

# Factors that Influence the Intention to Use Food Delivery Applications in Times of Pandemic: A Study Using Structural Equations

**Vinicius de Moura Dayrell and Ari Mariano-Melo**

Department of Production Engineering

University of Brasilia

Brasilia, CEP 70910-900, Brazil

[arimariano@unb](mailto:arimariano@unb), [debora.vilarinhos@gmail.com](mailto:debora.vilarinhos@gmail.com)

**Patricio Ramirez-Correa**

School of Engineering

Catholic University of the North

Coquimbo, 1781421, Chile

[patricio.ramirez@ucn.cl](mailto:patricio.ramirez@ucn.cl)

**Maíra Rocha Santos and Marília Miranda Forte Gomes**

CEAM - Center for Advanced Multidisciplinary Studies

University of Brasilia

Brasilia, CEP 70910-900, Brazil

[mairarocha@unb.br](mailto:mairarocha@unb.br), [mariliamfg@gmail.com](mailto:mariliamfg@gmail.com)

## Abstract

The increase in mobile phones and the increase in access to the Internet has led to the emergence of new channels of interaction between companies and their customers, such as applications. One of the sectors that most adhered to the use of applications was food. According to a survey conducted by the Brazilian Association of Bars and Restaurants -ABRASEL, the food delivery market moved to R \$ 11 billion in Brazil in 2018. According to a survey by Mobills, in 2020, spending on the main delivery applications for food (Rappi, Ifood, and Eats Uber) grew 103% in the first half of 2020. One of the factors that propitiated this growth was the SARs-Cov2 pandemic that, due to most countries' social isolation measures, caused the search for digital media as one of the few safe options for continuing this business relationship, ensuring business survival and convenience and protection of users. Thus, because of the increase in the number of consumers and the entry of new competitors in the sector over the years, it is essential to analyze the variables that affect the success of food delivery applications in Brazil in times of pandemic so that companies optimize their efforts and improve the customer experience. This study's general objective was to investigate the factors that influence the intention to use food delivery applications in Brazil and suggest improvement initiatives according to the study's most impacting variables. An exploratory quantitative study using structural equations was carried out. The study was an adaptation of the model by Venkatesh et al. (2012), previously employed in accepting the mobile Internet. The structural model presented in the survey obtained 245 responses and was validated with a  $\rho_A = 0.815$  and  $F_c = 0.875$ , explaining the intention to use food delivery applications in 48.1%. The results revealed that the most impacting factors in the intention to use are the expectation of performance (14.90%), confidence (10.27%), hedonic motivation (7.78%), and price (6.09%). Thus, it is suggested that the companies adopt measures and actions

to expand the user experience, ensuring a better expectation of performance and hedonic motivation and the adoption of actions to validate user requests in two or more security systems, ensuring trust. Thus, it is possible to create strategies via gamification, increasing the hedonic motivation, presenting possibilities of progressive discounts with each evolution of the user. In comparison with previous studies before the pandemic, it can be observed that factors such as habit, the expectation of attempt, and hedonic motivation appeared with a greater level of influence. In the context of the pandemic, factors such as performance expectations, confidence, hedonic motivation, and price have become more influential, with a change in the user's profile. In this way, it is noticed that the new user is more concerned with better performance for him, in the confidence of the application, as well as in the financial relationships that occur through the implementation and the price. The hedonic motivation is repeating itself.

## Keywords

Delivery, Mobile Application, Structural Equations, UTAUT2, PLS-SEM, SmartPLS

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## Biographies

**Vinicius de Moura Dayrell** is a production engineer at the University of Brasília. It was Brand Strategy in Lecible company and Business Analyst in aquila Institute.

**Ari Mariano-Melo** is currently working in the Department of Production Engineering at the University of Brasilia. He is a professor in the professional master's degree in applied computing at the University of Brasília. His research includes Bibliometrics, Active Methodology, Consumer Behavior, Service Quality, and Multivariate Methods. He holds a MSc and a Ph.D. in Business from the University of Seville, Spain. He has been visiting Professor at the Catholic University of the North, Coquimbo (Chile).

**Patricio Ramirez-Correa** is an Associate Professor and Deputy Director of Research in the School of Engineering at the Catholic University of the North, Coquimbo, Chile. He earned his degree in Informatics Engineering from the Pontifical Catholic University of Valparaíso, Chile. He has a Master in Management from the Pontifical Catholic University of Valparaíso, Chile, and a Ph.D. in Business from the University of Seville, Spain. He has been visiting Professor at the University of Seville (Spain) and AUT's Business School (New Zealand). Author of more than 40 publications in international indexed journals in the field of information systems, learning and ICT. He has published his work in journals such as Industrial Management & Data Systems, Computers & Education, Telematics and Informatics, and Journal of Research in Interactive Marketing.

**Maíra Rocha Santos** is Collaborating professor at the University of Brasília - UnB. Master (2019) and PhD student (2020) for the program in Development, Society and International Cooperation at the University of Brasília - UnB. Specialize in Value Chain Marketing. Degree in Journalism (2008) and in Public Relations from the Centro Universitário de Belo Horizonte (2005). Experience in face-to-face and distance education, with an emphasis on Institutional Assessment, Educational Plans and Programs. Works mainly on the following topics: Methodology, Aging, Public Policies, Marketing and Technology.

**Marília Miranda Forte Gomes** is Bachelor in Statistics from the University of Brasília (2005). Master (2008) and Doctor (2011) in Demography by the Graduate Program of the Center for Development and Regional Planning - Cedeplar / FACE / UFMG. She is currently Adjunct Professor at Faculdade do Gama (FGA) of the University of Brasília (UnB), Collaborating Professor of the Specialization in Clinical Engineering, Professor of the permanent staff of the Graduate Program in Biomedical Engineering and the Graduate Program in Development, International Society and Cooperation. Areas of interest: Probability and Statistics, Applied Statistics, Quantitative Methods Applied to Engineering, Accounting and Actuarial Sciences / Administration / Social Sciences / International Relations / Health / Biological Sciences, Population and health, Demographic Analysis Techniques, Aging, Population Projections, Mortality and Pension Plans.