear from the users and use these reviews for better service offerings.

Table 3 Summary of findings regarding success and concerns with support

Support	Success	Concerns
Technical Challenges	None were mentioned	Application is not compatible with some devices Technical problems challenging to fix, and no support received (payment errors, application crashing) Non-functionality of some

		application features
Customer service	I received my refund on time	Additional payments not refunded timely Customer service does not respond to queries



Reviewer 354 added: “Used in the past with little issue, unable to login to the app on a new phone.”

Reviewer 1464 added: “A good app, but the fact that I end up with 2 debits on my card is very annoying. My bank doesn’t reverse the reserved amount unless I dispute it with them, which requires my emailing them each time. For that reason, I only use Bottles App as they debit directly to my account the exact amount.”

Reviewer 168 added: “The app keeps saying "internal server error" whenever I want to process my payment, and I don’t know how many times I have retried.”

Reviewer 53 added: “Never had an issue before. Use the app more than twice a week. I updated it today, and now I keep getting errors when trying to pay.”

Reviewer 862 stated, "App crashes most of the time when viewing items. Impossible to order anything"

Reviewer 2111 indicated:” Worst app ever, keep on throwing me out while trying to make an order. After struggling for more than an hour, I decided rather just uninstall the app.”

### **4.3.2 Customer Service**

Challenges or issues that users experience during and after the purchase process should be handled timeously to keep the relationship between the user and the retailer. However, when users fail to get customer service when they need it, their intention to use the application is negatively affected. The customer service team must respond timely to queries. Data analysis shows that Checkers has done well in responding to every review that has been posted for the delivery application. Though the responses did not always fix the users' challenges, they assured customers that their concerns had been noted and would be addressed. The responses also indicated the retailers' desire to hear from the users and use these reviews to better their service offerings.

When making a purchase, an additional amount is charged on a user’s bill and should be refunded a few days after the purchase date. Some reviewers stated that they had not received the money weeks after their purchase orders were delivered.

Reviewer 430 stated: “My only concern with the app is the reversal of the pre-authorized amount. It's been over 2 weeks, and I haven't received it. I checked my bank statement and even emailed the team with the said transaction in question.”

Reviewer 1623 added: “So now I am using PnP Bottles more often as they charge once and immediately refund for any paid-for unavailable items.”

Reviewer 987 indicated: “Good Day, Kindly Assist Urgently!!! I tried contacting your customer via email with no response at all.”

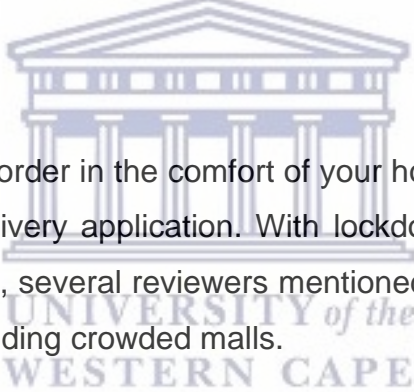
#### 4.4 Performance expectancy

According to Venkatesh *et al.* (2003), performance expectancy refers to the degree to which technology benefits a user in performing certain activities. The authors stated that performance expectancy is aligned to the time reduction achieved by using technology, quality of outcome, and doing the job effectively and more effortlessly. They further noted that users would adopt new technology if they perceived it helpful. This study confirmed performance expectancy as a factor influencing user intention to use and use mobile delivery applications, as shown by the many reviews that mentioned different concerns. The reviewers expected the application to be helpful in meeting their shopping needs. With lockdown restrictions and the COVID19 pandemic, users found the application helpful as they did not have to go to crowded malls for their grocery shopping. Most reviewers mentioned several expectations lacking from the application. These can be divided into application usefulness, job-fit, and relative advantage of using the application. The summary regarding the success and concerns are as per Table 4 below.

Table 4 Summary findings of application usefulness

Performance expectancy	Success	Concerns
Time	Order received timely Saves me time Convenient for me	Users have to schedule delivery Orders delivered hours after order placing order

Benefits	All ordered products delivered  I do not need to go to the mall	Some products out of stock  Limited product range  Ordered products are replaced with substitutes even when the application shows product availability
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Completing and receiving your order in the comfort of your home is the convenience that comes with using a mobile delivery application. With lockdown regulations and fear of contracting the COVID-19 virus, several reviewers mentioned utilising the application for shopping convenience and avoiding crowded malls.

Reviewer 1262 indicated: “I was pretty shocked to see the bad reviews since I have not had a single issue so far. This app is wonderful saves me the hustle and bustle of the busy mall.”

This indicates the benefit of using the application. Some reviewers stated grocery items they prefer are always out of stock. Reviewer 636 stated: *“Most often only half the order arrives, and the other half (the most important ones) are "out of stock."*

The application requires shoppers to choose an alternative product that will be delivered if the selected product is out of stock. Some reviewers liked the idea of selecting alternatives in case the desired product items were out of stock in the store.

Reviewer 1884 outlined: “We've used the app several times. Very impressed with their delivery time. Choosing products and alternatives is easy, and overall we are satisfied with our experience”.

Motorcycles deliver groceries for the Sixty60 application, and a user can only purchase 30 grocery items. Many reviewers mentioned frustration with the limit on order quantity. Reviewer 1718 indicated: “*Max 30 items, don't waste your time if you want to do monthly groceries on the app*”.

On the other hand, several reviewers stressed frustration that ordered products available on the application are replaced with alternatives when the order is processed, even though the application showed the product items as available.

Reviewer 1393 indicated: “Most items are out of stock even though picked up from stores that have stock.”

Unavailability of stock (application job-fit- performance expectance), affects intention to use the application. Users will find it beneficial to go in-store to get required groceries. In addition, on the non-availability of stock, some reviewers mentioned they might have to go to the shops as the application does not have available products in the shop.

Reviewer 2906 posted: “Most of the essential daily items are not available. Yet if you have to walk into the store it is available”.

On the other hand, a reviewer was not happy with the unavailability of stock and decided to use a rival application. Reviewer 1625 indicated: “*ENTIRE basket is requesting alternatives for each product for the more expensive option. I went online shopping somewhere else!*” This indicates that performance expectance affects behavioural intention to use or use the application.

