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Factors Influencing Repeat Purchases and Positive Word-of-Mouth in Mobile Grocery Delivery Applications (MGDA)

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Master Thesis

presented as a partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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Delivery Applications (MGDA)**

By

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Master Thesis presented as partial requirement for obtaining the Master's degree in Data-
Driven Marketing, with a specialization in Digital Marketing and Analytics.

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July, 2024

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Bruna Kluwe Rodrigues

Lisbon, 01/07/2024

ABSTRACT

The present study was motivated by the researcher's pursuit of investigating the factors influencing customer experiences and their subsequent impact on the decision-making process regarding repeat purchases and positive recommendations of Mobile Grocery Delivery Applications, thereby facilitating word-of-mouth promotion. Prior academic investigations have predominantly concentrated on the online grocery experience within the domain of e-commerce platforms, with limited attention afforded to the mobile interface, particularly mobile applications. Recognizing the essentiality of the grocery sector within the market landscape, the study sought to determine emerging trends, discern user preferences, and identify opportunities for enhancement. To achieve these objectives, a methodological framework combining qualitative data collection through focus group discussions and statistical analysis based on a survey administered to 207 respondents was implemented during the course of the investigation.

KEYWORDS

Online Grocery Shopp; App; Consumer Behaviour; Mobile Retailing; Delivery; Innovativeness; Convenience; User-friendly Platform; Mobile Grocery Delivery Application; User Experience; Repeat Purchase; Word-of-Mouth;

Sustainable Development Goals (SDG):



TABLE OF CONTENTS

Statement of Integrity.....	i
Abstract.....	ii
List of Figures.....	v
List of Tables.....	vi
LIST OF ABBREVIATIONS AND ACRONYMS	vii
1. Introduction	1
2. Literature review.....	3
2.1 Mobile Grocery Shopping Applications	3
2.2 Drivers to repurchase and word-of-mouth (wom).....	4
2.2.1. User-Friendly Platform.....	4
2.2.2. Convenience.....	5
2.2.3. Delivery Experience	6
2.2.4. Easy Comparison between products and retailers.....	6
2.3. How the level of Innovativeness influence repurchase and WOM.....	7
2.4. Conceptual model of the study	8
3. Methodology.....	10
3.1. Focus Group.....	10
3.2. Survey and Linear Regression.....	12
4. Data analysis	18
4.1 Focus Group and Qualitative Analysis	18
4.1.1 Usability of MGDA.....	18
4.1.2 MGDA Experience	19
4.1.3 Consumer Innovativeness.....	22
4.2 Quantitative Analysis.....	23
4.2.1 Data Preparation.....	23
4.2.2 Descriptive Analysis	24
4.2.3 Data Preparation in SPSS	26
4.2.4 Hypothesis tests in SPSS	28
4.2.5 Hypothesis test in SPSS with moderator	29
5. Conclusion.....	32
5.1 Theroretical Contributions	32
5.2 Managerial Contribution	36

5.3 Limitations and Future Studies	37
Bibliographical References	39
APPENDIXES.....	47
APPENDIX A – FOCUS GROUP TRANSCRIPTION	47

LIST OF FIGURES

Figure 1 - Conceptual framework.....	9
Figure 2 - Users' Purchase Frequency	25
Figure 3 - Moderation Analysis considering REP_A as DV (Johnson Newman) And Convenience as IV	30
Figure 4 - Moderation Analysis considering REP_A as DV (Johnson Newman) And Delivery as IV.....	30

LIST OF TABLES

Table 1 – Focus Group Participants Demographic Data	20
Table 2- Focus Group Questions	20
Table 3- Survey Quotes	21
Table 4 - Statistics Overview	33
Table 5 – Gender	34
Table 6 – Composite Variables Description	37
Table 7 – Univariable Linear Regression	37
Table 8 – WOM Interactions	40
Table 9 – Hypotheses Validation	43

LIST OF ABBREVIATIONS AND ACRONYMS

COM Easy comparison between products and brands

COM Convenience

DEL Delivery Experience

FG Focus Group

INOV Inovativeness

MGDA Mobile Grocery Delivery Application

UF User-Friendly Platform

WOM Word-of-mounth

1. INTRODUCTION

Advancements in technology are reshaping consumer behavior and how products are purchased and consumed (Singh and Söderlund, 2020). Some consumers who previously made daily visits to the nearest brick-and-mortar grocery stores now opt to place weekly orders online through food delivery services (Colaço and Silva, 2021).

Online grocery shopping (OGS), a type of retail category, enables shoppers to buy food, household supplies, and other daily necessities via websites or mobile apps, with delivery options available (Driediger and Bhatiasevi, 2019; Wang et al., 2023). This shift has introduced several new business models, such as online ordering with in-store pickup at the nearest brick-and-mortar stores or subscriptions services offering free home delivery (Dias et al., 2020).

In addition, when it refers to apps that reach customers' needs in various segments of the service industry, mobile grocery delivery applications (MGDAs) provide a distinct user experience compared to websites (Chopdar and Balakrishnan, 2020; Ghose and Han, 2014; Liu et al., 2019; McLean et al., 2020), offering benefits such as flexibility, interactivity, and personalization (Panse, C et al., 2019).

According to Singh and Söderlund (2020), the purchase experience impacts not only repeat purchases and brand loyalty, as it can increase positive word-of-mouth recommendations. In the same direction, Yeo et al. (2021) explain that social influence at social network sites, websites, or app reviews is relevant, and trust in the platform allows customers to repurchase through it.

In Brazil, according to Statista (2023), mobile app downloads and the average revenue per download for Food and Drinks, including groceries, have been increasing. The Brazilian Chamber and Digital Economy reported the highest growth of orders through grocery mobile apps delivery, 20,56% Year over Year in January 2022. Given this market considerable size and significance, our research will concentrate on the use of apps within the Brazilian context.

“As shopping moved online, though, understanding of customer behavior has significantly improved” (McAfee et al., 2012, p.4). Interactivity with apps motivates customer engagement (Kang et al., 2015), as it offers a better, faster, and cost-effective process

innovation. “Also, it is an additional marketing channel for companies to attract new customers and enhance existing customers’ loyalty to the brand” (Ahn, 2021, p. 259), “returning with better predictions and smarter strategy decisions to business” (McAfee et al., 2012, p.4).

Kumar et al. (2023) explain that there is no massive research specifically about MGDAs. Most of them are related to online grocery shopping in general or restaurant mobile app delivery. “The lack of academic literature on MGDAs constitutes a significant research gap, and to provide a better understanding of it, as many previous studies considered generic online shopping activities and did not focus on e-grocery” (Titiloye et al. 2024, p. 92), this research will identify some “drivers” to users repeat purchase and provoke positively word-of-mouth effect. More consumers have shifted their buying activities from traditional to online stores and the driving force of this transformation in purchase behavior is to acquire the benefits that online shopping can offer (Swarnakar and Kumar, 2016).

This research is based on variables such as user-friendly platform, convenience, delivery experience, and the comparison between products and retail (their diversity), factors which influence the consumer purchasing experience and can impact their decision regarding repeating the purchase or recommending them to others. Dissatisfaction significantly influences negative word-of-mouth, voicing of complaints, and discontinuation of patronage. Customers who have a terrible experience may share it with their friends, acquaintances, or others (Chahal, e Dutta, 2014).

The main contribution here is to fill gaps in the literature about MGDAs related to consumers and the relationship with variables considered in the repeat purchase process and positive word-of-mouth by answering the research question: What factors contribute to customers making repeat purchases and spreading positive word-of-mouth regarding MGDAs? The methodology will meet with suggestions to use both quantitative and qualitative methods to enhance the results of the field (Panse, C. et al, 2019). Additionally, in the management area, it will provide insights into improvements in MGDA platform's experience and strategies so that organizations can keep users loyal to the platform.

2. LITERATURE REVIEW

2.1 MOBILE GROCERY SHOPPING APPLICATIONS

The rapid digitalization of the retail sector has led to a steady increase in e-commerce adoption over the past two decades (Titiloye et al., 2024). Consumers, including grocery shoppers, have been relying on the Internet for all their shopping needs, both online and offline (Singh, 2019). In addition, online repurchase intention is affected by this shopping experience (Rose et al., 2012).

MGDAs offer economic value, home delivery, convenience, access to multiple stores, and time-saving benefits through consumer experience (Rabaa'i, 2022). They allow customers to order groceries via their mobile devices, providing advantages such as ease of use, access to best deals, home delivery services, and a realistic shopping experience (Sharma and Malik, 2020). Factors influencing MGDAs include food quality, pricing, menu variety, service quality, responsiveness to issues, brand awareness, promotional offers, and friendly reviews, according to Ramesh et al. (2023). A positive user experience can foster customer loyalty and lead to recommendations.

Shoppers seek a seamless, fast, and convenient customer experience from product search to delivery (Hübner et al., 2016, Hüseyinoğlu et al., 2017; Galipoglu et al., 2018). Customer experience can be defined as perceptions, emotions, and intangible assets that result from the interaction between customers and products, services, and brands (Carbone and Haeckel, 1994; Ding et al., 2011; Biedenbach and Marell, 2010; Chahal et al., 2014). These positive experiences can drive advocacy, potentially influencing others to try online grocery shopping. The study of Kusumawati and Kustiawan (2021) suggests that customer satisfaction is a key driver of word-of-mouth and that businesses can encourage positive recommendations by providing a positive online shopping experience. In other words, an enjoyable experience can have a strong impact on word-of-mouth recommendations, potentially contributing to the growth and success of online grocery shopping services (Morganosky and Cude 2000). Companies have shifted their focus from boosting their sales to attracting and retaining their valued customers, having realized that the key to success is linked with providing their customers with great shopping experiences (Petermans et al.,

2013). Chiu et al. (2014) say that repeat purchase or repurchase intention is a crucial outcome of enhanced online customer experience.

2.2 DRIVERS TO REPURCHASE AND WORD-OF-MOUTH (WOM)

In the following subchapters, we examine the drivers that can influence consumer experience in Mobile Delivery Grocery Applications (MDGAs) and how a positive user experience may generate repurchase or a positive word-of-mouth (WOM).

2.2.1. USER-FRIENDLY PLATFORM

Customers today not only seek products or services but also expect satisfying and engaging experiences (Ananda et al., 2021). Platforms can enhance user-friendliness by offering personalized recommendations, easy navigation, and a clear and concise checkout process (Mustikasari and Astuti, 2021). Mikalef et al. (2013) highlight that a convenient user experience contributes to the word-of-mouth effect. Shoppers want websites that facilitate navigation and product searches, display products effectively, and keep their personal information secure (Singh and Söderlund, 2020). Making customers' lives easier given the possibility of ordering from anywhere on their mobile is one of the drivers to activate their next experience on the platform.

Providing essential information can enhance the value of the customer experience and it may be quite satisfactory when customers have easy access to services and information (Chahal and Dutta, 2014). In the same way, other factors were identified as providing ease of use and simplicity in online shopping by Güsken et al. (2019) as detailed product information, delivery options, and retail contact information. Morganosky and Cude (2000) showed in their study that consumers expect a user-friendly online grocery shopping experience, allowing them to easily locate their favorite brands, preferred sizes, and necessary decision-making information. Vandana et al. (2023) also highlight ease of use as an important influencer: when a service is perceived as easy to use, it can contribute to a positive customer experience and promotes positive WOM.

H1a: A user-friendly MGDA enhances the shopper experience, increasing the probability of repeat purchases.

H1b: A user-friendly MGDA enhances the shopper experience, leading to increases positive WOM.

2.2.2. CONVENIENCE

In line with the trend of simplifying life, online grocery shopping offers the convenience of ordering anytime, anywhere, thus reducing the time spent traveling to stores and waiting in lines (Kumar et al, 2021). Many shoppers find online groceries appealing mainly due to their convenience, time-saving benefits, and safety advantages (Fairhurst, 2020). Convenience is defined as a retailer's ability to provide easy and quick shopping experiences (Seiders et al., 2000; Gielsens et al., 2020). Some online grocery providers offer same-day or next-day delivery services, which can be particularly attractive to consumers who value convenience and time efficiency. Additionally, some providers offer free delivery services to customers who meet certain conditions, such as meeting a minimum order threshold or subscribing to a membership program. Shoppers expect the grocery website to be user-friendly and convenient, emphasizing attributes like saving time and convenience (Singh, 2020).

