

Openness to Change and Continuance Intention in Online Food Delivery Services: A Behavioral Reasoning Perspective

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Abstract. This study examines how Openness to Change (OTC) influences consumers' Continuance Intention (CI) toward online food delivery (OFD) applications through two higher-order mediating constructs, Adoption Reasons (AR) and Usage Motivation (UMO), under the theoretical lens of Behavioral Reasoning Theory (BRT). Customer Experience (CEX) is also examined as a moderator of the relationship between UMO and CI. Data were collected from 800 OFD users in Vietnam and analyzed using partial least squares structural equation modeling (PLS-SEM) with 5,000 bootstrap resamples. The findings indicate that OTC significantly enhances both adoption reasons and motivation, which in turn positively affect continuance intention. Mediation analysis confirms complementary partial mediation effects, demonstrating that OTC influences continuance both directly and indirectly through reasoning mechanisms. Furthermore, customer experience strengthens the motivation–continuance relationship. By extending BRT to the OFD context, this study contributes to the literature by clarifying how value-driven reasoning processes translate into sustained digital consumption behavior and by identifying important boundary conditions related to customer experience.

Keywords: Openness to Change; Behavioral Reasoning Theory; online food delivery; continuance intention, customer experience

1. Introduction

Over the past decade, the proliferation of mobile technology and digital platforms has significantly reshaped online consumer behavior in many countries, including Vietnam. The scale of Vietnam's e-commerce market continues to expand robustly, with the online retail market value estimated at approximately US\$32 billion in 2024, up over 27% from the previous year. (Vietnam E-Business Report, 2025). By 2025, the total e-commerce market value is estimated to potentially reach nearly US\$31–31.4 billion, representing approximately 10% of the country's total retail and consumer services revenue (IMARC Group, 2025). In this context, mobile consumption is becoming increasingly dominant. Market research data indicates that approximately 70% of e-commerce sales in Vietnam in 2024 were conducted via mobile devices, while 92% of online consumers used smartphones for their online shopping activities (Payments CMI, 2025). These figures reflect a clear trend: smartphones are not only the primary means of internet access but also the key platform shaping digital consumer experiences in Vietnam.

In the mobile app ecosystem, online food delivery (OFD) continues to grow rapidly, driven by daily dining needs and digital consumption habits. According to market data, the global OFD market reached approximately US\$288.84 billion in 2024 and is projected to rise to US\$319.99 billion by 2025, reflecting the widespread trend of mobile-based online consumption (Fortune Business Insights, 2025). In Vietnam, market reports estimate the OFD market value to reach approximately US\$2.37 billion in 2024, and is expected to maintain significant growth for the 2025–2029 period with a Compound Annual Growth Rate (CAGR) of over 11%, these figures reflect a surge in digital food ordering, driven by the growing integration of technology into consumer behavior (Statista, 2025).

As online food delivery (OFD) applications become increasingly widespread and embedded in consumers' daily routines, understanding the factors that drive continuance intention has become a critical research issue. Prior studies have examined OFD adoption and usage from various perspectives, including technology acceptance, service quality, and perceived value (Alalwan, 2020; Belanche et al., 2022), thereby offering important insights into consumer behavior in digital service environments. In addition, digital service systems have been shown to influence consumer decision-making and loyalty formation through technology-enabled interactions and value delivery mechanisms (Saragih, 2026). However, the underlying psychological mechanisms that sustain long-term usage remain insufficiently understood. Specifically, most existing studies have focused on the direct relationships between service-related factors and behavioral intention, while paying limited attention to the mediating processes through which these factors are translated into sustained usage behavior (Wen et al., 2022; Tseng et al., 2022; Wu et al., 2024). Moreover, prior research has tended to emphasize “reasons for” and “reasons against” behavior, such as perceived benefits, trust, and risk (Tandon et al., 2021; Claudy et al., 2015; Oliveira et al., 2017), without adequately considering the role of deeper personal value systems in activating these reasoning processes.

From the perspective of Behavioral Reasoning Theory (BRT), personal values function as foundational drivers that shape how individuals construct and interpret reasons, thereby influencing motivation and behavioral intention (Westaby, 2005; Westaby et al., 2010). Nevertheless, the application of the value–reason–motivation mechanism within the OFD context remains limited. In particular, Openness to Change, an important component of the personal value system reflecting novelty-seeking and a willingness to embrace innovation (Schwartz, 1992, 2012; Sagiv et al., 2017; Fischer & Schwartz, 2011), has rarely been examined as a central explanatory construct in OFD research. In addition, the mediating roles of Adoption Reasons and Usage Motivation have not been systematically investigated (Belanche et al., 2022; Troise et al., 2021). This limitation limits understanding of how value-driven mechanisms shape users' long-term engagement with digital service platforms.