When introduced, orders were delivered within 60 minutes. As more users adopted the application, users now can schedule order deliveries from available schedules. Many reviewers stated a failure by Checkers to adhere to the Application's initial principal of delivery within 60minute of ordering.

Reviewer 349 stated: “Orders are 90% of the time late. The 60-minute delivery promise is not true and even when I accept that delivery will be 3hrs from order time, it still comes late”.

Such a review indicates the perceived benefit is lower. On the contrary, some reviewers mentioned receiving their orders in less than 60 minutes in the early days the application was introduced. Other reviewers complained of delivery delays.

Reviewer 412 described: “Received all 7 correct items in under 20 minutes. Great service”

#### **4.4.1 Summary of performance expectancy**

According to the analysis, performance expectancy is based on the application's ability to deliver the ordered grocery items as early as possible. One vital benefit was the ability to get all groceries in the comfort of a user's home. However, some reviewers verged their frustrations with stock unavailability, delayed orders, and some indicating an intention to buy in-store. Therefore, the findings confirm that performance expectancy influences user intention to use mobile delivery applications. This finding supports Oksiutyc and Lubinga's (2021) findings that 89.6% of research respondents would download an application that meets their expectations and deliver on customer promises. On the other hand, Niemand and Chauke, (2017) said 69% of research respondents indicated perceived usefulness of a mobile transportation application as an essential determinant in the application usage.

#### **4.5 Effort expectancy**

Effort expectancy is a user's belief in using technology's ease or difficulty (Venkatesh *et al.*, 2003). The authors indicate the perceived ease of using technology, perception of difficulty in understanding or using technology, and the ease in using the technology capture the concept of effort expectancy. Some reviewers mentioned satisfaction with the application design with over 15 000-grocery items on the application. Some mentioned finding the user interface easy to navigate and use, making the buying process effortless. These reviewers indicated an intention to continue using the application after an easy experience in using the application. On the other hand, some users stated finding the



search option challenging and mentioned an intention to stop using the application. Such user concerns indicate that user interface and application design contribute to the ease of application usage and intention to use the application as shown in Table 5 below.

Table 5 Summary of findings of effort expectancy

Effort expectancy	Success	Concerns
	<p>Makes the buying process easy</p> <p>Simple user interface</p> <p>Easy to navigate</p>	<p>The search option does not work</p>

Reviewer 501 indicated: “Convenient, easy to navigate app, good service, and packaging.”

Reviewer 24 described, “Good day. Very nice layout from the app. I gave it 3 star”

Reviewer 534 added: “Easy to navigate the app, well designed, and I like that it offers the option to select an alternative product if they don't have what you want in stock.”

Reviewers 2781 indicated: “Please fix the search function. The search results keep changing, and most results are completely irrelevant”.

#### 4.5.1 Summary of effort expectancy

Some reviewers indicated having faced challenges with the functionality of some application features. Reviewer 2595 revealed: “*Difficult to navigate. Search does not work for all products. App closes repeatedly*”, many reviewers indicated finding the application easy to use and navigate. Reviewer 360 mentioned, “*Constantly crashes. I can imagine that this app is even more frustrating than going to the store.*” These reviews show that

applications that are difficult to use directly affect customer usage intention. These findings are in line with the results by ur Rehman *et al.* (2019), who found that failure by users to see the easiness of technology use will fail to adopt innovative technology.

#### 4.6 Hedonic motivation

Hedonic motivation refers to the fun or pleasure derived from using a technology (Venkatesh, Thong and Xu 2012). According to Alalwan (2020), hedonic motivation is measured by intrinsic motivations (for example, enjoyment, fun, and pleasure) derived from using applications. In this study, the intrinsic motivations experienced by the reviewers are as per Table 6 below.

Table 6 Summary findings of hedonic motivation

Hedonic motivation	Success	Concerns
	<p>Using the application is fun and enjoyable</p> <p>Using the application brings me pleasure</p> <p>I love using the application</p>	<p>None were mentioned</p>

Most users stated enjoying using the Application. Reviewer 1115 mentioned: “I really like this app. I enjoy how it takes you through the entire shopping experience.”

Reviewer 3204 added: “Amazing! I have nothing but love for this app.”

Reviewer 643 added: “What a pleasure, user-friendly interface. Fun”

#### 4.6.1 Summary of Hedonic motivation

Reviewers who indicated having enjoyed, loved, and had fun using the application, indicated their intention to continue using it. Reviewer 4413 stated: *“I really enjoyed using this app. It’s very convenient.”* These findings suggest that hedonic motivation has no prominent effects on the intention to use mobile delivery applications. Some reviewers even mentioned their intention to recommend the application to friends as said by Reviewer 165: *“I was excited by this app and recommended it to friends and associates after several successful deliveries.”* With 16% of the reviewers indicating enjoyment and excitement in using the application, hedonic motivation was found to have moderate prominence in technology usage and acceptance. However, reviewer 165 mentioned excitement in using the application and indicated intentions to recommend it to friends. Usage intention is high when a user is excited about using the application. These findings are similar to those by Fadzil (2018,) which indicated that hedonic motivation greatly impacts behavioural intention to use mobile applications.



#### 4.7 Price-value

Price-value, in this research, refers to the cost incurred by application users in addition to the purchase price. Reviewers found the loss in savings due to the lack of a loyalty card on the application costly.

Table 7 Summary findings of Price-value

Price-value	Success	Concerns
Cost	None was mentioned	The extra saving card is not linked to the application  Paying more for items on the

		application than in-store
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Checkers offers a loyalty card; customers will need to swipe in-store during a purchase process to get promotional savings. This card is not linked to the application, making users pay more than in-store. Several reviewers mentioned losing out on savings cards as they are not linked to the application for users to benefit like in-store shoppers.

Reviewer 4886 stated: “My question is why the specials are using your savings checkers card only for in-store and not for the app as well.”

Furthermore, several reviewers stated that they paid more for grocery items purchased on the application than in-store.

Reviewer 3266 added: “Why are prices different on app from the store?”

Disappointed with the lack of extra savings, a single user indicated an intention to stop using the application.

Reviewer 138 stated: “The app itself is okay, except that it does not make provision for the extra card, but the delivery is poor. I've used it 3 times, and there were mistakes 2 of the 3 times. Won't use it again.”