Consumers report that online shopping saves time, helps avoid crowds, and is generally quicker, according to Morganosky and Cude (2000). Ananda et al. (2021) note that consumers appreciate these convenience benefits in terms of cost efficiency – saving money, time, fuel, and being able to use coupons.

The impact of convenience on word-of-mouth is significant, as discussed in research by Vandana et al. (2023). When customers perceive a service as convenient, it positively influences their overall experiences by making interactions smoother and more enjoyable. This heightened convenience not only leads to positive word-of-mouth through customer satisfaction but also fosters ease of use, contributing to favorable WOM. Furthermore, convenience strengthens customer engagement and loyalty. Engaged customers are more likely to share positive experiences, thus amplifying the positive WOM effect.

H2a: Convenience in consumer experience can increase the probability of repeat purchases through MGDA.

H2b: Convenient experiences in MGDA contributes to increasing the WOM about the service.

2.2.3. DELIVERY EXPERIENCE

The product delivery process is crucial for determining customer satisfaction in online shopping, encompassing factors such as on-time delivery, service availability for repairs, and the product return policy, including fresh food and beverages (Mustikasari and Astuti 2020). Chahal and Dutta (2014) suggested that it is important to focus on managing customer touchpoints and ensuring a consistent experience within and across multiple channels to deliver an outstanding, perfect customer experience. Online grocery shopping can offer greater convenience and flexibility in delivery times and locations, appealing particularly to consumers who value time-saving and convenience (Wang et al., 2023). Providing a secure and reliable service throughout the purchase experience is pivotal in influencing whether customers continue to use and recommend the service.

Timely delivery is critical and can significantly impact service reliability, especially if retailers frequently delay deliveries (Al-Adwan; Al-Horani, 2019). Kusumawati and Kustiawan (2021) add that offering order tracking, on-time delivery, and cash-on-delivery services also enhances customer satisfaction. A positive delivery experience includes the ability to schedule deliveries, saving customers' time, and receiving ordered items promptly at their doorstep, fostering a positive perception of the online retailer (Dillahunt et al., 2019). Singh (2020) highlights the importance of an easy return and refund process and hassle-free order cancellation, which significantly contribute to consumer satisfaction, given the lack of physical shopping experience and product variability.

H3a: A great delivery experience in MGDA can encourage users to repurchase.

H3b: A great delivery experience in MGDA can positively influence WOM's effectiveness.

2.2.4. EASY COMPARISON BETWEEN PRODUCTS AND RETAILERS

When customers have a wide array of options to choose from, it can enhance their perception of the service experience and make them feel more empowered in their decision-making process (Chahal and Dutta, 2014). The availability of a broader range of products and brands is often cited as a potential benefit of online shopping in general, including online grocery shopping (Wang et al., 2023). This sense of choice and customization can contribute

to a more positive and personalized customer experience, influencing their satisfaction and loyalty (Chahal and Dutta, 2014).

According to Morganosky and Cude (2000), the availability of a diverse range of brands and products, coupled with detailed information, is crucial for enhancing the consumer experience in online grocery shopping. Consumers value the ability to browse extensively, compare prices, and access a wide variety of products and services without the need to travel to a physical shopping location, which contributes to the convenience and enjoyment of online shopping (Forsythe and Shi, 2003). Offering a comprehensive selection of brands and products, along with detailed product information, is essential for meeting consumer expectations and ensuring a positive online shopping experience (Morganosky and Cude 2000). Therefore, delivering a good customer experience can prompt customers to share their satisfaction with others, leading to positive WOM (Mehta et al., 2023).

H4a: The diversity of products and brands, as well as the ability to compare options, encourage users to repurchase in MGDA.

H4b: The diversity of products and brands, along with the ability to compare options, encourage users to increase the WOM about MGDA.

2.3. HOW THE LEVEL OF INNOVATIVENESS INFLUENCE REPURCHASE AND WOM

Innovations in technology can lead to the development of new services and technology-driven experiences, which can significantly impact how consumers interact with a brand or product. (Foroudi et al., 2016). When a platform is perceived to deliver an innovative experience, this evaluation influences more positive overall e-service quality perceptions (O’Cass and Carlson, 2012). According to Thakur and Srivastava (2015), innovative consumers are more likely to adopt new technologies and purchasing channels and can deal with the risk and uncertainties associated with adopting innovations.

Innovativeness involves the introduction of products with enhanced performance and the provision of new or improved services (Foroudi et al., 2016). The study results of O’Cass

and Carlson (2012) suggest that consumers were found to be more likely to revisit the site and exhibit favorable purchase intentions towards the e-retailer.

Innovators are often seen as opinion leaders and are more likely to influence other consumers to adopt new products or purchasing channels (Thakur and Srivastava, 2015). When consumers perceive the website to be highly innovative, they are more likely to tell others about it and engage in recommendation behaviors (O’Cass and Carlson, 2012).

O’Cass and Carlson (2012) argue that being perceived as delivering an innovative e-service experience allows a platform to uniquely position itself and differentiate from competitors, gaining a competitive edge. Therefore, online retailers must identify and encourage innovative consumers to spread positive word of mouth and refer potential buyers (Thakur and Srivastava, 2015).

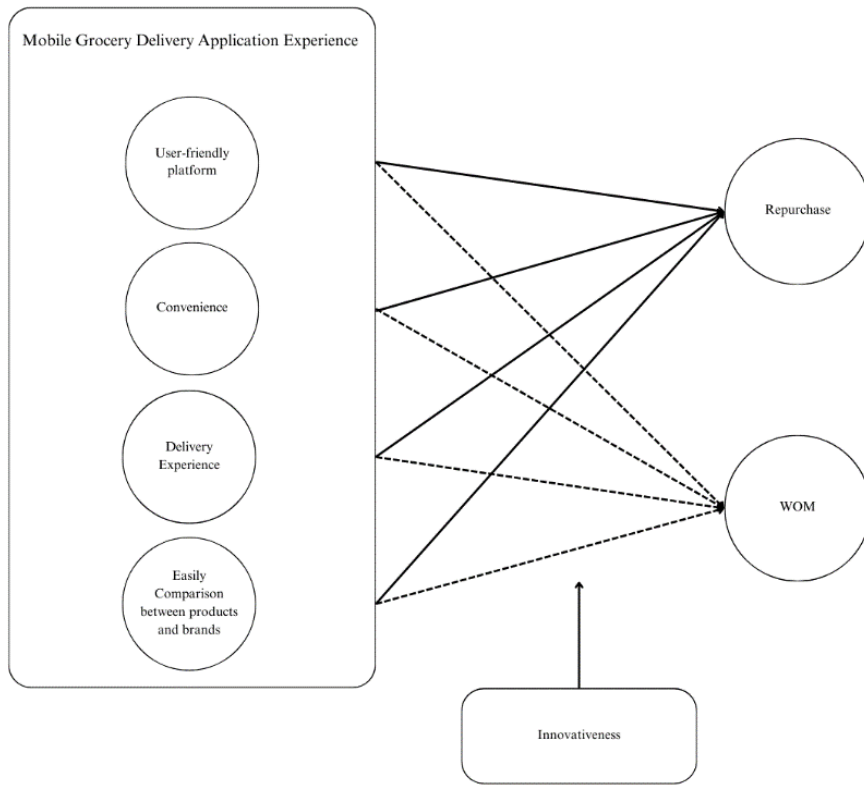
H5a: Innovativeness moderates the relationship between consumer experience and consumer responses so that innovative consumers are more likely to repurchase through MGDA.

H5b: Innovativeness moderates the relationship between consumer experience and consumer responses so that innovative consumers are more likely to propagate positive WOM about MGDA.

2.4. CONCEPTUAL MODEL OF THE STUDY

The conceptual model presented below illustrates the hypotheses outlined above and proposes subsequent research stages to evaluate them. On the right side, the independent variables, referred to as drivers, are identified as controlled variables. The Mobile Grocery Delivery Application Experience serves as the mediator between these drivers and the dependent variables: repurchase and word-of-mouth. Lastly, innovativeness among consumers is considered a moderator that potentially enhances the perception of experience and contributes positively to both repurchase intentions and the generation of positive WOM effect.

Figure 1 - Conceptual framework



Source: author (2024).

3. METHOD

Following the completion of the literature review and formulation of research hypotheses, our study employed a comprehensive method encompassing both qualitative and quantitative approaches for data collection and analysis. The initial phase involved organizing of a Focus Group (FG), strategically aligned with the insights gathered during the literature review. This collaborative session served as a foundational step in developing a survey, which constituted the second phase of data collection. The survey was designed based on the literature review findings and FG perceptions, generating data that underwent multilinear regression analysis to test the relationships between independent and dependent variables, as well as the impact of the innovativeness moderator proposed in the hypotheses.

The sample for both the FG and the Survey was drawn from Brazil. In 2022, according to Supermarket Paulista Association (APAS), 67% of the groceries with e-commerce capabilities also sold via MGDA. The segment invoiced up to €5,7 billion in 2022, as reported by the Brazilian Supermarket Association.¹ The food delivery service, which belongs to the MGDA, experienced a 19,1% growth in 2023.²

3.1. FOCUS GROUP

Due to the limited theoretical references specifically on Mobile Grocery Delivery Applications (MGDA), a Focus Group (FG) was conducted initially. This involved a small number of individuals selected based on their relevance to the researcher's interests. "The researcher's task was to promote free and active discussion of topics relevant to research questions and issues" (Brodigan, 1992, p.2). The recommended size for a group discussion is between 8 and 12 respondents (Khan et al., 1991). This approach is as user-friendly as the ubiquitous survey, and often yields substantial benefits in terms of the quality and nature of data collected, in comparison to more traditional techniques (Tynan and Drayton, 1988).

The semi-structured script to be used in the FG was developed based on theoretical references previously cited, covering all hypotheses to support the creation of the survey

¹ Fonseca, Mariana. Startups de entregas competem pela próxima fronteira: os produtos de supermercado. **Infomoney**. Available at: <<https://bit.ly/45RcgO>>. Access on: 12 nov. 2023.

² Setor de Alimentação fora do lar apresenta crescimento. **Empapel**. Available at: <<https://bit.ly/3VZxP6y>>. Access on: 2 jul. 2024.

questionnaire for collecting quantitative data in subsequent stages. Eight participants were involved in the FG, selected through purposive sampling from the researcher's contacts. Initially, participants were required to be consumers who had used MGDA at least once a month in the last six months. To ensure an adequate sample size, this criterion was later broadened to include anyone who had used MGDA at least once in the last six months. The FG was conducted online via Google Meets and lasted approximately one hour.

Table 1 – Focus Group Participants Demographic Data

Participants	Gender	Age	Job	Frequency of Use
Participant 1	Male	30	Economist	Once every 45 days
Participant 2	Female	25	Public Relations Professional	Once every 30 days
Participant 3	Female	25	Businesswoman	Once every 30 day
Participant 4	Female	24	Businesswoman	Once every 30 days
Participant 5	Male	29	Businessman	Once every 60 days
Participant 6	Male	27	Businessman	Once every 30 days
Participant 7	Female	27	Controller	Once every 6 months
Participant 8	Female	28	Advertising Professional	Once every 15 days

Source: author (2024).

Table 2- Focus Group Questions

Focus Group Questions
1. What constitutes a good online purchase experience?
2. Why do you use Mobile Grocery Delivery Applications?
3. How often do you purchase groceries? How many of these purchases are made through MGDA?
4. Could you give me an example of a good purchase experience through MGDA?
5. Do you have any brand or retailer preferences in the APP? Why?
6. How much does easy navigation influence your purchase decisions? Why?
7. How important is delivery to your purchase experience? Why?
8. Do you consider yourself innovative? Please give an example.

9. Does being innovative help you on the platform in the same way? How?

10. What keeps you buying through MGDA?

11. Do you have a preference among the MGDA platforms you have used?

12. If you had a wish list, what would you add as a feature in the MGDA?

Source: author (2024).

Once the transcription of FG was completed, classifications of qualitative data were made. The data was grouped into three categories: Usability of MGDA, describing how users engage with the platform, including frequency of use, purposes, triggers, and factors influencing repurchase decisions. The second category, MGDA Experience, explored the four independent variables mentioned and their impact on the purchasing experience. The third category, Consumer Innovativeness, examined how innovativeness as a moderator influenced the platform experience. This approach ensured that the information gathered in this stage was effectively utilized in crafting qualitative questions and discussions about the MGDA experience.