Furthermore, although customer experience has been widely recognized as a critical determinant of consumer behavior in digital environments (Lemon & Verhoef, 2016; Becker & Jaakkola, 2020), its role as a contextual moderating factor in the relationship between psychological drivers and continuance intention remains underexplored in the OFD context. This issue is particularly salient in highly competitive digital service environments, where user experience may significantly influence the extent to which motivation is translated into sustained usage behavior (Lemon & Verhoef, 2016; Becker & Jaakkola, 2020; Kranzbühler et al., 2018). From a service ecosystem perspective, digitally enabled systems facilitate value co-creation and shape behavioral outcomes through complex interactions among actors, technologies, and institutional contexts (Amoako et al., 2026).

To address these gaps, this study aims to clarify the role of Openness to Change in explaining continuance intention within the OFD context. Specifically, the study seeks to (1) examine the impact of Openness to Change on Adoption Reasons and Usage Motivation, (2) investigate the mediating roles of Adoption Reasons and Usage Motivation in the relationship between Openness to Change and continuance intention, and (3) examine the moderating role of Customer Experience in the relationship between Usage Motivation and continuance intention. In doing so, the study provides a value-based and reasoning-based perspective that complements existing OFD research, which has predominantly focused on technological and service-related factors.

2. Theoretical Framework and Hypotheses Development

2.1. Theoretical framework

Behavioral Reasoning Theory (BRT) is proposed for this study, emphasizing the central role of 'reasons' in the formation of intentions and behaviors (Westaby, 2005). BRT posits that individual behavior is driven by a sequential mechanism consisting of underlying values and beliefs, reasons for behavior, which then form motivations and, ultimately, behavioral intentions. Empirical studies applying BRT have demonstrated that incorporating 'reasons' into the model enhances the explanation of adoption and innovation-continuance behavior, particularly in digital service and technology contexts where consumers typically weigh benefits and barriers simultaneously (Claudy et al., 2015; Westaby et al., 2010). According to BRT, personal values serve as antecedents that orient how individuals interpret these reasons; different values can lead to distinct systems of reasons, thereby creating variations in motivation, attitudes, and behavioral intentions. In the context of OFD applications, where platforms continuously innovate in technology, experience, and service models, BRT provides an appropriate framework to explain continuance intention. Rather than merely considering the direct impact of service experience or technological perceptions, BRT clarifies how consumers' underlying values are transformed into reasons for service adoption, subsequently influencing motivation and, ultimately, the intention to sustain usage behavior over time.

The Theory of Consumption Values (TCV) suggests that consumer choice and service usage behavior are driven by various types of consumption values (Sheth et al., 1991). This theory emphasizes that no single perceived value is sufficient to explain consumer behavior; instead, consumer decisions are often the result of a flexible combination of values, depending on the context and personal goals. In research on digital services and mobile applications, TCV has been widely used to explain adoption and continuance behavior through values such as convenience, efficiency, emotional experience, and social benefits. Specifically, in the OFD context, these consumption values are often reflected as reasons for service adoption, such as time savings, variety of choices, enjoyable experiences, or a sense of control during the ordering process (Talwar et al., 2021; Suhartanto et al., 2019). Consequently, TCV provides a suitable theoretical foundation for conceptualizing and measuring 'adoption reasons' within the research model.

This study positions BRT as the primary explanatory framework, as it captures the mechanism linking values, reasons, motivation, and continuance intention. The TCV is used as a complementary

framework to operationalize the content of adoption reasons, including functional, emotional, convenience, and self-expressive benefits. Usage Motivation is conceptualized as a higher-order construct comprising attitude, perceived behavioral control, and social influence orientation, rather than independent mediating variables.