#### 4.7.1 Summary of Price-value

The findings have shown that price-value affects user intention to use the mobile delivery application, even though the effect is insignificant. Though price-value brought a lot of concerns from the reviewers, there was little effect on user intention to use the mobile application. Few reviewers mentioned the intention to stop using the mobile application. For example, Reviewer 3414 stated: *“I love the app. I just wish I could use my extra*

savings card.” However, adding a savings feature to the app will bring satisfaction to the users who will see no need for in-store purchases. Reviewer 559 stated: *“Please add Extra Savings onto the app. More people would use it if we could access these savings like we do in-store”*. The findings show that price-value affects intention to use mobile delivery apps. Results by Alalwan (2020) also showed that price-value positively influences the continued use of mobile applications.

#### 4.8 Social Influence

Venkatesh, Thong and Xu (2012) propose that social influence is how friends and family influence technology adoption by an individual. They further defined social influence as the degree to which individuals perceive that it is essential that others believe they should use a new system. The success and concerns reviewers had in using the app are as per Table 8.

Table 8 Summary findings of social influence

Social influence	Success	Concerns
Reviews	Used application after checking reviews	None were mentioned
Friends and Family	Used application recommendations	

Some users indicated that they went through posted application reviews before installing or using the application.

Reviewer 3967 mentioned: “After reading all the reviews, I think I won't even bother trying the app”

The reviewer’s post shows that the decision not to use the application was based on the reviews posted by users. This indicates that social influences the user intention to use the application. On the other hand, some reviewers mentioned using the application after friends had recommended it.

Reviewer 2445 added: “I downloaded it after my friend gave it raving reviews about the efficiency.”

### 4.8.1 Summary of Social influence

The findings show that few reviewers used the mobile delivery application after recommendations from friends and family. However, the significance of the influence is limited as very few reviewers indicated to have used the application based on reviews and friends’ recommendations.



### 4.9 Habit

The construct (Christino *et al.*, 2021) is the most significant influencer in the behavioural intention to accept and use mobile delivery applications. Chotigo and Kadono (2021) stated that customers who are using apps are more likely to use a new app. Table 9 shows reviewers’ successes and challenges in using the application.

Table 9 Summary findings of Habit

Habit	Success	Concerns
Reviews	application better than other applications	Other applications are better than this application.

This study's technology usage patterns were coded as reviews that compared the app to other grocery or mobile applications (Habit). The researcher took this to indicate that the reviewers had used other mobile apps before or used them consistently. A few reviewers compared the application to other grocery apps. Even though habit has a positive impact on intention to use this application, it had little significance in behavioural intention to use the app as very few users compared the application to other grocery and mobile delivery applications.

Reviewer 4873 mentioned: "Better than PnP and way quicker than Woolworths, well-done checkers."

Reviewer 4908 added: "Far behind Uber eats."

These two reviews show that consumers who have previously used a mobile application are more likely to use a new mobile application.

#### **4.9.1 Summary of Habit**

Reviewers satisfied with their prior experience with mobile delivery applications are more likely to use a new application. The habit was found to have no significant impact on customer intention to use the mobile delivery application, with only 1% of reviewers indicating having used another mobile application. Reviewers made the comparison of the Sixty60 mobile application with other applications. Reviewer 23 stated: "*Tried other options, PnP and Woollies, but Sixty60 is still the best*". These findings support Alalwan (2020), who suggests that users who have experienced satisfaction in using similar applications are more likely to use a new application.

#### **4.10 Discussion**

This study aimed to identify the factors affecting the behavioural intention to use mobile delivery applications. User reviews were analysed to determine the UTAUT2 construct relevance in behavioural intention to use a mobile delivery application. Results of analysing 4159 user reviews demonstrated that the fundamental determinants of intention

to use were; facilitation condition, performance expectance, effort expectance, hedonic motivation, price-value, social influence, and habit. The findings strongly support the suitability of the UTAUT2 as a means of guiding the understanding of the factors that affect consumer acceptance and the use of mobile delivery applications for grocery ordering and delivery.

The main findings of the research show that technical challenges and lack or delayed response to queries (facilitation condition) had a prominent influence on intention to use and use of the mobile delivery application. 34% of the total reviewers mentioned either challenges or satisfaction with the application functionality and customer service. These findings support Maziriri *et al.* (2020), that facilitation conditions directly affect the usage intention of Uber, a mobile transport application. When users fail to get customer service when they need it, their intention to use the application is negatively affected. Facilitation conditions have a positive influence on user acceptance and use. These findings echo Suroso and Sukmoro (2021), whose findings show that the facilitation condition positively influences user intention to use mobile healthcare applications in Indonesia. However, Dakduk, Santalla-Banderali and Siqueira (2020) submit that facilitation condition had a positive effect on behavioural intention, but the effect was small.

Performance expectance, which means the degree to which technology will benefit users in activity performance, was the second strongest determinant after the facilitation condition. 30 % of the reviewers indicated benefits of using the application affected their intention to use the mobile delivery application. The application is primarily used to conveniently buy groceries online, saving time to meet user needs. Reviewers indicated finding the application convenient during the pandemic era and time-saving. However, users who expect to find all the product items they need on the application, get relevant information, and be more timely, are more likely to use the application. The effect of performance expectancy was found to be prominent on usage and acceptance of technology. These were the same findings in a study to determine the factors affecting the continuous use of a mobile telemedicine application by Hartono, Della, and Kawi (2021). This is also in line with a study by Song, Jeon and Jeon (2017), which mentions that a delivery application should be updated with prices and products timeously to provide users



with accurate information. The authors noted that an informative application influences reuse intention and customer satisfaction. Lee, Sung and Jeon (2019) -a study to determine the continuous use of mobile delivery apps, supported these findings; they found that users' intention to use an application depended on information quality with performance expectancy as the mediating variable. Maziriri *et al.* (2020) also found the convenience of using the Uber mobile application having a close link with intention to use.

The pleasure, fun, and enjoyment derived from using technology is hedonic motivation (Venkatesh Thong and Xu 2012). Reviewers who found joy, fun, and happiness in using the mobile delivery app are satisfied and are more likely to continue using the application. The findings of this study show that reviewers who found joy, fun, and pleasure in using the application indicated their intention to continue using the application. Some reviewers mentioned loving the feature that allows them to select alternative product items if their chosen items are out-of-stock. These findings concur with the conclusions by Park (2020) that hedonic motivation has the most decisive influence on customer satisfaction in online music services.