3.2. SURVEY AND LINEAR REGRESSION

Based on the previous stages, the survey was conducted in 6 sessions. The first one explained the survey's purpose and included a classification question asking if respondents had ever purchased groceries through applications such as iFood, Uber Market, or Rappi (Brazilian MGDA). If yes, the survey continued; if not, it ended.

In the next 4 sessions, each one consisting of up to 4 affirmative sentences assessed via a Likert scale ranging from "strongly disagree" to "strongly agree", questions were related with dependent and independent variables and moderator influence.

The last session included personal questions (nominal questions) to determine the respondents demographics, frequency of purchases through the MGDA, and self-perceived innovativeness. "The main objective of convenience sampling is to collect information from participants who are easily accessible to the researcher" (Etikan, 2016, p. 4), utilizing social media platforms such as Instagram and Facebook groups and was shared in WhatsApp and Reddit groups. The survey was available for responses over a period of 10 days.

Table 3- Survey Quotes

Variable	Affirmative	Scale	Reference
User-friendly Platform	Intuitive navigation encourages repeat usage of the same app.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Güsken, Janssen. and Hess (2019); Mustikasari and Astutim (2021). “[...] I think the app is designed for fluid navigation. So, if I'm using an app that freezes and doesn't execute the tasks I've assigned to it, I have navigation difficulties. [...] the overall user experience of the app has to be very smooth. For example, as Participant 6 mentioned, incidents can't happen. It's a poor app experience that I wouldn't want to repeat. Because I'll only use it again if I don't have the option to use another app. So, for me, this kind of thing wins me over completely if I have options to alternate between competitors and apps, this is something that would win me over, for sure. [...]” (Participant 5, FG). “[...] if the categories part, sometimes it's all wrong, you know, there's, I don't know, rice in the chocolate category, things that have nothing to do with it. And for me this is very important [have it right] [...]” (Participant 4, FG).
User-friendly Platform	A positive shopping experience with smooth navigation and no issues completing the purchases encourages repeat purchases from the same app.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	McLean, G., Al-Nabhani, K., Wilson, A. (2018). “[...] I think this ties with what Participant 5 brought up about ease of navigation because a lot of people go there to search. They won't find it, they'll leave it to buy later, or they'll just give up.[...]” (Participant 2, FG).
User-friendly Platform	New features and updates are important for maintaining continued purchases through apps.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Shankar et al. (2016). O’Cass and Carlson, (2012). “[...] I like it a lot when there are these improvements. It has to be something that facilitates, that helps [...]” (Participant 5, FG).

User-friendly Platform	I usually recommend the app for grocery ordering when I've had a good purchase experience with it.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Mikalef, Giannakos and Pateli (2013).
Convenience	Saving travel time and avoiding queues when ordering through the app are significant factors for repeat purchases.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Kumar, Jain and Hsieh (2021); Fairhurst (2020); Ananda et al. (2021); "I need the delivery time to be very short. It has to be at "the same time", or on the same day." (Participant 3, FG).
Convenience	Factors such as flexible scheduling delivery and convenience in placing orders anytime are decisive in recommending the app.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Vandana et al. (2023).
Convenience	I prefer paying more for products on the app to save time and money I'd spend going to the market, rather than going in person and standing in queues.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Morganosky and Cude (2000); Singh (2020); "For me, the point that Participant 5 brought up is not to have a car, and end up making big purchases that aren't worth it, whether taking an Uber or going to a nearby market. It's not worth carrying all that when I have a delivery that I can bring home. (Participant 6, FG). "[...] also because of this facility of not having to bring it home." (Participant 4, FG).
Convenience	New initiatives to enhance convenience in the app are beneficial.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Shankar et al. (2016); Seiders et al. (2000); Gielsens et al., (2020).

Delivery	Secure delivery and a wide selection of products on the app are good reasons to recommend it.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Mustikasari and Astuti (2020); “I think the act of selecting the product, which sometimes is made by the deliverer, but I think one point is how much they are willing, there is no item, or even if they go, and understand the detail of that differentiation, sometimes it's just a flavor, a different smell, and then the person doesn't pay attention to the detail, so I think this act of the person stops at that, and when there isn't, use the chat in a good way [to understand what you ordered][..] to be careful with the transport, etc., which sometimes won't be their or the deliverer's responsibility, but I think it's to ensure that it will arrive without any damage.” (Participant 3, FG).
Delivery	On-time delivery and scheduling options are good reasons to buy again through the app.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Dillahunt et al., (2019); Mustikasari and Astuti (2020); Al-Adwan.; Al-Horani, (2019); “So it pleases me to have a forecast, with higher predictability, of these delivery schedules” (Participant 6, FG); “I usually buy when I need something, and I buy from a specific market that is close to my house, because of the delivery time. [...]” (Participant 2, FG).
Delivery	If I have a bad experience with order delivery, I will have a low level of trust in the supplier and will likely switch to another APP.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Chiu et al. (2009); “[...] but also for several negative experiences in the Rappi app, so before I used it a lot, and then I ended up stop using it because I always had some problems, either communicating with the app, or receiving the wrong item. As a result, I switched to iFood[...]” (Participant 6, FG).
Delivery	Delivery quality, including status visibility, speed, and tracking, are crucial for	1 - Strongly disagree 2 - Disagree 3 - Unsure	Mustikasari and Astuti (2020); “[...] For me, working from home, I'm going to receive something while working, it makes a lot of difference to

	purchasing again through the app.	4 - Agree 5 - Strongly agree	have the tracking feature,[...] (Participant 5, FG).
Easy Comparison Between Products and Brands	Having a variety of product and brand options on the app is important for my continued usage.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Morganosky and Cude (2000); “[...] when they don't have a product or something like that, I don't even look at the others, because they are from other places in the city, and I stop buying and I lose the will if it's not something very urgent, and I go to the supermarket.” (Participant 2, FG).
Easy Comparison Between Products and Brands	Availability of various brands and products with different pricing and details makes me likely to recommend the app positively.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Mehta et al. (2023); Forsythe and Shi, (2003).
Easy Comparison Between Products and Brands	I usually like it when apps innovate and add new brands and products to be purchased.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Foroudi et al., (2016).
Easy Comparison Between Products and Brands	When I have a personalized journey with diverse product and brand options, I will probably buy again.	1 - Strongly disagree 2 - Disagree 3 - Unsure 4 - Agree 5 - Strongly agree	Chahal and Dutta (2014).
Nominal Questions	Where do you live?	[Open Answer]	Not Necessary.
Nominal Questions	How old are you?	[Open Answer]	Not Necessary.
Nominal Questions	What gender do you identify with?	[Open Answer]	Not Necessary.
Nominal Questions	Read the sentence and answer the question: “Consumer tendency to adopt new products, ideas, goods or services plays an important role in theories relating to brand loyalty,	1 - Not Innovative 2 - Not Innovative 3 - Innovative 4 - Quite Innovative 5 - Very Innovative	Hirschman (1980).

	<p>decision making, preferences, and communication. From a personal point of view, each consumer is, in general, an innovator, each of us adopting some goods or ideas throughout our lives that we consider new."</p> <p>How innovative do you consider yourself?</p>		
Nominal Questions	<p>How often do you use apps like iFood, Uber Mercado, or Rappi for Grocery Delivery?</p>	<p>1 - Once every 15 days, at least 2 - Once a month at least 3 - Once every 3 months at least 4 - Once every 6 months at least 5 - I only used it once</p>	Not Necessary.

Source: author (2024).

The next step was data analysis, which applied multi-linear regression, a statistical technique used to model the relationship between a dependent variable and one or more independent variables (Samara and Stanich, 2023). This will be discussed in the next chapter. The goal is to find a linear equation that best describes the relationship between these variables (Yeasmin et al., 2022).

4. DATA ANALYSIS

4.1 FOCUS GROUP AND QUALITATIVE ANALYSIS

The subchapter presents a qualitative analysis of the Focus Group applied. The data were classified into three main categories, as mentioned before. The analysis was based on that and complemented by adding outliers mentioned more than one time by FG which can be considered potential new variables to be in future researches. Below is the analysis of each category and outliers.

4.1.1 USABILITY OF MGDA

This category includes how the users use the platform and the behavior of all processes of purchase through MGDA. The two main points mentioned are a preference to order “ready products” and MGDA support service.

The preference to order ready products was mentioned at least by three different people. They explain that avoid vegetables, bread, or any product that can be damaged during the packing and delivery process. It was a point learned from bad experiences reported by the group and affected the decision to choose the market. This challenge is addressed by Zheng et al. (2020) and Fikar (2020, p. 1) “studies which mention that the delivery of fresh food is challenged by various uncertainties present in daily logistics operations”, the deterioration of fresh products is often severe during fresh product delivery in urban areas, which is a significant challenge. As Participant 3 mentioned in FG: “In the same way as he mentioned before, about ensuring that the product will arrive as you chose. For example, I never bought any more vegetables, the two times that I chose they were rotten vegetables. And I have to throw it away”.

“And in this way, as you commented, they gave an example of bread, something that I know that can knead, something that I know that can damage. So I prefer to get things already closed and predetermined. Nothing perishable.” (Participant 3, Focus Group, 2024)

The second one is associated with MGDA’s customer support service. This was a game-change point, as some participants gave up on using a platform because of the missing assistance during a purchase, on the other hand, they kept using the other one because of the good customer support given by the platform. According to Gupta (2019), delivery apps

provide a significant benefit through their 24/7 customer support facilities. These mobile apps offer top-notch customer service by promptly addressing queries and assisting with any needs or complaints. The efficiency of customer support has improved further, as customers can now connect with groceries seamlessly using just a few clicks on their apps.

Also, everything that the people said, but in terms of the problem, iFood's (which is a local MGDA platform) support is much better than Rappi's support (which is another local MGDA platform). It seems that you have to "implore God" to receive Rappi's support, because there is always a problem in buying on the market, so iFood's support helps (Participant 7, Focus Group, 2024).

4.1.2 MGDA EXPERIENCE

The second category associates the experiences and opinions mentioned with the four independent variables. When participants were asked about their experience in the app and the navigation through it, the main complaints were related to the categorization of products and standardization of the names and information available about them. This confusion arises on different platforms and depends on which grocery store they are searching for products or the general search functionality of the platform. Participants with different purchasing behaviors are affected by this issue.

Additionally, the lack of standardization can negatively impact user experience, making this discussion relevant for retailers. Gârdan et al. (2021) explain that the standardization of products and services in food delivery applications can positively impact user experience by providing a reliable and consistent service that meets user expectations and enhances overall satisfaction. However, Broniarczyk et al. (1997) warns that reducing the number of stock-keeping units (SKUs) could negatively impact consumers' perception of assortment, suggesting that standardization should be carefully balanced with variety. Cho (2019) further emphasizes the importance of trustworthiness in food delivery apps, showing that standardization could potentially enhance this aspect. The researchers agree with the perception of focus group participants who miss this standardization.

[...] I didn't find anything with the name I had written, it was a generic name that should be in all establishments. This product, and then entering supermarket "X" and entering a category, I found the product. So I think the standardization, or even the technological link between the search, the categories, and everything else, I think it's something that goes also with what Participant 5 mentioned regarding the ease of

navigation because a lot of people go there to search, they won't find it, they'll leave it to buy later, or they'll just give up (Participant 2, Focus Group, 2024).

Singh (2019) cites that consumers want a convenient, fast, and seamless customer experience from the time they begin a product search to the last mile, which includes the mode of delivery, time of delivery, return, and refund. Another variable mentioned in several aspects was the delivery. From the selection of the products until the monitoring of the delivery, the participants highlight the quality of service of selecting products and possible substitutes if necessary, the way it is packed, the delivery speed, and primarily, the monitoring and scheduling of the delivery.

The participants usually work from home, enabling them to choose the shift during which they will receive a delivery and control how far it is, helping them organize themselves to receive the purchase, unpack, and organize products at home. Similarly, they would like to see improvements, such as the option of having a shorter time range for waiting, not just a shift. Regarding delivery speed, it was a reason for one participant to start buying through a MGDA, as iFood had a faster delivery option at the time. This feature, which is now only available on Rappi, is the reason why another participant exclusively used this platform. “[...] When they put a cleaning product with a banana, and I'm like... This is not very nice, and then that's a bad experience that they created” (Participant 8, Focus Group, 2024).