2.2.Hypotheses development

2.2.1. The direct relationship among Openness to Change, Adoption Reasons, and Usage Motivation

According to BRT, personal values serve as foundational antecedents that orient how individuals form reasons in favor of a specific behavior, thereby influencing psychological states and behavioral intentions (Westaby, 2005; Sahu et al., 2020). Within the personal value system, 'openness to change' reflects a predisposition toward novelty-seeking, self-direction, and a readiness to adapt to new choices in consumer behavior (Schwartz, 1992, 2012). This value represents an inclination toward experimentation, innovation, and the acceptance of new experiences; consequently, consumers with high openness to change tend to identify digital service values more strongly and use them as adoption reasons (Yue et al., 2019; Sahu et al., 2020). In the context of OFD, 'adoption reasons' can be viewed as the set of arguments users utilize to justify their platform choices. According to TCV, these adoption reasons fundamentally reflect the consumption benefits identified by users, including functional, emotional, self-expression, and convenience benefits, all of which have been proven to play crucial roles in the OFD service context (Kaur et al., 2021; Tandon et al., 2021).

Furthermore, personal values are instrumental in shaping global motives, including attitude, perceived behavioral control, and social influence orientations (Westaby, 2005). In this setting, the 'openness to change' value reflects an individual's willingness to pursue novel experiences and independent thought rather than preserving the status quo (Schwartz, 1992, 2012). Specifically, open-minded consumers often develop positive attitudes toward OFD applications due to the alignment between technological modernity and their personal value systems (Park et al., 2019; Hasan, 2022). Additionally, curiosity and a willingness to take risks enhance an individual's perceived behavioral control, fostering confidence in mastering complex app interfaces (Oliveira et al., 2017). Moreover, individuals with high openness are often sensitive to social factors and easily synchronize their behavior with modern norms becoming prevalent in the community (Fischer & Schwartz, 2011; Verplanken et al., 2008). Thus, Openness to Change serves as a value-based antecedent that shapes users' Adoption Reasons and Usage Motivation in digital platform services. The study proposes:

H1: Openness to Change has a positive effect on Adoption Reasons toward OFD services.

H2: Openness to Change has a positive effect on Usage Motivation toward OFD services.

Following BRT, Sahu et al. (2020) and Yadav et al. (2022) noted that reasons serve as explanatory mechanisms that generate favorable motivation toward a behavior. In the digital application context, when users identify multiple reasons for adoption, they tend to develop stronger motivation to continue interacting, as the behavior is perceived to align with their needs (Kaur et al., 2021; Tandon et al., 2021). Since OFD services are characterized by high-frequency repeat usage, these adoption reasons help users legitimize and sustain their actions, thereby fostering long-term usage motivation (Westaby, 2005; Yadav et al., 2022). Existing OFD literature also indicates that perceived benefit-based reasons play a crucial role in maintaining the drive to use the service (Kaur et al., 2021; Tandon et al., 2021). Therefore, the next hypothesis is proposed:

H3: Adoption Reasons have a positive effect on Usage Motivation toward OFD services.

2.2.2. The direct relationship among Adoption Reasons, Usage Motivation, and Continuance Intention

In the field of OFD services, adoption reasons encompass four primary benefit clusters: functional, convenience, emotional, and self-expressive. Functional benefits refer to utilitarian advantages such as delivery speed, order accuracy, and time-saving capabilities in daily routines (Vijayan et al., 2023; Wu et al., 2024). Research by Lin et al. (2024) confirms that these functional values exert a powerful impact on satisfaction, thereby directly leading to a sustained continuance intention for mobile applications.

Emotional benefits, including feelings of joy, comfort, and gratification during service interaction, act as a vital psychological bridge that reinforces brand loyalty (Kumar & Shah, 2021). Convenience benefits reflect the ease and flexibility afforded to users, allowing them to order anytime and anywhere with minimal effort (Ray et al., 2019; Kaur et al., 2021). Then, when an application mirrors a modern lifestyle through self-expressive benefits, it enhances commitment levels and impels users to reuse the platform in the future (Talwar et al., 2021; Yang et al., 2025). In summary, optimizing the overall perceived benefits not only bolsters personal motivation but also serves as a pivotal determinant of continuance intention toward OFD applications (Ray et al., 2019; Chakraborty et al., 2022). From a BRT perspective, 'reasons for' serve as direct cognitive antecedents that allow individuals to justify their judgments and drive their behavioral intentions (Westaby, 2005). Therefore, the following hypothesis is proposed:

H4: Adoption Reasons have a positive effect on Continuance Intention to use OFD services.