The author added that various features and functions bring users fun, satisfaction with the service, and continuous use.

An easy-to-use technology is more likely to adopt than a complex technology—reviewers who mentioned finding the app easy to use and navigate indicated satisfaction in using the application. The findings show that reviewers who found using the application easy to use, faced no challenges in using the application, and needed little effort in using the app (effort expectancy), are more likely to continue using the mobile delivery application. This finding supports Gharaibeh, Arshad and Gharaibh (2018) research, concluding that customers are more likely to use banking applications if they find the banking transaction easy to complete.

Users who use the recommendation from friends and family (social influence), when trying or using new technology are most likely to continue using the technology. This study found that though reviewers have used the app after recommendations from family and friends, other factors determine if they will continue using the application. Although some users

attested to having used the application after recommendations from family and friends, most of them ended up indicating an intention to delete or delete the application after facing technical problems (facilitation condition). This finding suggests that social influence is affected by facilitation conditions and performance expectance. These findings are in contrast to Chotigo and Kadono (2021). The social impact was a significant factor determining user satisfaction during the pandemic, as reviews from social networks influenced consumer interest in food delivery applications.

Price-value is the cost that is associated with using the application. Reviewers indicated dissatisfaction with the application's lack of rewards and discount promotions. Such costs affected user intention to use the app as some reviewers stated an intent to purchase groceries in-store than online to benefit from the rewards and discounts. This supports Maziriri *et al.* (2020) findings that state that price-value directly influences the purpose of using Uber, a mobile transport service. These were the same findings by Muangmee *et al.* (2021) in their study on factors determining the behavioural intention of using mobile delivery apps. They found that the cost of using the app higher (price-value) negatively influences the user intention to use the app. This supports findings by Chotigo and Kadono (2021), who found Thai consumers to be less affected by price value during the COVID19 pandemic, fearing contracting the virus as cases were rising. The author further noted that reduced prices by some restaurants created higher perceived and actual value for the user. Price-value was also found to influence the usage of mobile telemedicine applications greatly.

Malik, Suresh and Sharma (2017) describe habit as the extent to which individuals tend to perform behaviour automatically because of past learning. Habit influences information technology systems' continuous use. In this study, the researcher took reviews that compared the mobile delivery app to other grocery or mobile apps to indicate that the reviewers had used other mobile apps before or used them consistently. A few reviewers compared the application to other grocery applications, showing that even though habit has a positive impact on to intention to use this application, it had little significance in user intention to use. These findings confirm findings by Park (2020), who found habit to be insignificant in customer satisfaction and intention to use online mobile services as it

occurs unconsciously. However, these findings are contrary to Suroso and Sukmoro (2021) findings, which conclude that habits positively influence the acceptance and use of mobile health applications.

The study draws on the constructs of the UTAUT2 model. The findings of this study are expected to contribute to the current pool of knowledge and practice. From the practice perspective, the study proposes that developers and retailers should focus on the application features to enhance the acceptance and use of mobile delivery applications. From the knowledge perspective, the study addresses a gap in the South African literature in accepting and using mobile delivery applications.

The study also contributes to the academic body of knowledge and a better understanding of technology acceptance and use. This study provided an in-depth understanding of how the perception of performance expectancy, effort expectancy, facilitation condition, hedonic motivation, social influence, habit, and price-value will affect acceptance and use of mobile applications.



#### **4.11 Chapter Summary**

This chapter provided the results and discussion of the main findings of this study based on research objectives. The conclusions provided answers to the research questions, and research objectives and outcomes were linked to the available literature.

Customer reviews were themed and categorised according to the UTAUT2 constructs that were applicable. Reviews presented rich information from customers that are reliable and relevant to the retailer to understand customer experiences, challenges, satisfaction, and concerns after using the app. This information contained information on app features, functionality, performance, and design that play a pivotal role in customer intention to use the app. Facilitation condition and performance expectancy were found to have tremendous significance in customer intention to use the app. Habit and social influence had the least impact. Discussion of the study findings was presented in comparison to the available literature to show the study's relevance.

## CHAPTER 5: RECOMMENDATION AND CONCLUSION

### 5.1 Introduction

The preceding chapter presented and analysed data. This chapter summarises the preceding chapters and then discusses the findings that answer the research questions and objectives.

### 5.2 Synopsis of the study

#### ➤ Chapter 1

As the foundation of the study, chapter 1 highlights the introduction, background of the study, the problem statement, and the questions and objectives of this study. Furthermore, the chapter discusses the research coverage and concludes by outlining the covered chapters.

#### ➤ Chapter 2

The chapter looks at peer-reviewed journals and credible sources by reviewing current literature. Reviewed literature was on e-commerce, online shopping, mobile delivery applications, online mobile delivery apps, and the various technology acceptance models.

With the impact of COVID19 and lockdown restrictions imposed in countries worldwide, literature on online shopping was reviewed to understand its significance in this era. A comparison is made in the adoption and intention to use mobile delivery applications in developed and developing countries, like South Africa. The emergence of online retailing due to the pandemic is also discussed.

#### ➤ Chapter 3

The chapter discusses the procedures and methods used in the study. Secondary data was used in this research study. Customer reviews for the Checkers Sixty60 were downloaded from the Google Play Store. Using the UTAUT2 constructs, the reviews were coded into these construct categories using Atlas.ti V.9. Microsoft excel and Atlas.ti were

used to analyse and interpret the data into graphs and tables, and results were presented in chapter 4.

#### ➤ **Chapter 4**

Coded and categorised reviews were analysed in this chapter. Research objectives formed the basis of the presentation of the results, which was enhanced using tables, graphs, and pie charts.

### **5.3 Contribution of the study**

By attempting to validate the UTAUT2 model, this study adds to the Information Systems (IS) research field like previous research (Palau-saumell, Forgas-coll and Javier, 2019; Alalwan, 2020; Chotigo and Kadono, 2021). Previous research used the UTAUT2 model in questionnaires (Fadzil, 2018; Lee, Sung and Jeon, 2019; Alalwan, 2020; Chotigo and Kadono, 2021) and interviews (Gharaibeh, Arshad and Gharaibh, 2018; Jacobs, 2020; Mihenni, 2020). Oudhuis (2017) research used an open approach to describe the context surrounding educational technology. The study's major contribution to the body of knowledge is an understanding of the UTAUT2 conceptual framework in this retail context. The study adds to the gap in the information system (IS) field where context surrounding technology usage is used to determine factors affecting the behavioural to use technology without formulating hypotheses.