Even good practices, such as organizing bags according to product types, which is a basic topic, when not followed, create a new reason to consumers to rethink where they are buying their products and possibly change it. “[...] And then you have to be available for that entire schedule. And you end up losing a little of that practicality. So, it pleases me to have a forecast, with higher predictability, of these delivery schedules” (Participant 6, Focus Group, 2024).

I don't know if it would be the case for everyone, but my behavior is much more for emergencies. When I won't be able to go to the supermarket and I need help. So, for me, I will never schedule a purchase. For the experience to be good, I need to have the delivery time very short. It has to be at “the same time”, or on the same day.[...] it arrived in 10 minutes, of course, the value is higher, and there is not much variety, there are the most basic things, so I used it a lot because of the Turbo, but even so, when I'm not going to order Turbo, as I got used to, I ask for Rappi too (Participant 3, Focus Group, 2024).

In other hand, a positive perception of user experience was about usage of coupons on the platform, and how it is a trigger to buy through it. Studies by Jiang, Liu, and Lim (2021) state that the use of coupons in online grocery purchases can have a positive impact on sales, customer engagement, loyalty, and overall business performance. By using coupons effectively, online grocery retailers can create value for both customers and the business itself. This component was mentioned by FG participants: “I'm also an iFood fan, because I already use everything on iFood, and I confess that they captivate me a lot with the coupons they send to the markets, so I end up doing everything on iFood” (Participant 1, Focus Group, 2024).

Here, we don't have much preference for apps. We go more for, if we receive a coupon, we make a purchase, because it's very difficult to miss things here at home. We make very big purchases, so when we purchase by app, it's not because we need it, it's quite the opposite of Participant 3, it's more like, we saw something that was cheap, we go there and buy it, so we don't have a preference for apps, it's more for the coupon or promotion (Participant 4, Focus Group, 2024).

Convenience, another aspect, was mentioned indirectly when participants mentioned flexibility, practicality, fast delivery, and the option to ask for any time and schedule it. This was described by Hammami et al. (2020) as on-demand. “With the growing popularity of on-demand delivery services that can reach customers wherever and whenever they want, many grocery markets are now considering it more than crucial to deliver orders according to the will of their customers in the time intervals of their choice” (Hammami et al., 2020, p. 287). And it is cited by Participant 6 in FG: “And also to have flexibility. For example, it happens a lot that I stop to make a market list in bed, right before going to sleep, or I remember that I have to buy something as I'm falling asleep, and I solve it at that time because I schedule it [...]” (Participant 6, Focus Group, 2024).

Another common point among participants in the FG, which can be related to delivery and convenience, is the fact that the participants do not own a car. So, when they order the delivery, usually huge quantities of products, there are no delivery fees, and this becomes a great opportunity to save money on transportation avoid the hassle of carrying many bags. As mentioned by Participant 6: “For me, the point that Participant 5 brought up is about not having a car, and I end up making big purchases, and it's not worth it, even if you go by Uber or if there's a market nearby; it's not worth carrying all that when I can have it delivered to my home” (Participant 6, Focus Group, 2024).

To complete the FG's observations on the variables, participants mentioned the comparison between products and brands available on the platform and how they miss certain products. The availability of products for prompt delivery, or when there are missing substitutes, and the communication and problem-solving actions of the delivery professional are all important. All these points stem from the same issue: product availability, but they have different expectations regarding how to solve it. The impacts include stopping purchases from that market or deciding to go personally to the store next time.

I usually use iFood, but for most applications, there is that message: "If we do not have it, we can replace it. Or we will not deliver it." So sometimes, we are not sure if we will receive the order or not. As much as we want it to be practical, we need to have several options. And I end up falling into this. Of having to buy in the market, or another market, and I end up losing it. The practicality of the purchase, that I should have there (Participant 2, Focus Group, 2024).

4.1.3 CONSUMER INNOVATIVENESS

To explore the innovativeness of the FG, participants were asked about how innovative they consider themselves, then they explained what they think about updates and what their wish list of updates in MGDA would be. This approach aimed to understand how this topic influences them and how they would like it to be implemented.

Firstly, none of them considered themselves highly innovative, but all agreed that changes aimed at improving the purchase experience are beneficial. One participant suggested that whenever updates occur, there should be a step-by-step explanation of the new features to make them more intuitive and easier to understand.

The wish list was based on the main concerns of the participants, such as efficient delivery monitoring, more options for delivery schedules, and recommendations for purchases based on their previous buying behavior. For example, participants wanted more detailed product information and real images of products, including product validity, nutritional tables, and a 360° view, providing more confidence in their purchases. Research has shown that the presentation of product information, including pictures and videos, significantly influences online grocery purchases. Desrochers et al. (2019) found that product pictures can positively influence the attitude of online shoppers' attitudes, especially for experiential goods. Chau (2000) further emphasized the importance of product familiarity,

with pictures being more effective than text for familiar products. Wee and Klan (2018) highlighted the social influences and perceived of risk in online shopping process.

Something I remember now is that Participant 4 mentioned having the product details, but my wish list would be that every product had the most static photo of each product, and then the photo behind the product, the photo of the label, maybe the ingredients, the table, I don't look at it, you don't need a super detailed video, but I think it must contain all these photos, so you can visualize it. Because sometimes you have a package that has two different labels, and it doesn't say in the photo or the description, so you don't know how big it is, so I think having all this information, and having all these photos of the package (Participant 3, Focus Group, 2024).

Another wish mentioned by multiple participants was a customized shopping journey, as cited by Rohden and Espartel (2024) study. Consumers benefit from recommendation agents (RAs) because they can personalize the shopping experience, simplify decision-making, and reduce information overload, which is particularly valuable in grocery shopping where there is a wide range of products and low consumer involvement in decision-making.

And I think maybe a lot of people don't use the app that much, thinking that it's a laborious thing, I'll have to enter, I'll have to select products, but the app could know that Participant 6 buys 200g of onion per week, you know? So when they come back, it'll ask, 'do you want to buy 200g of onion again?', you know? (Participant 6, Focus Group, 2024).

The focus group generated several insights, with participants' experiences supporting the relationships proposed in the conceptual model. This progression led to the quantitative data collection stage, aimed at deepening and generalizing the results through a larger, more structured sample.

4.2 QUANTITATIVE ANALYSIS

The second data collection was the survey conducted online, distributed via WhatsApp Groups, Facebook Community, and Reddit Groups targeting respondents from Rio Grande do Sul State, aged 18 years and older, who had previously made purchases through MGDA. A total of 321 participants responded, with 256 confirming prior purchases through MGDA, but only 211 completed the survey. The initial sample used for analysis consisted of these 211 respondents.

4.2.1 DATA PREPARATION

The data table was imported into Excel, columns as "RecipientLastName", "RecipientFirstName", "RecipientEmail", and "ExternalReference" were blanked and

therefore excluded. Additionally, columns with irrelevant data such as “StartDate”, “EndDate”, “Status”, “Progress”, “IPAddress”, “LocationLatitude”, “LocationLongitude”, “UserLanguage” and “DistributionChannel” were removed to clean the dataset. Next, selecting the “Response IDs”, which should be unique per participant, was verified to ensure no duplicates were present.

The third step involved data standardization in Nominal Questions, which were open answers. For instance, responses to “Where do you live?” sometimes included neighborhood and city abbreviations, and three answers were from outside Rio Grande do Sul State, rendering them invalid. Consequently, the sample size was reduced to 208 valid answers. Regarding the gender question, all responses were standardized to lowercase and coded as boolean variables (female = 1, male = 2); no other responses were recorded. Lastly, one participant indicated an age of 16 years, making their response invalid, and the final valid sample consisted of 207 responses. To facilitate use in SPSS Statistics, column headers were adjusted to a maximum characters permitted.

4.2.2 DESCRIPTIVE ANALYSIS

Descriptive analysis was initially conducted using Excel prior to transitioning to SPSS.

Table 4 - Statistics Overview

Total Sample=207	Age	Gender	Innov.	Freq.
Valid.	207	207	207	207
Missing	0	0	0	0
Mean	27,81	1,33	3,18	2,58
Std. Deviation	10,95	0,47	0,78	1,26
Minimum	18	1	2	1
Maximum	79	2	5	5

Source: author (2024).

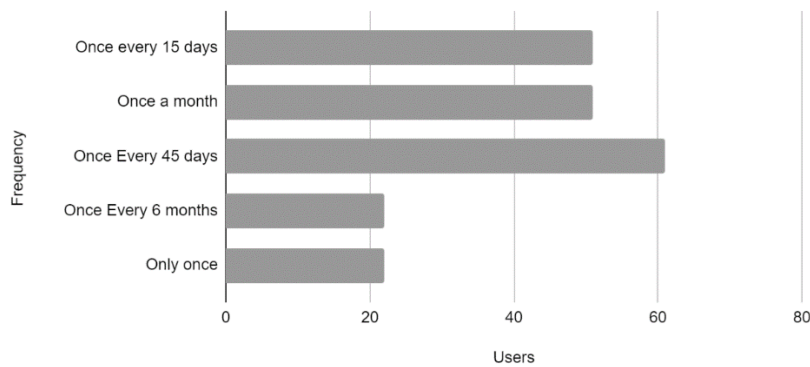
Table 5 – Gender

Total Sample=207	Frequency	Percent	Valid Percent	Cumulative Percent
Female	139	67,1	67,1	67,1
Male	68	32,9	32,9	100,0
TOTAL	207	100,0	100,0	

Source: author (2024).

The valid data sample resulted in 207 responses, with ages ranging from 18 to 79 years old (Mage=28 years old, SD=11). In Table 4, it's reported that respondents consider themselves innovative (Innov.: M=3,18, SD=0,78). None considered themselves as not innovative and only 10 people thought they are highly innovative. Among the respondents, 67% were female, and 62% of them were under 25 years old. The remaining 33% of the sample was male, with half of them being under 35 years old.

Figure 2 - Users' Purchase Frequency



Source: author (2024).

Regarding the frequency (freq) of purchases via MGDA, approximately 10% made a single purchase, and another 10% did so in the last 6 months. About 25% of the sample purchases every 15 days, and an additional 25% buys at least once a month. Across all frequencies, there were about 3 females for every 2 males.

However, the largest group of respondents reported purchasing once every 3 months or more frequently, with a ratio of 2 females for each male in this category. The most common purchasing pattern resembled FG, where the majority bought once every 45 days.

To complete Nominal Questions, most respondents live in Porto Alegre (162 responses, comprising 78% of valid responses), the capital of Rio Grande do Sul State. The second largest city group is from Lajeado, highlighting the sample's local convenience, possibly influenced by the researcher's ties to the city. Similar influences can be observed in terms of the age and gender distribution of both the researcher and the respondents.

4.2.3 DATA PREPARATION IN SPSS

To conduct statistical analysis using SPSS, we categorized affirmative statements according to their measurement objectives, distinguishing them into dependent variables, independent variables, and moderators:

Dependent Variable | Repurchase:

REP_1- A positive shopping experience with smooth navigation and no issues completing the purchases encourages repeat purchases from the same app.

REP_2- Saving travel time and avoiding queues when ordering through the app are significant factors for repeat purchases.

REP_3- If I have a bad experience with order delivery, I will have a low level of trust in the supplier and will likely switch to another APP.

REP_4- When I have a personalized journey with diverse product and brand options, I will probably buy again.

Dependent Variable | Word of Mouth:

WOM_1 - I usually recommend the app for grocery ordering when I have a positive purchasing experience.

WOM_2- Factors such as flexible scheduling delivery and convenience in placing orders anytime are decisive in recommending the app.

WOM_3- Secure delivery and a wide selection of products on the app are good reasons to recommend it.

WOM_4 - Availability of various brands and products with different pricing and details makes me likely to recommend the app positively.

It was necessary to apply a Factorial Analysis in dependent affirmatives, to understand which of them had a similar meaning and could be grouped by scale composite to present the average measure of the variation of the dependent data. The result was that the first two affirmations better explain the variation of data in Repeat Purchase. Around 34% of them that explained the variation of the variable. In Word-of-Mouth, the first three affirmatives better explain the model, representing 43% of the variation explanation. In the end, the composite scale for both was done considering only the variables grouped into main factors.