The group of global motives has been identified as a robust predictor of consumers' continuance intention in digital technology use (Westaby, 2005). This motivation, manifested through positive attitudes, perceived behavioral control, and social influence orientations, serves as a key mediating variable that maintains the link between perceived benefits and actual usage behavior (Ajzen, 1991; Nur & Dewanto, 2022). Specifically, a positive attitude toward OFD applications is not merely an expression of satisfaction but also a critical antecedent that reinforces the intention to reuse as part of a modern lifestyle (Bagozzi, 1992; Shaikh & Karjaluo, 2015). Concurrently, when users achieve high perceived behavioral control through confidence in their skills and personal resources to master digital platform operations, they tend to engage in reuse behavior more proactively and confidently (Ajzen, 1991; Nur & Dewanto, 2022). Furthermore, social influence orientations from personal networks and positive reviews within online communities serve as essential 'social proof,' fostering sustainable trust and impelling consumers to maintain a long-term commitment to the service (Alalwan et al., 2017; Zhang & Wang, 2019). In summary, the synchronized increase in these intrinsic and extrinsic motivational factors directly leads to the long-term intention to continue using OFD applications (Huang & Qian, 2021). Thus, the study proposes the following hypothesis:

H5: Usage Motivation has a positive effect on Continuance Intention to use OFD services.

2.2.3. The Mediating Hypotheses based on the BRT Mechanism

According to BRT, 'reasons' function as a core cognitive mediating mechanism that facilitates the transformation of latent personal values into specific behavioral motives within a given context (Westaby, 2005). Under this theoretical framework, behavior is not directly formed by values; instead, it emerges through a process in which individuals interpret the context and construct reasons for or against the behavior. Specifically, individuals with high 'openness to change' tend to show a more positive inclination toward adopting innovative digital services (Schwartz, 1992, 2012).

In the OFD service context, this psychological trait impels users to identify and prioritize adoption reasons, including functional, convenience, emotional, and self-expressive benefits. Recent studies indicate that these benefits play a pivotal role in shaping positive consumer perceptions of OFD, especially when the service is integrated into daily life as a habitual practice (Tandon et al., 2021; Belanche et al., 2022). When adoption reasons are well established, they not only reflect the outcome of an individual's personal value system but also serve as a basis for individuals to justify and legitimize their actions. This, in turn, activates motivational psychological states such as favorable attitudes, perceived control, and alignment with social influence (Westaby, 2005). Therefore, adoption reasons

serve as an essential mediating bridge, enabling 'openness to change' to be converted into psychological drivers that propel OFD usage behavior (Tseng et al., 2022; Chekembayeva et al., 2023).

In the OFD situation, when consumers perceive clear, practical adoption reasons, they tend to develop robust behavioral motivation (Vijayan et al., 2023; Lin et al., 2024). Empirical evidence also suggests that without the drive from both intrinsic and extrinsic motivations, mere benefit-based reasons are unlikely to sustain continuance intention (Huang & Qian, 2021; Zhang & Wang, 2019). Therefore, within the BRT mechanism, usage motivations are considered serial mediators that facilitate the realization of adoption reasons into a long-term commitment to OFD reuse (Keerthi et al., 2024).

The relationship between personal values and behavioral intention is most comprehensively explained through a complex psychological transmission chain, a hallmark of BRT (Westaby, 2005). This process originates from 'openness to change,' which orients individuals toward seeking innovative experiences and accepting technological risks (Schwartz, 1992; Kruse et al., 2019). This openness leads users to identify specific adoption reasons for mobile applications, establishing the initial cognitive foundation for the behavior (Safira & Chikaraishi, 2023). Building upon this foundation, these pro-behavioral reasons further activate global motives, fostering user confidence and persuasion by modern digital consumption norms (Fischer & Schwartz, 2011; Park et al., 2019). The convergence of this causal chain generates a powerful psychological impetus, leading to a voluntary, long-term continuance intention for OFD applications (Claudy et al., 2015; Westaby, 2005). Testing this mediating sequence clarifies the role of personal values in digital consumer behavior in a dynamic, highly competitive OFD market (Hasan, 2022). Building on this reasoning, the transformation from personal values to behavioral intention can be understood as a sequential process. Specifically, Openness to Change first shapes Adoption Reasons, which, in turn, activate Usage Motivation, ultimately leading to Continuance Intention. This value-reason-motivation-behavior chain reflects the core logic of Behavioral Reasoning Theory and indicates the presence of a serial mediation mechanism.