The study also contributed to an understanding of how user experience is influenced by performance expectancy, effort expectance, facilitation condition, social influence, hedonic motivation, price-value, and cost in retail mobile applications. In the long term, this can assist mobile application developers in developing applications that meet user expectations while providing the best user experience. No research has been done to date to determine the factors affecting consumer acceptance and the use of the mobile delivery application in the retail context using online customer reviews. The findings of this study bridge the gap in mobile application acceptance and use in South Africa. Online customer reviews as secondary data in determining user acceptance and use is also proved.

## **5.4 Limitation of the study**

The research was conducted under the COVID19 pandemic when lockdown restrictions prevented using other data collection methods like face-to-face interviews. Although the collected data represent the whole of South Africa, other factors such as level of usage and usefulness may differ due to store location and buying behaviours of users. For example, users in city centres may find the app more beneficial due to working times than users in a small town. The study used customer review data, which prevented the researcher from testing other variables such as age, gender, and educational level, which could not be determined from the data. More investigation using a data collection method that will include collecting users' age, gender, and level of education will provide greater strength to the findings. The study provides the first step of insight into factors based on qualitative data. The use of interviews will yield more data with depth. A new variable that emerged from this study is coverage of the application as retail stores in some areas that were yet to start delivery services leaving potential users waiting for no set time. Without clear information of areas without coverage from the reviews, the location was not added to the factors that affected acceptance and use of the application. Another limitation is that the study was dependent on user reviews, and therefore, each construct was not directly measured, and consequently, the results are limited by what the reviewer mentions.

## **5.5 Recommendation for future work**

Given that the study used online reviews posted by users all over the country, it is therefore suggested that the research should be conducted in specific areas to determine if the same results will be achieved in a different province or city. Such research will help application designers develop applications that meet user needs and retailers in providing product items according to customer preferences. Due to lockdown restrictions imposed to curb the spread of the COVID19 pandemic, interviews could not be used in this study. Further research using interviews or questionnaires will aid in determining the effects of

other UTAUT2 constructs that could not be assessed in this study, such as age, gender, and educational level.

As more and more users adopt these applications, further investigation into how big data is used in the shopping process to optimise customer experience and organisational revenue is essential. Big Data and predictive analytics can also be explored, and their impact on improving organisational online offering determined.

## 5.6 Conclusion

Online shopping has become popular in the last decade, and the recent COVID19 pandemic lockdown restrictions have seen more retailers adopting online shopping in all sectors of the economy. Increased competition amongst retailers is expected to increase as users have a wide range of online retailers to choose from. However, the success of mobile delivery applications depends on the user's acceptance. A positive user experience with an app will positively influence intention to re-use and loyalty resulting in increased market share and revenue. The main objective of this study was to determine the factors that affect the usage of mobile technology or the intention to use mobile technology in South Africa.

4159 reviews were coded into categories based on the UTAUT2 constructs; the researcher was able to determine reviewers' successes and concerns in using the application and how these experiences affected their usage intention and use of the application. The research study has found the factors that affect usage intention and use of a mobile delivery application in South Africa. These were; the usefulness of the application (performance expectancy); and the technical and customer support available (facilitation condition). The research analysed the perceived ease of the application (effort expectancy), and the joy, pleasure, and enjoyment users find in using the application (hedonic motivation). The researcher investigated the impact of recommendations from friends and family (social influence) and the cost of using the application (price-value) on technology usage. The degree to which consumers use applications automatically due to

learning (habit) was found to have a more negligible effect on customer intention to use the application.

Based on the results and discussions obtained in this study, the following suggestions are made. Mobile application developers and retailers need to understand the major factors that affect usage of mobile technology or the intention to use mobile technology, develop strategies to meet user expectations and needs, and stimulate the rate of acceptance and usage. Firstly, retailers can work with application developers so that applications are developed to suit users' expectations and improve user experience. Secondly, application developers can also use these findings to improve the design to enhance user experience while making the applications easier to use. Thirdly, retailers can use these findings to incorporate price specials in the mobile application. Users who opt to purchase in-store to benefit from the price specials will use the application and help like their in-store counterparts.

Results for this study could not be generalised as the research was qualitative and based on a particular application.



## **5.7 Chapter Summary**

The preceding chapters of this study were summarised in this chapter. The contribution the study will make both to the academic research and the retail industry is detailed. Limitations that the research presented were highlighted with recommendations for future work not only to further this research and discover how big data and big data analytics can be used to enhance customer experience and satisfaction with mobile delivery apps. The chapter ends with a conclusion of the study findings.