Independent Variables:

User Friendly:

UF 1 - Regular updates and new features are important for continued app usage.

UF 2 - Intuitive navigation encourages repeat usage of the same app.

Delivery:

DEL 1 - On-time delivery and flexible scheduling are good reasons for repeat app usage.

DEL2 – Delivery quality, including status visibility, speed, and tracking, are crucial for purchasing again through the app.

Convenience:

CON 1 - New initiatives enhancing app convenience are beneficial.

CON2 - I prefer paying more for products on the app to save time and money I'd spend going to the market, rather than going in person and standing in queues.

Comparison of Brands end Products:

COMP 1 - Having a variety of product and brand options on the app is important for my continued usage.

COMP2 - I usually like it when apps innovate and add new brands and products to be purchased.

Note: REP_3 was recoded due to its descending scale, opposite to other affirmations, to maintain consistency for further steps.

Pearson Correlation was used for independent variables, as there were two affirmations for each of them. What resulted in the p-value was under 0.05 (Convenience $p = 0.014$ and $r = 0.171$; Delivery $p < 0.001$ and $r = 0.342$; Comparison $p < 0.001$ and $r = 0.435$), except for User-Friendly (UF) platform, in which $p = 0.0174$ and $r = 0.099$. These results mean all variables presented the same “meaning” in the scale and it was possible to apply a composite scale to get an average of them to continue the next steps of Multi Linear Regression, even UF, which presents a weaker value.

Below is a descriptive table with the composite of each independent variable. In general, the sample considers the influence of variables, except Convenience lower than the others. In addition, the standard deviation is lower, so the answers given were similar between participants.

Table 6 – Composite Variables Description

IV	Average	Std. Deviation
User-Friendly	4,1353	0,6142
Convenience	3,5048	0,71731
Delivery	4,5531	0,46172
Comparison	4,33261	0,60835

Source: author (2024).

4.2.4 HYPOTHESIS TESTS IN SPSS

The hypothesis test assesses whether the difference in the means of the variable was statistically significant. A statistically significant result supports H1, while a non-significant result supports H0 in each test. Since there were multiple dependent variables, a Univariate Linear Model was applied to all independent variables for both Repeat Purchase (REP_A) and Word of Mouth (WOM).

Table 7 – Univariable Linear Regression

DV	REP_A		WOM	
IV	t	Sig.	t	Sig.
User-Friendly	1,777	0,077	1,245	0,215

Convenience	4,600	0,000	3,583	0,000
Delivery	2,118	0,035	3,376	0,001
Comparison	1,911	0,057	2,699	0,008

Source: author (2024).

The analysis of Repeat Purchase indicates that residual samples were independent, as indicated by a Durbin-Watson statistic of 2.088. The ANOVA test resulted in less than 0.05, so the results are better with predictors than without them. To complete, the influence of independent variables, from the strongest to the weakest, were Convenience (CONt = 4.600; CONp > 0.001), Delivery (DELt = 2.188; DELp = 0.035), and Comparison (COMt = 1.911; COMp = 0.057) impacting in the decision of repeat purchase via MGDA. The exception was User Friendly (UFt = 1.777; UFp = 0.077), in which the p-value was bigger than 0.05, but the model explains 25% of the variance in Repeat Purchase. Consequently, hypotheses H2a, H3a, and H4a were confirmed, while H1a was not, as UF does not influence when users repeat purchase through MGDA according to the sample.

Similarly, in the analysis of Word of Mouth, the same independent variables showed significant effects, explaining 27% of the variance. The results were CONt = 3.583 and CONp > 0.001, DELt = 3.376 and DELp > 0.001, COMt = 2.699 and COMp = 0.007, from the strongest to the weakest influencer, and UFt = 1.245, but UFp = 0.215, being higher than 0.05, did not influence the WOM. The analysis also indicated independent sample residues with a Durbin-Watson statistic of 1.988, and an ANOVA test with a significance level below 0.05, confirming better results with predictors than without them as REP_A. In summary, Convenience, Delivery, and Comparison variables significantly influence both Repeat Purchase and Word of Mouth in MGDA according to the sample responses. Thus, hypotheses H2b, H3b, and H4b were confirmed, while H1b was not, suggesting that UF does not influence positive recommendations for MGDA according to the sample.

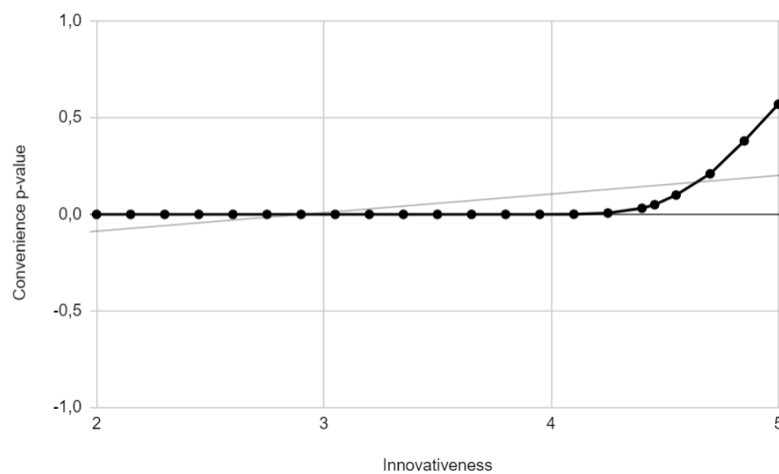
4.2.5 HYPOTHESIS TEST IN SPSS WITH MODERATOR

Following these analyses, the Macro Process by Hayes (model 1) was applied to all independent variables with the moderator Innovativeness and each dependent variable

(REP_A and WOM). This analysis aimed to understand the influence of innovativeness on the independent variables affecting the processes of repeat purchase and word-of-mouth.

The results for Repeat Purchase were $CON_p = 0.022$ $CON_t = -3.1033$, and analyzing the SD+1 and SD-1, it was observed that, for lower levels of innovativeness, we can see that the convenience perceived in the delivery app is more relevant to the consumer when making repurchase decisions ($t = 6,71$, $p = 0.000$) than in higher levels of innovativeness ($t = 4,06$, $p = 0,001$). The same behavior is even more explored in moderation defined by Johnson-Neyman and in the graphic below, which, in short, explains that the more the respondents consider themselves innovative, the less the convenience is noticeable, and, when they are less innovative, the importance of convenience is more significant in the repeat purchase process.

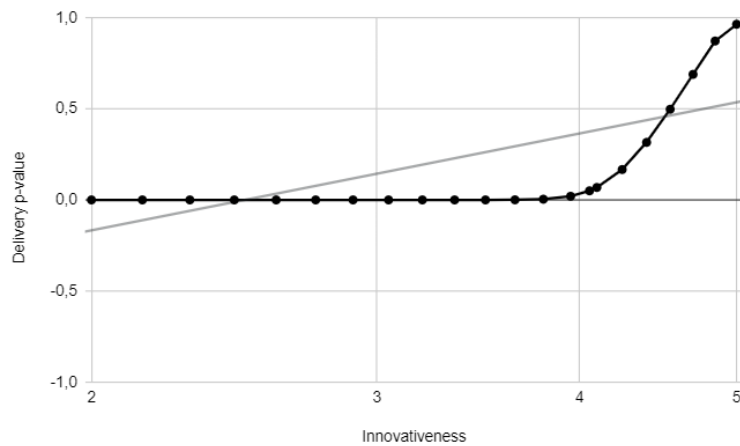
Figure 3 - Moderation Analysis considering REP_A as DV (Johnson Newman) And Convenience as IV



Source: author (2024).

The second independent variable was Delivery, in which the behavior was the same as in Convenience. For lower levels of innovativeness, the perceived delivery from the MGDA was found to be more influential in their Repeat Purchase decisions ($t = 5.19$, $p = 0.000$), compared to those with higher levels of innovativeness ($t = 2.32$, $p = 0,001$). This suggests that delivery is significant for all consumers, particularly those with less innovative profiles.

Figure 4 - Moderation Analysis considering REP_A as DV (Johnson Newman) And Delivery as IV



Source: author (2024).

In the Comparison variable, the p-value was bigger than 0.05 (COMt = -1.3368; COMp = 0.1828), presenting a non-significant influence of innovativeness on convenience perception in deciding on repurchase in MGDA.

Unlike Repeat Purchase, the p-value of each independent value presented an interaction smaller than 0.05 of significance; all p-values were bigger. This means the moderator Innovativeness does not present any relevant influence between Convenience, Delivery, or Comparison when respondents are recommending the MGDA. Since the User-Friendly platform was not significant in the Linear Regression, it was not included in the Process Analysis.

Table 8 – WOM Interactions

Interaction	T	P
CON_Int_1	-1,322	0,2193
DEL_Int_1	1,0162	0,3108
COM_Int1	0,1456	0,8844

Source: author (2024).

In summary, the hypothesis regarding the moderation of Innovativeness positively influencing independent variables to impact WOM recommendations of MGDA was rejected, and it presented a “negative” effect in Repeat Purchase, referring to Delivery and Convenience, as showed by Johnson Newman, as tests conducted.

5. CONCLUSION

Throughout the study, it was possible to understand not only the relationship between dependent and independent variables, as well as their interaction with the moderator. Additionally, initial research with focus group revealed additional factors that could contribute not only to further studies but also serve as focal points for platforms and retailers operating within the realm of mobile grocery delivery applications.

5.1 THERORETICAL CONTRIBUTIONS

The focus group participants highlighted concerns related to standardization and internal search functionality within the MGDA. Kim and Shin (2017) emphasized the importance of understanding the significance of platform attributes as technological standards influencing consumer intentions to repurchase platform-based products and services. These issues were found to negatively impact user experience, potentially leading some users to make purchases in physical stores. However, thorough Linear Regression analysis considering survey data revealed that the independent variable 'User-friendly platform' did not significantly affect repurchase behavior or word-of-mouth recommendations related to the MGDA (dependent variables). In other words, the level of the user-friendly platform, when users are deciding to purchase again through MGDA or thinking about recommending the app positively, does not matter for users, which contributes to a new perspective. Considering it was not too much explored by previous studies, they were based on e-commerce experience and affirmed that a positive user experience, including website usability, satisfaction, and loyalty, significantly influences positive word-of-mouth in the online grocery (Rirorini and Depari, 2021; Dewi and Darma, 2014). These opposite results considering qualitative and quantitative data may suggest that even with consumers perceiving the usability of the platform as relevant to their experience, other variables in the model are more relevant for the purchase decision when using a MGDA.

The delivery process emerged as a highly influential factor according to focus group feedback, highlighting the importance of product selection in supermarkets and the efficiency of delivery scheduling and monitoring. These aspects were cited as key drivers for initiating and sustaining purchases through MGDA, leading to preferences for specific apps based on these factors. Similar studies, as Shin and Lee (2018) underscore the influence of delivery

quality as crucial for online fresh food repurchase. Moreover, our Linear Regression analysis confirmed that Delivery significantly influences repurchase and positive word-of-mouth recommendations. Thus, users consider previous delivery experiences when deciding to purchase again through MGDA or recommend the app. However, when we add the innovativeness moderation, it is possible to understand that the more innovative users are, the less the delivery impact in repurchase or recommendations given by WOM about MGDA is.

Convenience, mentioned in prior studies such as Bauerová (2018), was associated with time-saving and ease during the online shopping process in general. In our research, FG participants discussed ordering groceries for practicality and flexibility, such as scheduling deliveries for the next morning or for large purchases that are difficult to carry without a car, often resorting to additional expenses like Uber, spend time as benefits of repurchase in MGDA. Similarly, the survey answers that convenience influences repurchase and word-of-mouth recommendations of MGDA when users perform these actions. As for delivery, for the sample of users, convenience impacts the decision to repeat the purchase through mobile grocery delivery apps and influences word-of-mouth positively. These results align with e-commerce experience literature, which suggests that convenience in e-commerce is a key driver of customer retention, by focusing on aspects such as logistics speed, response time, and service convenience, influencing repurchase behavior positively (Liu et al., 2023). From an Omnichannel perspective, ensuring a consistent user experience across all touchpoints is crucial. Even though, as respondents exhibit higher levels of innovativeness, convenience becomes less important for them in their decision-making process.

