

Scout out the way, mobile food delivery apps are here to stay!



The Covid-19 pandemic has impacted the world in various ways, including re-shaping consumer behaviour. As a measure to curb the transmission of the Covid, people were encouraged, and in some instances, forced to work and shop from home. Consequently, there was a key shift of consumers moving to digital channels and businesses facilitating the increased adoption of technologies to meet their needs.

Food consumption behaviour is one of the consumer behaviours that had a notable change. Consumers were limited or unable to go to restaurants for food consumption. Restaurants revised their business models and incorporated meeting their customers' needs from the comfort of their homes through mobile food delivery applications (MFDA). MFDA allowed smartphone users to view menus, order food and get it delivered, and make payments conveniently online, or upon delivery. As a result, the growth in mobile app usage skyrocketed. Mobile app downloads increased by 7% year-on-year in 2020 across iOS and Google Play. Can this growth be maintained?

A research study was conducted by Monique Munday, a [Master's](#) student in the [Department of Marketing Management](#), to investigate the extent to which South African consumers have continued the use of MFDA, as Covid-19 protocols are sustained. There are only a few studies that have investigated the factors impacting MFDA continued use, particularly under pandemic conditions. The questions whether consumers who started using MFDA during the pandemic will continue to do so and why remain unanswered. A model which integrated elements from the task-technology fit model together with the unified theory of acceptance and use of technology model was used. The aim of the study was to uncover the extent to which habit, hedonic motivation, performance expectancy and task-technology fit predict users' intention to

continue to use MFDA's. The data was collected using an online questionnaire from 411 respondents from a South African MFDA users' sample. The findings suggest that MFDA's continued usage intention is most significantly impacted by perceived task-technology fit and performance expectancy. It is also positively affected by the habit of using MFDA's as well as users' intrinsic motivation. In a time of rapid expansion of MFDA's, these findings act as a guide for the development and improvement of MFDA functionalities. Both mental and technological aspects should be considered when curating marketing and other communications to encourage continued MFDA use.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2021 with the [Department of Marketing Management](#) by Monique Munday under the supervision of [Dr Michael Humbani](#).