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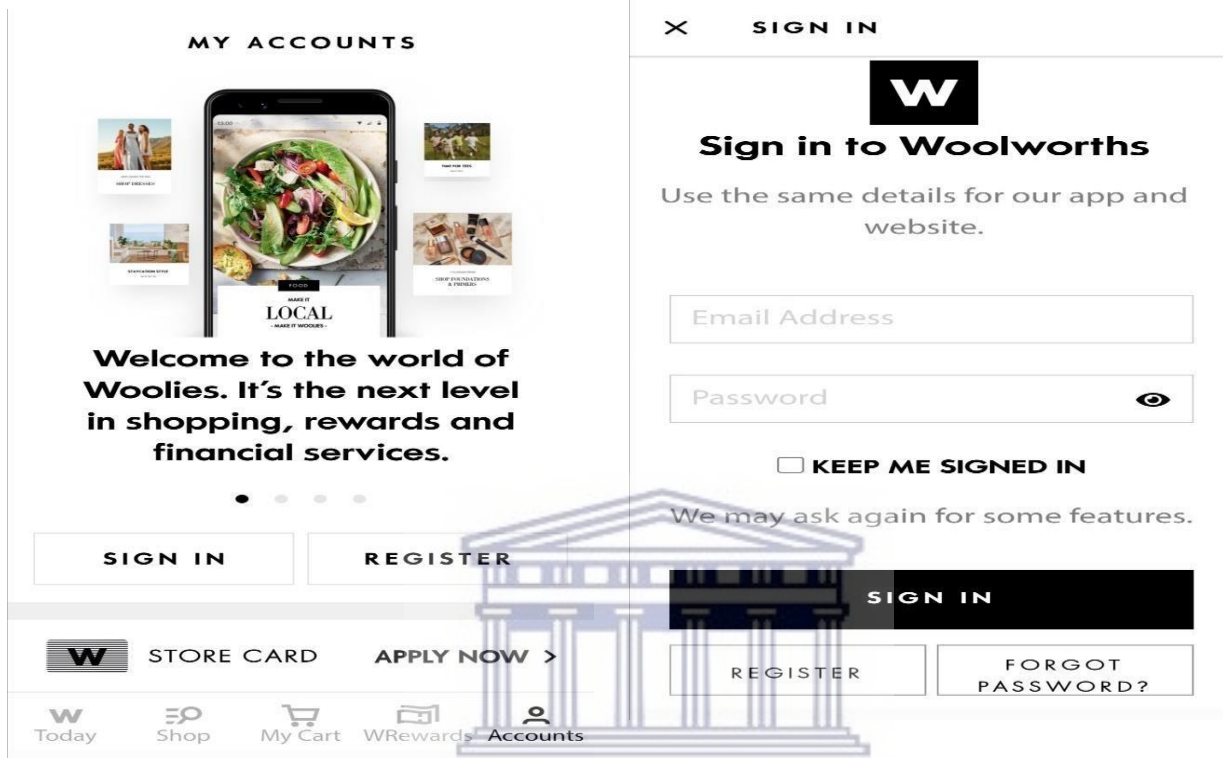
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## Appendix A: Examples of mobile delivery apps



UNIVERSITY of the  
WESTERN CAPE





New Customer

Create an Account

Existing Customer

Enter email address

Password




Login

Forgot Password?




Tomorrow 09:00 - 10:00 Parklands ma...




Next available delivery. Close

MADE LES SORTEI

 <b>R 54.<sup>99</sup></b> Jungle Cinnamon Granola Muesli Cereal 750g	 <b>R 47.<sup>99</sup></b> Jungle Tropical Muesli 400g	 <b>R 54.<sup>99</sup></b> Jungle Berries Cereal
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PANTRY LOADERS View All

 <b>R 9.<sup>99</sup></b> Kidney Beans in Brine	 <b>R 69.<sup>99</sup></b> Black Cat Smooth Peanut Butter 1kg	 <b>R 49.<sup>99</sup></b> Black Cat No Salt Crunchy Peanut Butter 800g
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Home    **R183.97**





## Welcome to Zulzi

Get all your groceries delivered to your door in an hour!

GET STARTED



## Enter your details

Name

Surname

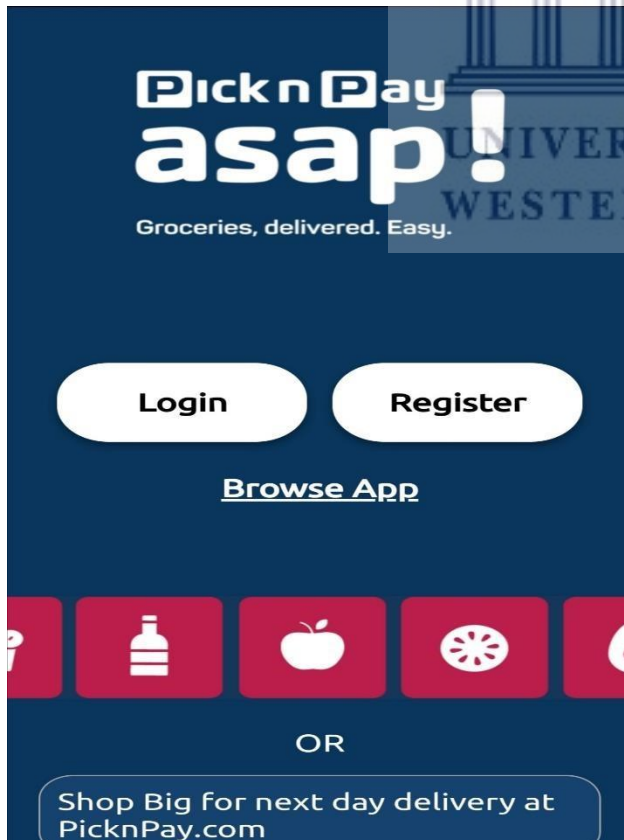
Email address (optional)

Date of birth (optional)

**i** Your date of birth is requested because alcohol sales are not permitted to persons under the

By clicking "Sign Me Up", you're agreeing to Zulzi's Terms & Conditions.

SIGN ME UP



First name

Last name

Date of birth

Cell number

Email address

Password

Referral/Promo code (optional)

## Appendix B: Examples of categorised reviews

### Performance expectance

ID	Quotation Content
1:419	Waste of time. All day delivery?? That is a lie I can maybe get delivery between 4 and 5? This does nothing to help me make live easy, dont advertise something you cant provide.
1:424	Why is Mayfair not covered for 60 seconds. Really !!!!
1:448	They are worth it..... but service is slipping I've had two deliveries that was not done within 60min.
1:450	In all honesty I've had great service throughout and only had 2 items replaced ever since I started using the app.
1:451	Limited options.
1:453	Fantastic service. Makes life so much easier. Thanks a lot.
1:454	The app works and does what it should do.
1:455	Great service. Speedy delivery and received all my goods in great condition.
1:456	Unimpressive. 30 item limit is unreasonable and there are ALWAYS products out of stock
1:460	Awesome delivery time, always got my items!

1:461	Placed an order today and we are already 25 minutes past expected delivery, without notification to the user, relating to the reason for delay
1:473	Fast, efficient and so convenient.
1:477	Placed an order at 10:00, still waiting for delivery at 14:40. Checkers claim it's a 60 minute delivery service. Not the app's fault but an issue people should be aware of.
1:479	A year later still the best time keeper! 60minutes sharp
1:480	Used to be super happy with the service until delivery started changing to 24hrs instead of 60 minutes.
1:483	Very good and fast service
1:492	Can make payment and delivery times super long
1:505	was told we can order online and urban but error "reached full capacity " this was after 12am
1:506	The app is working perfectly now. Drastic improvement on a year ago
1:513	20% of your order will be replaced with something you don't want because of stock, almost always the most essential thing like your protein, so you can't rely on it for dinner.