Lastly, the comparison between Products and Brands available in MGDA was highlighted in FGs, with participants noting concerns about product variety and platform responsiveness to potential issues impacting their purchase experience negatively. A study by Campo and Breugelmans (2015) among multichannel shoppers revealed similar findings, indicating a reduced inclination to purchase categories online when the online store offers a less extensive assortment.

Similarly to FG and previous studies, the survey on Qualtrics demonstrated that the availability of product variety significantly influences users' decisions to repurchase or

positively recommend MGDA. Nevertheless, when examining whether users' innovativeness affects their perception of the impact of comparison on repurchase or word-of-mouth, no significant relationship was found. Thus, the level of innovativeness does not influence these decisions based on comparison.

Regarding the moderator Innovativeness, it was found to have no significant effect on WOM and only a partial effect on Repurchase in MGDA, as reported by Johnson Newman. This finding can be understood through studies defining user experience as a personal interaction with products and services (Zhang et al., 2024). Thus, while online innovation leads to repurchase intentions, their strength depends on customer experience (Amoako et al., 2021, p. 1). Therefore, prior customer experience is an important factor in repurchase decisions, even among those who consider themselves innovative.

However, in cases where customers decide to repurchase and positively recommend MGDA, the independent variables may become irrelevant, as was observed with Convenience and Delivery. Some researchers define consumer innovativeness as a predisposition to embrace new products and brands independently of others' experiences, suggesting independent decision-making (Hoque et al., 2023). Thus, innovative consumers might be more inclined towards MGDA due to its innovative service offerings, independent of convenience or delivery resources. Conversely, less innovative users are more influenced by these variables in their decision-making processes for word-of-mouth and repurchase.

Below is the table of all hypotheses and their validation (or not) based on research results:

Table 9 – Hypotheses Validation

Hypothesis	Results
H1a: A user-friendly MGDA provides a good shopper experience, enhancing the probability of repeat purchases through it.	Not Confirmed
H1b: A user-friendly MGDA provides a good shopper experience, increasing the WOM about it.	Not Confirmed

H2a: Convenience in a consumer experience can enhance the probability of consumer repeat purchases through MGDA.	Confirmed
H2b: A convenient experience in MGDA contributes to increasing the WOM about it.	Confirmed
H3a: A great delivery experience in MGDA can encourage users to repurchase through it.	Confirmed
H3b: A great delivery experience in MGDA can positively influence WOM.	Confirmed
H4a: The diversity of products and brands, and the ability to compare, encourage users to repurchase in MGDA.	Confirmed
H4b: The diversity of products and brands and the ability to compare, encourage users to increase the WOM about MGDA.	Confirmed
H5a: Innovativeness moderates the relationship between consumer experience and consumer responses, making innovative consumers more likely to repurchase through MGDA.	Partially Confirmed
H5b: Innovativeness moderates the relationship between consumer experience and responses, making innovative consumers more likely to propagate positive WOM about MGDA.	Not Confirmed

Source: author (2024).

To summarize, users take into consideration criteria such as Delivery, Convenience, and Comparison when deciding to repurchase and to recommend Mobile Grocery Delivery app positively. Also, the more users are innovative, the less Delivery and Convenience matter to them to repeat the purchase through MGDA. All other hypotheses were rejected by the statistical analysis applied.

5.2 MANAGERIAL CONTRIBUTION

The conducted study contributes to different strategic business aspects. As a starting point, it elucidates three main aspects related to users' repurchase and promotion of mobile grocery delivery apps: convenience, delivery, and comparison of available products and brands. These were three out of the four aspects considered in the study. Once their influence is confirmed, platforms and retailers can prioritize improving them, as there is currently limited research related to MGDAs.

Repeat Purchase and Word-of-Mouth are behaviors of users who have already purchased from these platforms. Therefore, the Customer Relationship Management team and User Experience team can gather more customer perceptions on these aspects through delivery experiences and feedback surveys. Testing the convenience perceptions of customers through A/B testing and experimenting with product availability and delivery resources is recommended.

Aspects identified through focus groups can also be considered by companies for testing with their customer. For instance, critical delivery points identified include fast or scheduled delivery and monitoring of deliveries. Testing these features, if not already implemented, or focusing on improving these aspects, could be essential for ensuring customer retention and advocacy.

Product and brand availability is another critical aspect related to the Comparison factor. Therefore, it can be considered important for platforms to provide an effective internal search tool within the that can identify products based on search terms. Retailers should also follow a standard naming convention for products to facilitate user purchases by helping them find the items they are looking for.

Connected to both scenarios, convenience perception can be leveraged in platform communication to encourage repurchases and referrals. Highlighting features like scheduled delivery, order tracking, and a wide range of products and brands can emphasize convenience and influence user decision-making. Situations such as 'everything in one place,' 'without

leaving home,' and 'anytime, anywhere.' can be emphasized. These phrases highlight the flexibility and convenience that influence users' decision-making.

Moreover, offering exclusive benefits to returning users or loyalty program subscribers could be advantageous. For instance, Rappi Prime, the loyalty program of one Brazilian MGDA, offers delivery in under 30 minutes for program participants. New ideas based on FG mentions such as scheduled delivery can provide flexibility for rescheduling it for a shorter time than typically allowed before it starts. Other features include the ability to add new items or modify quantities in an order after it has been placed within a specified period. Regarding product selection, special attention should be given to ensuring the availability of substitute products whenever chosen items are unavailable, making sure that transportation is tailored to enhance the program experience for participants.

Another important feature indirectly assessed through surveys and closely tied to convenience is the ability to reorder items with editable preferences for frequent orders. These features align with the practicality and flexibility associated with convenience.

5.3 LIMITATIONS AND FUTURE STUDIES

One of the primary limitations of the study was the age range and regional bias of participants, who were predominantly in their twenties and thirties from Porto Alegre. The survey participants from across Rio Grande do Sul had an average age of 27, with a majority also from Porto Alegre. As mentioned, both characteristics are attributed to convenience sampling as the main method of data collection. The suggestion in this case is to expand the research to include more cities in Rio Grande do Sul State or to gather more responses from different age groups from Porto Alegre. Additionally, it would be interesting to apply this research to different markets. For example, in Portugal, the grocery delivery market is experiencing increased demand due to the country's growing urban population and expanding digitalization, as reported by Statista (2023).

Another limitation was gender bias, with 67% of respondents being women. Future studies should aim for more balanced gender participation through improved survey

distribution methods. It is possible to explain this limitation with data collection methodology and survey having been shared through the researcher's personal social media channels.

Another point associated with the available time for data collection was the total amount of valid answers. Only 207 were deemed valid for consideration, even though more than 300 people started the survey. The limited time available was due to two phases of data collection. Initially, an exploratory analysis was conducted by a focus group, which was first carried out and analyzed. Subsequently, with inputs from theoretical references and the focus group, the questionnaire was structured and administered, resulting in a shorter data collection period.

Future research could build upon more extensive theoretical foundations. Additionally, utilizing different channels to distribute the survey and allowing for a longer data collection period could enable retesting of hypotheses that were not supported by the linear regression applied, particularly those related to user-friendly platforms and the moderation of innovativeness.

Beyond the suggestions stemming from research limitations, the focus group could explore other potential independent variables to be tested in relation to repurchase behavior and word-of-mouth. For example, the support service of MGDA provided examples of how it influenced participants to continue using it or switch to another app after a negative experience. A second potential variable could be personalization based on users' previous purchases, such as suggesting products, organizing the app, or offering personalized sections. Both themes garnered agreement from more than one participant. Therefore, testing whether these factors influence repurchase decisions or lead to positive word-of-mouth among more customers is recommended for future research.

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APPENDIXES

APPENDIX A – FOCUS GROUP TRANSCRIPTION

[Researcher]: Okay, guys. I'm going to start here. First of all, thank you so much for being here, for participating. Just contextualizing for you, my study is about the behavior of buying through app specifically for grocery, like when we use UberEats, iFood, Rappi. In Portugal, there are others too, such as Glovo, Bolt. And I want to understand a little better what leads people to make a purchase through these apps. Why does it make sense for people to recommend it or not? So, the idea is that the questions are a lot in that direction, I really would like to explore your experience within these platforms.

So the idea is that the chat, as I said, lasts until an hour. I'll start recording right away, because if I don't, I'll forget. Then there's all that transcription part, and analysis, what really matters. To be able to reach some conclusion. Then, I'm still going to apply a questionnaire. So it's going to be two parts completed by a statistical one, to really verify all this and see if it's relevant. All the stages that I'm going to go through. And when it be published, if it's cool, take a look.

Does everyone feel comfortable recording it? To start with the questions, I would like to know, in a very generic way, what do you consider a good online purchase experience? By app. What do you consider important? That would qualify it as a good experience?

[Participant 1]: First of all, receive it at your home. What you have ordered. Nothing more. Nothing less. Basic. And within the deadline, within a reasonable deadline, that the app or the company proposes.

[Participant 2]: I think, complementing what Eduardo brought up, before even receiving it. In terms of deadline, the status of purchase. Receive some feedback by e-mail, or any communication, iff the purchase was actually completed, if we will receive it at some point. So I think before that, this status is good for me.

[Participant 3]: I don't know if it would be the case for everyone. But my behavior is much more for emergencies. When I won't be able to go to the supermarket and I really need to help me out. So for me, I will never schedule a purchase. So for me, for the experience to be good, I need to have the delivery time very short. It has to be at "the same time", or on the same day.

So for the experience, I need to have this delivery in a short space of time. Beyond these points mentioned.

[Participant 4]: I would mention even before, considering the app, being organized, with enough products' information. Because sometimes, there are some markets on Rappi or iFood, you try to find things, and you don't know what ingredients come inside. So sometimes. I end up not buying, because I don't know what will arrive. And I don't have enough information. So I think. The first thing I look at, before starting the purchase. I think, in my case that's exactly it.

[Participant 5]: When I usually buy, I usually do this kind of purchase, in groceries, with product that I know. That I'm going to receive a product that is ready. A cleaning product. That has no mistakes. I know that if I get a product, it will always be the same product.

But at the same time. I don't feel like buying daily items. Like buying bread. That's why Participant 4 commented. Because it seems. That you don't have the resource to know what you will receive. If they choose a product with good quality. That you would like them to choose. So I think this is something that I weigh a lot.

[Participant 6]: . I have a purchase behavior a little different from what Alexia said. So I even buy more scheduled. So, it bothers me not to have many possibilities of schedules. Or have a very wide schedule, in which the delivery is scheduled for 8am to 11am. And then you have to be available all that schedule. And you end up losing a little of that practicality. So it pleases me to have a forecast, with higher predictability, of these delivery schedules.

[Participant 3]: In the same way as he mentioned before, in relation to ensuring that the product will arrive as you chose. For example, I never bought any more vegetables, the twice times that I chose they were rotten vegetables. And I have to take it out.

And in this way, as you commented, they gave an example of bread, something that I know that can knead, something that I know that can damage. So I prefer to get things already closed and predetermined. Nothing perishable.

[Participant 7]: What I don't like, too, is in a market, there are certain things. And in the other not. And this market, that has certain things. It takes a lot longer to deliver than the other. And you always have to choose. So you never have everything you want there, and even so, it's never ideal. You always have to choose the least worse.

[Participant 2]: Different from what was said. On the contrary, I end up buying vegetables. Although I've heard, an absurd amount of complaints. About wrong purchases, both in

quantity and quality. It's a point that bothers me, for both, for industrialized and perishable. About stock.

I usually use iFood, but for most applications, there's that message: "If you don't have it, we can replace it. Or we won't deliver it." So sometimes, we are at the mercy of not receiving the product or not receiving it, or even having to think on the spot. As much as we want it to be practical. We need to have several options. And I end up falling into this. Of having to buy in the market, or in another market, and I end up losing it. The practicality of the purchase, that I should have there.

[Participant 8]: It's happened to me several times. And usually, when I buy through the app, it's because I want a specific thing. For example, I always need water at home, and I can't go out because I'm doing several things at the same time. So I order things that I didn't need. But I took the opportunity to get it. And then everything comes, except for the only thing I needed. Which was water. So it's a point, that sometimes I should, I stop buying. But still, I insist and I use it. And I continue and then the issue.

About the status of monitoring, I have a small problem, which is 100 % my fault. The market time is usually 170 minutes. I don't know how many thousand minutes. And I never know when it will arrive. And then I don't have the traceable delivery. Which is something that makes a lot of difference in my case. Because my intercom doesn't work. So, I've been cursed a lot by the deliverer: "I'm down here for half an hour and you didn't come down to get it". And then, I sorry for it, that I didn't know.