On that basis, the study proposes the following mediation hypotheses:

H6: Adoption Reasons mediate the relationship between Openness to Change and Usage Motivation toward OFD services.

H7: Adoption Reasons mediate the relationship between Openness to Change and Continuance Intention to use OFD services.

H8: Usage Motivation mediates the relationship between Openness to Change and Continuance Intention to use OFD services.

H9: Adoption Reasons and Usage Motivation sequentially mediate the relationship between Openness to Change and Continuance Intention to use OFD services.

2.2.4. The Moderating Roles of Customer Experience

In digital services, customer experience is regarded as a pivotal moderating mechanism that determines whether psychological motives are successfully converted into actual behavior (Becker & Jaakkola, 2020). Customer experience reflects the synthesis of cognitive and emotional responses that users form throughout their interaction with a brand, encompassing touchpoints before, during, and after service usage (Schmitt, 2011; Helkkula & Kelleher, 2010).

In the OFD context, a positive experience can act as a catalyst, amplifying the impact of usage motivation on continuance intention. When the overall experience meets or exceeds expectations, users tend to maintain their commitment to the application even when alternative options emerge in the market (Kim & Yoo, 2020; Febrian et al., 2021). Conversely, negative experiences during usage can undermine intrinsic motivations, leading to skepticism and causing consumers to easily abandon the platform regardless of their initial intentions (Lemon & Verhoef, 2016; Kranzbühler et al., 2018). Consequently, within the BRT framework, customer experience may moderate the extent to which usage motivation is transformed into the intention to continue using OFD services (Tseng et al., 2022).

H10: Customer Experience moderates the relationship between Usage Motivation and Continuance Intention to use OFD services.

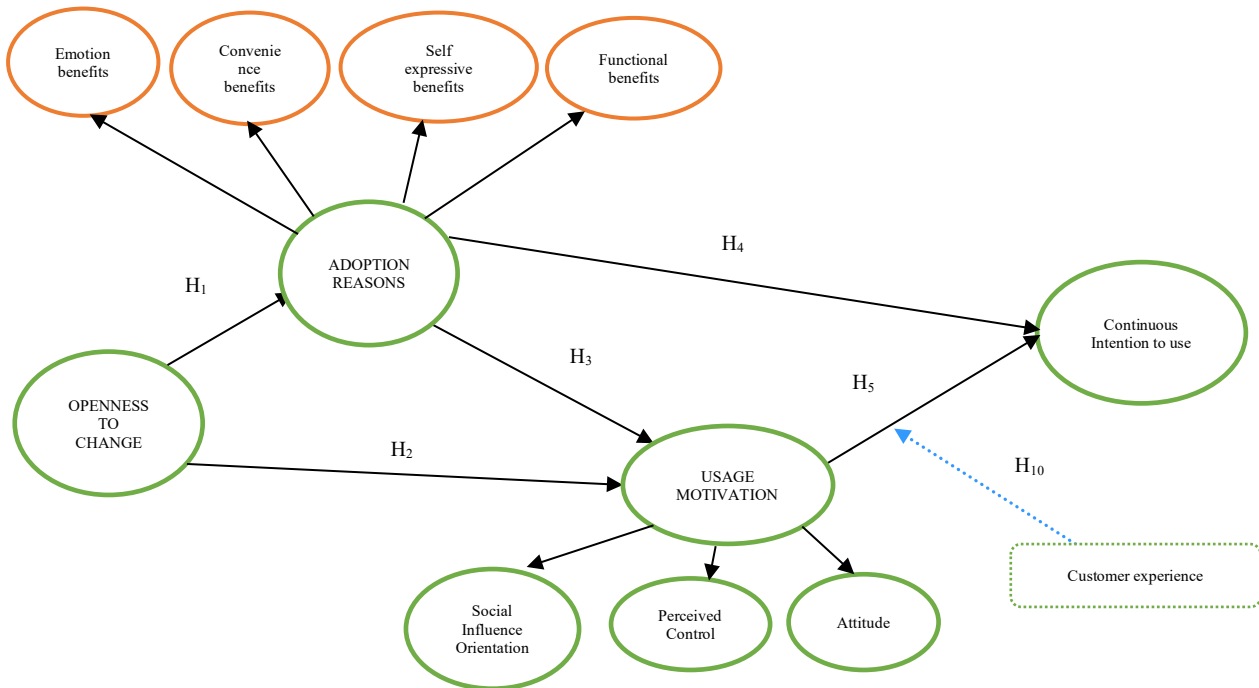


Fig.1 : Proposed research model

Source: Proposed by the author.