1:519	Wow, great app. I've used it a number of times now and it has been so convenient.
1:524	App is good delivery is fast and efficient.

#### Application functionality-Facilitation condition

1:214	I have ordered products and the order was cancelled by Checkers themselves. I went to the nearest Checkers and they told me they did not receive my order.
1:215	I could not get my order to go through as every time you minimize the app it has to do the checkout process from scratch
1:216	The app keeps crashing. I actually love shopping this way.
1:217	I placed my order at 12:59 (when payment went through) yet the app shows order placed 15:35. It also showed eta will be 17:00. I'm currently still waiting for delivery and it's now 17:03 now. I'm a covid patient, hence I ordered online.
1:219	The app keeps crashing. Just says it "stopped working".
1:225	Duplicate payment on single transaction and cannot get feedback or my money back!
1:231	I enjoyed using the app. But now I can no longer make purchases because the app just bugs out.

	I've tried Uninstalling and reinstalling but the problem persists. I'm really disappointed.
1:234	My payment options has been failing consistently. I cannot use the app. I have even tried uninstalling and re-download the app. It does not resolve any problems. Please help the issue.
1:242	Work fine until I was told to update before I could place order. Now it says installed but can't place any orders. Keeps on telling me to update.
1:247	The resubmitted and got internal server error.
1:258	Can't even sign up. Why have a drop down menu for international registering, but not allow it to go through or have the proper number of digits in the phone number.
1:264	Last update is broken. Can't search for anything, only see a few items for purchase?
1:265	It seems like a good way to shop, but when you get to the checkout option, you can't pay cash. Now disappointing I can't change the delivery address either.
1:269	Terrible service on this app, orders are "delivered", but drivers don't show up. Browsing causes severe slow-down and app requires a restart.
1:272	It was absolutely wonderful in the beginning but after a while it started to glitch and every time I

	open the app I have to wait 1-4 hours to order the mobile.
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Customer service-Facilitation condition

1:2350	I had a query, which was immediately answered. Fast, friendly delivery of my order. Great app. Thanks!!!
1:2377	Very much frustrated with this app and the fact that there is no support besides an email address.
1:2406	I placed an order again. No little garden plants seedlings were sent to me. How many times is this going to happen with no resolution from customer service?
1:2435	Disgusting really bad. I've been waiting for a refund for 3 days. Still waiting for help centre as they got the order wrong
1:2440	The delivery was fast and most of my items were in stock. I just wish they would tell us how long it takes for our money to be put back into our account
1:2444	Very bad experience as first time user. Still waiting on outstanding money owed to me for goods not received but charged for

1:2452	Would make it higher but I've never had the extra charge reversed.
1:2527	So disappointed in the service. I ordered 5 items and only received a bread after waiting 4 hours. I paid a service fee, which means I paid R55 for just a bread. And Of cos I have been emailing for my refund for the other items I paid for and did not receive...no response
1:2528	Checkers app is great and I always get my products but two days ago checkers debited my account then cancelled my order now I am struggling to get my money back.
1:2538	When one of my orders were cancelled and when one order could not bring all products, after the payment was made, there was no reversal of payments and I tried following up with no success
1:2542	The reason of this rating could have been easily avoided but I guess I am going to write this review so someone else doesn't go through this. First order I made was cancelled right after you guys took money from my card this happened two weeks ago and till today I haven't received my money back
1:2545	I have 2 cancelled orders that i never received any money back and it has been more than 10 days since the cancellation. I tried submitting an issue but no one got back to me.



1:2552	App has an few kinks, but has been overshadowed by the excellent support from Checkers' Personal. Truly feel like an valued client today!
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Perceived ease of use- Effort expectance

1:130	UX designer the interface is so obtuse. The search doesn't work properly
1:131	I'm still using this app a lot, but please note: Pending amounts have been taking up residence for 10 days on my account (not 2-5 days). It's an extreme sport to find what I want, even when searching very specifically - I end up scrolling through endless nonsense to get to what I searched for
1:154	The ability to order products in this format is excellent. It's unfortunate that parts of the app are quite slow, e.g. scrolling through "my products" is less responsive than other parts.
1:166	Every single order there is always multiple items out of stock. There is no way to cancel an order if the item is out of stock. You need to add this feature to make the app usable.
1:172	Terrible to use, for example U go into the liquor/ beverage department and do a search for white wine. It

	brings up everything in the entire store beginning with the letter W
1:187	User friendly and convenient however The App doesn't notify you in the event of a delay. One has to call the call centre. They also don't deliver within the 60 minutes as promised
1:189	Every little click or every little thing results in the app crashing. Like constantly. One can barely browse the store, let alone complete the list in the shopping cart.
1:211	The "pre-authorized amount" process isn't user friendly, especially on one's budget. You should remove that system from the app to make it more flexible and easy to use.
1:360	Constantly crashes. I can imagine that this app is even more frustrating than going to the store
1:371	Checkers sixty60 advertises medication for delivery, yet on the ground the stores do no pack/deliver any medication. This is such a waste of time and energy.
1:374	It's a lekkewaan, 30 item limit is a killer for grocery shopping. App without glitches
1:379	Was my first experience on the App.? A bit difficult but eventuality got it working.
1:381	Reliable and friendly delivery. Easy access
1:382	Wow what a pleasure! Easy to use and the service is excellent.

1:383	Fast and easy to use. I love that I can add alternatives. Well done, great app.
1:388	Wonderful! I order weekly with no hassle

#### Enjoyment-Hedonic motivation

1:2831	Checkers is fast becoming the best retailer in SA for all consumer levels. To offer competitive prices with online shopping will be unbeatable.. I'm very happy to pay a delivery fee in future
1:2843	Love this app, really convenient
1:2848	Quick, easy to use. Delivery took 43 minutes from placing it.
1:2851	I am loving sixty60. It has been such a blessing. The men are amazing and the service brilliant. I love that the app allows you to choose alternative products if some are out of staff.  Appreciate the choice. Thank you checkers
1:2861	LOVE this app. Always arrives under an hour. Great service!
1:2874	Love my 60/60 orders! The app which updates on where delivery is, is amazing
1:2881	Absolutely love this app. Also, the Roodepoort driver Patrick is beyond outstanding.