[Researcher]: That's ok. It's good that you understand so much. In this questions that I loved, you know. Then let it be. Going on this line.

Understanding some of your habits. Do you have a favorite platform? And if there is a preference. Why do you prefer it?

[Participant 6]: I use iFood a lot, for the habit of using it for other services, for normal delivery, but also for several negative experiences in the Rappi app, so before I used the it a lot, and then I ended up giving up, because I always had some problem, or miss communication with the app, or really receiving the wrong item. And then I ended up switching to iFood, which is a little better, it has sometimes some problems, it depends a lot on the market too, but then I got used to it a little bit, like which market I know works better, what kind of product I know how to put some substitutes closer, I also like to give the iFood indication of similar products, so in case one is not available, there is another one, it already facilitates this exchange, so I ended up getting used to ordering iFood.

[Participant 5]: I have a very strong preference for iFood, for a very simple reason, that it is the only app that accepts my food voucher, which is a very strange food voucher, it is not accepted anywhere, both the food voucher and the meal voucher, from the same company, it's not accepted anywhere, in both restaurants and markets, and iFood, now, it just added, within the voucher options, my voucher. So, for me, this was a very game-changer thing, to use iFood, because now I can use my voucher, and that's it, both for the market and for the meal, in general.

[Participant 8]: Here is iFood, for all the reasons that have already been mentioned, for convenience, for bad experiences with Rappi, but I have a point that is 100 % psychological, and it's not clubbing either, but I use Brasco's app a lot, for the simple fact that it seems to me that I will have a little more control of what I will receive, if it is from a place that I know more. So, it's not because I'm going to choose to use this app, but there are days when I want something that I can control a little more, I use Brasco's app. It doesn't make sense, of course, no, but it happens.

[Participant 1]: I'm also an iFood fan, because I already use everything on iFood, and I confess that they captivate me a lot with the coupons they send to the markets, so I end up doing everything on iFood. I think the platform itself, to buy on the market, is not a big problem, it's more the company, depending on which market you are going to buy on the platform, regardless if it's Rappi or iFood, I think the problem would not be the platform, but the retailers, how they use it.

[Participant 7]: Also, everything that the people said, but in terms of problem, iFood's support is much better than Rappi's support. It seems that you have to "implore God" to receive Rappi's support, because there is always a problem in buying on the market, so iFood's support helps.

[Participant 3]: I'll be very against it, but I only use Rappi, I even use a lot of iFood to order and deliver food, but then I was thinking, now you're going to "turn me off", I'm going back to iFood, because it doesn't make sense to use Rappi, but I kept thinking, "why do I use Rappi?". As I have this behavior of being more urgent, and time is important, Rappi has that Turbo Rappi, and my boyfriend signed Rappi Prime, and we didn't pay the Turbo Rappi fee, and it arrived in 10 minutes, of course, the value is higher, and there is not much variety, there are the most basic things, so I used it a lot because of the Turbo, but even so, when I'm not going to order Turbo, as I got used to, I ask for Rappi too.

I also had a lot of problems with Rappi, but I think it was at that time that Rappi declined, now it's back, but I also had a lot of problems with this matter of support, and nowadays, it has

been very easy. I ordered, on a hot day I ordered a popsicle for Rappi, obviously it was going to arrive melted, then it arrived melted, and then I complained, it was automatic, at the time I sent a photo, at the time they refund me. Their support is very good lately, you don't have to justify, there's no delay, but I think it's a lot for this matter of Turbo Rappi, that as far as I know, iFood doesn't have it, and in general I never had a support problem with Rappi, and in these new times, there used to be more.

[Participant 8]: Now I remembered how I became an iFood support, it's because they had the iFood Express, which delivered in 10 minutes, 15 minutes, I think it died, it never worked again, I didn't see it anymore, but it was there that I stayed with iFood, so there was for a while, but I didn't see it anymore.

[Participant 4]: Here we don't have much preference for apps, we go more for, if we receive a coupon, we make a purchase, because it's very difficult to miss things here at home, we make very big purchases, so when we make a purchase by app, it's not because we need it, it's quite the opposite of Participant 3, it's more like, we saw something that was cheap, we go there and buy it, so we don't have preference for apps, it's more for the coupon, or promotion. And an app that gives a lot of coupons is Uber mercado, and we call it a lot, because it has very good promotions, sometimes like a coupon of 50 reais, very high coupons.

[Participant 2]: Just to give my contribution, in my case, I use iFood, for everything that everyone said, I think the main point is for the practicality of being able to order delivery and also on the market, but I think an important point is because of the cell phone memory, I'm a person who has a lot of cell phones, so the ease of being able to use a single app for more than one thing makes me have this preference.

[Researcher]: I'm getting some of the comments you mentioned, and understanding how much it influences. And sometimes it doesn't matter so much the platform, but which market am I buying from on the platform? Or, how much does this availability of information, of brand validity, of market validity, influence your decision-making, and how much does it influence the experience?

[Participant 4]: I think that without the product information, I end up changing the product I'm going to get. Like, if I don't know what that thing is telling me, I change the product. Because, as I said, whenever I shop on the app, it's never because I need something. So, if I decide to buy, and I see that I don't have all the information I need, I end up not buying that product, and I look for another one.

[Participant 6]: I think it has a little less impact than food delivery, because, okay, I can be willing to eat from that place, while the market, as a rule, is going to be very similar. But I take into consideration the note of the place, because it's probably going to have a lot of impact if it's a place where people are having problems. And also the delivery time, and if I'm missing a product, or a brand that I want, I try to stay in the cart, and see if it's still worth it. But if I'm trying to put several items in that market and I start not having the brands I prefer, or not having that product, then I know that market is a little weaker, and I don't even try again the next time. Nowadays, I always look for the same ones, because I know that most of them will have what I need.

[Participant 2]: I usually buy when I really need something, and I buy from a specific market that is close to my house, because of the delivery time. Even if it's five minutes from my house, it's a long time. So, when I don't have a product or something like that, I don't even look at the others, because they are from other places in the city, and I stop buying and stop needing if it's not something very urgent, and I go to the supermarket.

[Participant 8]: I never buy by market, I always look for the item with one thing in mind, I look for it, order it for the delivery time, and the rest is for convenience, if it's available in that place. I even ask myself which are the markets I buy the most, and I don't know how to tell you.

[Participant 5]: This market for me is a problem, because there is no market close to my house that delivers, so this is a problem for me. I need to buy something to get there fast, it doesn't happen, all the markets that are available are markets that are far away, so that's why I don't buy items that are more urgent.

I live relatively close to the market without delivery, so it pays off a lot more for me to go close to the market and buy what I need if it's something urgent. So, I think that for me the delivery is much more focused on having a discount, a coupon, a specific product that I need to buy that will be cheap and that I can buy, I can wait, and if it doesn't arrive, nothing will happen to me. But in terms of delivery speed, this is a big problem for geolocation, because close to my house there is no delivery market.

[Participant 1]: I also end up choosing the market that is offering the biggest coupon, so it's not a matter of preference, but there are some markets that sometimes it's even difficult to fill the value to get the coupon, because they are so messy, especially the Nacional. It is very bad, because sometimes you want to spend the coupon, you want to spend it with them, but you can't choose enough items to get to the value that they demand, to get a discount or a free ticket or something like that. But in the absence of a coupon, I go to these wholesale, which are usually smaller, and that are also further away from my house, so buying through

the app makes it possible, I don't have to leave the house to carry a lot of weight, since I live alone, I don't have a car, so it's a way out in that sense.

[Researcher]: I'm going to another thing that you mentioned, which is about the delivery part. I don't know if you want me to tell an experience, because many have already mentioned issues related to delivery, or even some experience where delivery was relevant, either to make the experience negative or positive. If you want to explain a little more.

[Participant 3]: I don't know if it's related, but not taking the act of delivery itself, I think the act of selecting the product, which will sometimes be the deliverer, but I think one point is how much he is willing, there is no item, or even if he goes, and really understand the detail of that differentiation, sometimes it's just a flavor, a different smell, and then the person doesn't pay attention to the detail, so I think this act of the person stops at that, and when there isn't, use the chat in a good way. There are several that obviously have an education limitation, that sometimes they can't write in the best way, but it ends up impacting the experience, sometimes they want to solve the problem, and they don't get a lot of their support at the time of selection, and then the delivery. I think it's what we already talked about, to be careful with the transport, etc., which sometimes won't be his or the deliverer's responsibility, but I think it's to ensure that it will arrive without any damage.

[Participant 5]: I think for me the main point of delivery is what Participant 7 said about tracking the delivery, I think it's very important, I think even when you ask for a delivery in iFood, it's not something I care so much about, because, I don't know, you're there at night, at a time when you're not so busy working. For me, that I work from home, I'm going to receive something during the delivery, it makes a lot of difference to have the tracking, which is like we said, the market will have a very large delivery window, so you can receive between 8 am and noon, but sometimes you have a routine, you can't schedule for that, and out of nowhere it arrives, and if a lot of things arrive, it takes a long time, you have to go down, get all the bags, bring them back to the apartment, there are things you have to put in the fridge, you have a time that you need, different from a normal delivery window. So I consider that for the market, the fact that you have a tracking in the delivery is much more important than for a normal delivery.

[Researcher]: Well, these were some examples linked to delivery, now I want to know about examples linked to navigation, and then I think maybe they can be not so positive experiences, or if they are positive, great, which is in relation to the ease of navigation in the app, you being able to access it, whether it's a matter of filter, a matter of selecting, liking, searching, Participant 7 said, "I search for the product", so how much these mechanisms that you use within the platform, they help or often hinder, whether it's because I don't have expectations

from you, or because in a little while I make a mistake, how much it influences you to keep buying, or in a little while, I'll avoid it, it's already working so much, it's more helping than disturbing, how much it influences you, if you have examples.

[Participant 7]: Well, come on, since I commented on this a little bit before searching for items, I almost don't use the navigation of the store within iFood. When I buy through the app, I usually know what I want, I go there, search for all the items, and I put them in the cart. If I use navigation, it's a lot, on a day when I'm extremely unoccupied, and the best thing to do is to navigate within the iFood, then I go through the "corridor", kind of curious, like, what do you have here? But it's really nonsense. When I go to buy, I search everything, put it in the cart, and that's it.

[Participant 6]: I think a slightly more positive experience is "buying again", which for a person with TDA is very good, to make sure you're not forgetting anything, so it ends up saving a lot of time to make the same cart. And a kind of negative one, which is kind of stupid, but it's not paying attention to the unit of that product, so, onion, I added one, two, I thought it was two onions, no, it was in grams, and then it's almost nothing, but then you'll see that you really bought it wrong, so it's not necessarily the fault of the app, but it ends up disturbing the experience.

[Participant 5]: I'm really annoying with app navigation, in general, I think the app is made to have fluid navigation, so if I'm using an app that locks, that doesn't add things I told it to do, that I have navigation difficulties. As I work with this, if I'm having difficulty navigating this app, people who don't have that much technology will have a lot of difficulty navigating this app. So, for me, the experience of the app has to be very fluid of use as a whole, like this example that Participant 6 said, it can't happen, it's a bad app that I don't want to use again. Because I'll only use it again if I don't have the option to use another app. So, for me, this kind of thing wins me over completely if I have options to alternate between competitor and app, this is something that will win me over, for sure. So I think this question of user journey analysis, how the user navigates the app as a whole, is the main factor of all of them, it doesn't depend on the market you're going to bring, or who's going to select, it's a problem of the app itself that has to be solved, in my opinion.

[Participant 4]: I think that besides the navigation, the categories part, sometimes it's all wrong, you know, there's, I don't know, a rice in the chocolate category, things that have nothing to do with it. And for me this is very important because, as I said, I buy when I have a coupon, I'll see an offer, but there are many categories that I don't even look at, because I know I'm not going to buy something specific, so I look at specific categories, and when it's not

there, this nice flow of each product in its place ends up making it very difficult. So this is a very important point.