Note: Attitude, Perceived Control, and Social Influence Orientation are first-order dimensions of the higher-order construct Usage Motivation.

The proposed research model in Figure 3 is developed as a hierarchical structure to integrate both value and motivational mechanisms in explaining the continuance intention toward OFD applications. Within this model, Openness to Change, Continuance Intention, and Customer Experience are conceptualized as first-order constructs. Meanwhile, Adoption Reasons and Usage Motivation are modeled as second-order constructs, each formed by its respective first-order dimensions. Specifically, Adoption Reasons comprise functional, emotional, convenience, and self-expression benefits, whereas Usage Motivation encompasses attitude, perceived behavioral control, and social influence orientations. Together, these constructs explain OFD customers' Continuance Intention, with Customer Experience serving as a moderating variable in the relationship between Usage Motivation and Continuance Intention.

3. Research Methods

This study adopts a mixed-methods approach, combining qualitative and quantitative research to ensure comprehensiveness and suitability for the Vietnamese market context.

3.1. Qualitative phase and scale development

In the qualitative phase, the measurement scales were adapted from foundational theories, including Westaby's (2005) Behavioral Reasoning Theory (BRT) and Sheth et al.'s (1991) Theory of Consumption Values (TCV). Specifically, the central construct, 'Openness to Change,' was operationalized based on Schwartz's (1992, 2012) theoretical framework to explore individual willingness to discover and cognitive independence toward novel digital services.

To validate and refine the scales, in-depth interviews were conducted with 10 experts possessing expertise in digital services, consumer behavior, and academic research. In addition, a focus group

discussion involving 8 participants from different generational cohorts (Gen X, Gen Y, and Gen Z) was organized to capture user perspectives on OFD usage behavior and to ensure that the measurement items were contextually appropriate and easily comprehensible.

The scale development process followed a systematic procedure, including adaptation from prior studies, expert evaluation, and iterative refinement. Content validity was established based on expert consensus, ensuring that the measurement items adequately and accurately represented the underlying constructs. Subsequently, a pilot study with 100 respondents was conducted to assess the clarity, reliability, and structural consistency of the questionnaire. Based on the pilot results, minor revisions were made to improve item wording and measurement precision.

3.2. Quantitative phase and data analysis

The quantitative phase was implemented through a structured questionnaire survey administered via face-to-face interviews in three major cities of Vietnam: Ho Chi Minh City, Hanoi, and Da Nang, providing broad urban coverage across different socio-economic contexts. A quota sampling technique was employed with proportions of 50% Gen Z, 30% Gen Y, and 20% Gen X to ensure representation across key generational cohorts. Data collection was conducted from August to September 2025. A total of 836 questionnaires were distributed, of which 800 were retained after data screening, yielding a valid response rate of 96%.

The collected data were screened and cleaned to ensure quality and reliability, and responses with excessive missing values or inconsistencies were removed. Missing data were minimal and handled appropriately. The final dataset was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4, which is well-suited for examining complex models involving higher-order constructs, as well as mediating and moderating effects. The analysis followed a two-step procedure: (1) assessment of the measurement model to evaluate reliability and validity, and (2) assessment of the structural model to test the proposed hypotheses, including mediation and moderation analyses. Bootstrapping with 5,000 resamples was employed to determine the statistical significance of the path coefficients.

All participants were fully informed about the study's purpose, and participation was entirely voluntary. Confidentiality and anonymity were strictly maintained, and no personally identifiable information was collected. The study adhered to established ethical standards in academic research.

4. Results

As Usage Motivation is modeled as a higher-order construct, its effects are examined at the aggregated level rather than at the level of its individual components. Accordingly, the analysis focuses on the overall effect of Usage Motivation in the structural model. The research data were analyzed using SmartPLS 4 software, following a two-stage evaluation procedure: (i) assessment of the measurement model and (ii) assessment of the structural model.