1:2888	Ordering is easy, service is fast and the drivers are friendly and helpful.
1:2895	The app is not very user friendly, but the service we got was excellent. Thank you!
1:2901	Very good deliver and service App could be a bit easier to navigate
1:2938	Love it so much easier to do shopping
1:2941	Love this app!! Use it all the time and very happy. Definitely recommend. Keep it up!
1:2951	Phenomenal. Checkers have a lifelong customer in me. The best experience ever
1:2986	Works perfectly fine for me
1:3023	Beautiful interface, delivery always under 60 minutes
1:3039	Wonderful app and experience. Driver was also super friendly
1:3072	Loved the app and service.
1:3096	User-friendly and convenient ...love the fact that you can track your order
1:3097	Very nice app.
1:3141	Love the service
1:3179	I love this app it actually comes to the rescue. I really recommend you to download it and give it a try

1:3191	I love using the app and my goodies delivered. Excellent.
1:3200	I love this service. I might be tempted to never go to the grocery store again.

#### Cost-Price-value

1:559	Great app, however I've never had my order actually delivered in 60 minutes. Please add Extra Savings onto the app. More people would use it if we could access these savings like we do in store
1:561	It would be nice to add the Extra Savings card on the app.
1:578	Will give higher star rating when Checkers savings are applied through the app.
1:593	Out of all the orders I've made which is about 20 times already now, they've only reversed the pre-authorized amount once. I used my husband's card to make orders before he complained about the same thing. I used my card and I haven't received my money for two weeks now
1:597	My first order was a while ago. Didn't check the reversal of the reserved amount. This order I took on last Sunday still awaiting my reversal of the reserved amount. Double checked. They never paid it back to me upon first order

1:607	t's okay but it could be better if we could actually add our checkers card on the app to get specials of combos and things . Also I don't get back the extra amount of money you deduct on the app which is technically robbing clients
1:617	I live ONE block away from Davenport branch, I'm in Clark Road, and I'm still expected to pay Over R30 delivery fee. Uber Eats delivers from Game in Pavilion for a R9 fee... much too expensive
1:621	Don't waste your time downloading. It doesn't give you promotions nor does it give you discounted prices.
1:626	Why is the payment R200 more than the pre-authorized amount. The preauthorized amount is already R784, but when it comes to payment, it shows R984
1:627	The service is great from the driver side. but They charge you a lot more then supposed to..
1:628	Pamphlet specials should all be available online. Also special offers should be under its own tab you shouldn't have to scroll through every product to find it...
1:655	Doesn't give your money back when they have no stock and doesn't reverse the money back into your account like they state in one of their pop ups (The 15% more than your items cost or so)

1:657	Placed my first order during last week and everything went smoothly. I like that i can track the driver and see his picture for safety reasons thats great. I don't see an option on the app to load my extra savings card number so i don't benefit from the savings when purchasing on the app
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Recommendations-Social influence

1:1188	My friend suggested the app
1:1230	I downloaded the app having read a review on how good it was.
1:1471	Today of all days I thought let me also make use of the checkers 60/60 app, coz everyone is talking about the good service, at least the people I know.
1:1566	After reading various reviews decided to go for it
1:1626	I was recommended this app for its efficiency. I love shopping at checkers.
1:1665	I used this service for the first time today after being recommended by a friend
1:1866	Useless app when I used it in October and guess what. It's still absolutely useless. I have gone through all your recent reviews and turns out I am not the only one to think this.
1:1993	I haven't used the app yet but my friend does every week and she always receives prompt service which has inclined me to download the app.

1:2102	Assistance would be appreciated as I hear a lot of positive feedback from friends about the app.
1:2218	Downloaded the app and it kept freezing while trying to sign up. Uninstalled it after 20min of hell. Should have read these reviews first!
1:2240	So many people recommend this app.
1:2445	Not a review but what's this I hear about extra money being taken from one's bank account?
1:2921	Great but have heard of following issues
1:2959	Finally loaded the App after receiving many messages and seeing so many posts.
1:3304	Anyone thinking of using this app, do yourself a favour and read the comments on hello Peter
1:3967	After reading all the reviews, I think I won't even bother trying the app,,
1:3981	I'm gonna say this face to app.. Man to app. Your APP IS WHACK.. It's not available for use in Cosmo City... And a friend had suggested o try it.. I'm really disappointed..
1:4041	I didn't even download it cause of the negative feedback
1:4283	Just checking the reviews and must say there are more negative comments than positive,



1:4543	Checker 60/60 system cancelled my order after 2 hours without an explanation. Seems like this has happened before with other users from reading the comments.
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App usage patterns-Habit

ID	Quotation Content
1:23	Tried other options, Pnp and Woollies but Sixty60 is still the best.
1:79	Mr D and Uber Eats driver tracking is spot on, but with checkers 60, it will show the driver is on his way,
1:178	I will rather use the bottles app from now on
1:436	Don't waste your time on this app. Rather get a different one that's reliable. I can recommend a few that really are worth your time.
1:1361	Use one cart instead.
1:1604	Still much better than waiting days for pnp or woollies to deliver.
1:2096	Have used a few times and got the products perfectly, apart from that, the quick links like dairy products shuts my app down
1:3464	Best out of all of the delivery service do not use pick and pay bottle

1:3595	Best thing since uber eats
1:4079	Unlike pick and pay they only deliver to certain areas
1:4113	Better then pnp app
1:4872	I then tried the Pick and Pay app and it worked tge first time.
1:4873	Better than pnp and way quicker than Woolworths, well done checkers
1:4877	. Have tried some of the other stores but this one wins hands down.
1:4899	Better than the pick n pay and Makro services,
1:4900	Please allow driver chat after arrival like Uber to send driver exit instructions.
1:4905	I will have to try alternatives like Pick and Pay.
1:4906	This service has potential but compared to PnP and Woolworths, Checkers is always lagging behind.
1:4907	unlike Uber Eats, your ETA doesn't dynamically change if there is a delay.
1:4908	Far behind uber eats.
1:4929	Bottles, uber eats and Mr Delivery have the option,
1:4931	We will uninstall this app and get the PNP that will work better!