[Participant 2]: I remembered a point now, it's a specific situation, but I think it should happen with other people who buy with more recurrence, which ends up being very similar to what Participant 4 said in relation to the product nomenclature. Because I realized, even last week, doing a purchase, I went straight to the search, because at that moment I wanted something specific, and I didn't find anything with the name I had put, it was a generic name that should be in all establishments, this product, and then entering a supermarket X, entering a category, I found the product. So I think the standardization, or even the technological link between the search, the categories, and everything else, I think it's something that goes also with what Participant 5 brought in relation to the ease of navigation, because a lot of people go there to search, they won't find it, they'll leave it to buy later, or they'll just give up.

[Researcher]: I think it's very good. Thank you for the examples! Going along this way of stopping buying and certainly buying again, I think you already emphasized some, especially for these reasons, there's another one that you didn't mention, and I don't necessarily think it was the experience of purchasing in grocery through the app, but it could have been another item, like a delivery, that made you stop buying, and you don't even know if you'll have the next purchase, in other hand, something nice that made it be your first option to purchase again, which was something more decisive for you.

[Participant 7]: I am not buying through the app, because I work downtown, and I go to three supermarkets on my way, so it doesn't make any sense to buy through the app first, because it'll be much longer, as everyone said, it's 130 -170 minutes to get to a... I don't know, a banana, and it doesn't make any sense to me. And also because of these experiences that I mentioned, like bad support, or as people said, a wrong item came, and the lack of products in all supermarkets, so it doesn't make any sense to me to know how to make these purchases through the app or online.

[Participant 4]: I don't have any experience that made me stop buying, or, my God, buy here again. I don't remember anything.

[Participant 6]: I have a very specific reason, which is... I used to alternate two supermarkets, which are from the same network, but from different locations, and I used to go to the most practical one, or the one that had the items I wanted, but I realized that one of them always had sealed plastic packages, and I had to tear all the bags, wasting a lot of plastic, and I stopped buying from that place because I saw it was a standard of the place. And from the other one it

was nice, I could undo the easy knot and I didn't waste the bag, so that made me buy a lot more than I didn't waste the bag.

[Participant 8]: I'm going in this way, but it's not exactly the packaging, but it's how things were put in it. It's a very specific point, but I'm annoying. When they put a cleaning product with a banana, and I'm like... This is not very nice, and then he puts a dot to observe. But, in general, I have a very big tolerance with sending a wrong product that wasn't from that brand. I don't really care.

[Researcher]: Now I'm going to a factor that I want to see how it identifies itself and where it identifies itself, which is the innovation factor. I think everyone is more or less of the same age, some have the same academic origin, others are also working, others end up having a synergy, which is when you consider yourself innovative and prone to accepting and gathering new ideas and initiatives, and linking it to the theme, when we think about the app, which updates all the time, changes the layout, how open are you to that? And if so, how much do you think it comes to make it easier, or do you see it as something that complicates your life?

[Participant 3]: I don't consider myself a person that is very innovative, that always wants to be well updated, but I think that a good software update, when it comes, it won't impact you negatively. I think that when you miss something, and you prefer to give another update, I think it's because maybe the adjustments didn't come to make your journey easier. So, normally, when there's an optimization that is much more intuitive, I end up liking it, and I normally like it, but again, I think it's going to be a lot of case-by-case, sometimes it changes and you think, no, it was better before, but I don't think it's because it was an innovation and it changed as I was used to, but because it was a bad innovation that didn't come to optimize the journey.

[Participant 7]: It really depends on what Participant 3 said, if it gets in the way, it helps, but of course, getting in the way and helping is a way for everyone, right? For me it can help and for other people not, but I think it's a lot about becoming more fluid, and more used, you know? Because, I don't know, I thought, as I'm a big iFood user, I thought it was boring to lock the app, I don't use the app anymore, that's why, I don't even have it on my phone. So, it being very different from Rappi, I thought it was very bad. And I think Uber is a little bit more similar, to scroll through things and stuff.

[Participant 5]: Well, I like it a lot when there are these improvements, obviously, it has to be something that facilitates, that helps, and I think one thing that I miss a lot, especially thinking about this part of this type of app, is the lack of customization for the user. I think it's

something that is missing a lot, like Participant 6 said, you can have a part button to “purchase again”, the same items, for example. A part of suggestions, product recommendations, brands that you usually buy, markets that usually have the brands that you usually buy, or also where you set preferences, where you can repurchase faster, more optimized. I think it's missing a little bit, and this is a very usual app thing, in many areas, which is not a difficult thing to do, and in this type of app, I miss it a lot

And I think maybe a lot of people don't use the app that much, thinking that it's a laborious thing, I'll have to enter, I'll have to select products, but the app could know that Participant 6 buys 200g of onion per week, you know? So when he goes to buy again, he'll tell you, you want to buy 200g of onion again, you know? So I think this kind of customization is a thing that is missing a lot, and it's an innovation that already exists, that is already done in several other areas, but in this area, at least, I don't know. I don't know if there is, I don't know, at least.

[Participant 2]: My point ends up distancing a little bit from me being particularly pro - innovation, as long as it's positive, anyway. But I think that thinking about other age groups and everything else, as much as there is this optimization of the app and everything else, as much as it's positive or not positive, I think it's missing for some apps. I don't have an example, but I think it's something that... Sometimes we go into an app and say “there was a change here”. And we don't even realize what it was, effectively. So I think, thinking about other age groups, which have difficulty with technology, the app could have a step by step, explaining what is new there.

[Researcher]: That's nice! And if you would make a wish list, for these apps, of things you would like to have in them, what do you think? And you can take examples of other types of markets, when you go to a market and think “I buy for this app, and this is great, this makes my life easier, that's why I bought it.” Things you think would be interesting to have, when you go to the app market.

[Participant 3]: Something I remembered now, that Participant 4 mentioned, having the product details, but my wish list would be, every product has the most static photo it has, and then the photo behind the product, the photo of the label, maybe the ingredients, the table, I don't look at it, you don't need a super detailed video, but I think having all these photos, so you can visualize it. Because sometimes you have a package that has two different labels, and it doesn't say in the photo, or in the description, so you don't know how big it is, so I think having all this information, and having all these photos of the package.

[Participant 4]: I would also add this point, that Participant 6 mentioned, about product suggestions based on my shopping, because sometimes I end up not finding things I would like to buy, and these suggestions could help me.

[Participant 6]: That's exactly what I said, I think that's what's missing, this more personalized part. So much about repurchasing, brands, product suggestions, people who already bought this, people who already bought that, this kind of thing, I think it's super usual in e-commerce, and in the grocery app it would make a lot of sense to have a repurchase suggestion for each period of time, because it's when you buy it again, I think it would be really cool to have something relatively simple to do.

[Participant 2]: My first point of basic wishlist that I think Participant 8 brought here, which is about following, being able to follow the request in real time, that would be the top one of the wishlist. And the second, maybe something very far from reality, but something that might be interesting in the future, thinking about innovation, in relation to the professional responsible for selecting the product within the market. I know that Rappi has some professionals that are within each establishment to make this selection, but very much in way, I think it was Participant 3 who brought it, in relation to the person taking care of flavors, smells, quality, and everything else, so that we can have more security in relation to what is being purchased.

[Participant 8]: I thought about something that I don't know how much it makes a difference, but for me it would make sense, which is to have separate ways of communication for each type of situation. For example, the delivery person needs to talk to you, go through the general chat of iFood. The person who is separating your product, go through the general chat of iFood. I feel that I could have a closer contact with the person who is separating the product, to have more agility at the time, I don't have your product here, I have these others, because I feel that the way it is today, it gets messy. And I think the chat of iFood itself is very bad. It's bad to find the messages inside, it's bad to find your conversation, it gets in very different places during your process, so it's better to structure this communication for the different moments of your purchase, I think it would make a lot of difference.

And then I also go back to the product, to have some way of, I don't know, by text, say that 100g is a lemon, because there are confused people who will buy 100g thinking that 10 lemons will come and not.

[Participant 1]: Well, an information that I pay a lot of attention to when I go in person, and it doesn't exist in any app, is the validity of the product. So I think it would be something to add that would make it easier, because many times you think, it's on sale, is it worth it? Are they not wanting to get rid of the stock that will expire in two or three days? Sometimes we leave something that is supposedly cheap, because we didn't go to the place to see the conditions of that product.

[Researcher]: I won't pass the time, but it's related to, I know that some of you say, oh, "it's us", I know it's us, and maybe I don't know if the idea of asking for the app was yours or that person's, but what was the reason why do you indicated and started buying there, or soon, if you already indicated to someone, was there any motivator, any specific question that made you indicate or start buying there together? Or was it something like that?

[Participant 5]: For me, the main motivator was the pandemic. It was the reason I started order it, I made the first purchase, it was something I didn't even think about, I didn't even want to do it. And then, as Participant 1 also commented, it's a factor, I live alone, I have a car, so today I think a lot about this practicality, I'm going to buy something that's heavy, that I'm going to bring home, but I live two blocks from the nearest market, I'm going to buy a lot of heavy stuff, it's hard to bring home, so I use it a lot as a marker, if it's worth it to ask for it, because it's a matter of weight and delivery. I think that's it, and the reason that made me start was the pandemic, for sure. If it wasn't for the pandemic, I probably wouldn't have asked.

[Participant 2]: I think my point, I have two points, I think practicality is the biggest of all, but also because I started living alone in the pandemic, even though there was already flexibility, people used to go to the market, start living alone, have no idea what to buy, when things would be missing, I think this practicality was important. I think I started to buy because of that, and never again does the practicality and the need make me buy, even though there are all these points that we brought up.

[Participant 6]: For me, the point that Participant 5 brought up is not to have a car, and end up making big purchases, and it's not worth it, even if you go by Uber or if there's a market close by, it's not worth carrying all that when I have a delivery that I can bring home.

And also to have a flexibility, for example, it happens a lot that I stop to make a list of the market in bed, going to sleep, or remembering that I have to buy something going to sleep, and I solve it at that time, because I leave it scheduled, and at a time when I would have a meeting, I couldn't go before lunch, I would be late for lunch the next day, because I would have to go out to buy and then have lunch, and instead of that, I arrive at 10 or 11 in the morning, even having this problem of many markets giving a very big window of when they will deliver, already solves a problem that I made the purchase the day before, and then I can have it all solved

[Participant 4]: Here, the main motivator were the coupons, and also this issue of not having a car and heavy things. So, we really like to make big purchases, like, if you're going to buy

chicken, I'm going to buy 5 packages, so we end up not buying by app, also because of this facility of not having to bring it home.

[Researcher]: I promise, you don't even have to take the 8 or 7 minutes we have, which is, how often do you usually order through MGDA? Like, if it's once a month, and it really depends on the urgency, you don't even need an exact number. And then, to have a timeline, since the end of last year, the last 6 months at most, to have a half -year margin, how often do you think you've bought by app?

[Participant 6]: I usually buy once or twice a month, and the rest of the month is for smaller purchases in the local market. And in the summer, sometimes it decreases a bit because you're going to be on the beach a lot, it doesn't make sense to make big purchases, because it ends up giving you a break. But in the winter, especially during the pandemic, it was very recurring, it was the only way to buy, and in general, during the year, there's this constant of at least once or twice a month.

[Participant 2]:Thinking about this year, I think once a month, or twice in two months, thinking about the situations where it really happens out of nowhere, you need something, or you want something, and you only have it at the supermarket.

[Participant 3]: I would also say at least once a month, but it depends on if it was a more organized month, to have more urgency, twice a month at most.

[Participant 7]: Once every six months.

[Participant 41]: In my case, I think it's every 45 days, 60, because I buy bigger and heavier packages, because I live alone, so it depends on the time they run out and I buy them again. So it's two months at most.

[Participant 5]:I agree, but I think mine is even more, about two to three months, because I also buy bigger things, that last a long time and are not very urgent.

[Participant 4]: Here it would be once a month, more or less. We were ordering for more, but it decreased a little. So once a month.

[Participant 8]: I have a slightly different behavior, but it's because I have a chaotic routine, I don't know if I'm going to stay all week in Porto Alegre, I don't know if I'm going to the countryside, I don't know what I'm going to do with my life, and then I always forget, and it's a very punctual problem, to buy water. So most of my shopping at the supermarket is water, and then, I don't know, every 15 days. Very specific. Very well.

[Researcher]: So I'm going to wrap up here, so I don't delay anyone. Guys, thank you so much for stopping by, I don't know if you have any idea of the impact you are making on my academic life, but it's very precious.

Well, thank you very much, good night and see you later.



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