4.1. Data collection and sample

The survey data (Table 1) provide broad urban coverage across major Vietnamese cities and generational cohorts, offering a useful representation of key OFD user segments. Data were collected from three key socio-economic hubs in Vietnam: Hochiminh (n=40.1%), Hanoi (30%), and Danang (n=29.9%). The sample comprises of 50% Gen Z, 30% Gen Y, and 20% Gen X respondents. More than half of the sample are female (53.9%), and group of college/undergraduate accounts for the highest percentage (65.8%)

Table 1. Sample demographics (n=800)

Criteria	Category	Frequency (n)	Percentage (%)
Gender	Male	369	46.1
	Female	431	53.9
Generation	Gen X (1960–1980)	160	20.0
	Gen Y (1981–1995)	240	30.0
	Gen Z (1996–2009)	400	50.0
Education level	High school / Vocational school	175	21.9
	College / Undergraduate	526	65.8
	Postgraduate	99	12.4
Monthly Income (VND million)	Below 10	183	22.9
	10 to 20	262	32.8
	20 to 30	195	24.4
	Above 30	160	20.0
Region	Ho Chi Minh	321	40.1
	Ha Noi	240	30.0
	Da Nang	239	29.9

Note: US\$ 1 = VND 25,000

Source: Author's data analysis using SPSS 26.0.

4.2. Common Method Bias

Since the data for all variables in this study were collected from the same respondents via self-reported questionnaires, the study examined the potential for common method bias (CMB). Following Kock's (2015) recommendation, the full collinearity variance inflation factor (VIF) approach was employed to detect this issue. According to this method, common-method bias is considered a concern if the VIF for any latent variable exceeds 3.3. The analysis results show that all VIF values in the model are below the recommended threshold, indicating that common method bias is not a serious issue in this study. Consequently, the observed relationships among the model's variables are not significantly affected by measurement-method bias.

4.3. Assessment of the first-order measurement model

The first-order reflective measurement model was evaluated based on the following criteria: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was assessed through the outer loadings of each observed variable. The results presented in Table 2 show that all loadings exceed the recommended threshold of 0.70, indicating that the indicators achieve good reliability (Hair et al., 2017).

Table 2. Analysis of the reflective measurement model

Construct		Loadings	CA	CR	AVE
Schwartz (1992, 2012)	Openness to change (OTC)				
	I actively seek out new ideas and strive to implement them.	0.819	0.857	0.903	0.700
	I am willing to take risks in order to experience new things.	0.805			
	I am always open to trying new experiences.	0.843			
	I am willing to adopt new technologies in my daily activities.	0.879			
Sweeney & Soutar (2001); Kim & Peterson (2017)	Emotional Benefits (EB)				
	I feel comfortable when using FDA.	0.704	0.824	0.876	0.587
	I feel satisfied when using FDA.	0.725			
	I find using FDA enjoyable.	0.808			
	I have pleasant experiences when using FDA.	0.800			
	I find FDA interesting to use.	0.788			
Berry et al. (2002); Gupta & Arora (2017)	Convenience Benefits (CB)				
	I find it convenient to use multiple payment methods when ordering food online.	0.737	0.844	0.889	0.616
	I find that using FDA makes my life more convenient.	0.836			
	FDA help me save time and effort.	0.814			
	I can use FDA anytime I want	0.799			
	I can use FDA from anywhere	0.734			
Aaker (1999); Hartmann & Apaolaza- Ibáñez (2012)	Self-expressive Benefits (SEB)				
	By using FDA, I express myself as someone who keeps up with technology.	0.814	0.849	0.899	0.690
	By using FDA, I can show myself and my friends that I care about technology.	0.878			
	By using FDA, others may perceive me as someone who is knowledgeable about technology	0.773			
	I feel proud when others know that I use FDA.	0.854			
Sweeney & Soutar (2001); Wang et al. (2013)	Functional Benefits (FB)				
	When using a food delivery app, I receive the food exactly as ordered.	0.823	0.883	0.912	0.633
	Food delivery apps provide a wide variety of restaurants and menu options that suit my preferences.	0.783			
	I believe the quality of food ordered through food delivery apps is maintained.	0.806			
	Food delivery apps are compatible with various mobile devices and operating systems.	0.857			
	I find that the delivery fees and food prices on food delivery apps are reasonable.	0.721			
	I find that food delivery apps offer many useful features.	0.779			
Attitude (ATT)					

Venkatesh et al. (2021)	In my opinion, using food delivery apps is a great idea.	0.822	0.824	0.883	0.654
	In my opinion, food delivery apps provide many benefits to me.	0.820			
	In my opinion, food delivery apps bring significant value to me.	0.779			
	Overall, I have a positive attitude toward using food delivery apps.	0.814			
Perceived Control (PC)					
Huang & Benyoucef (2017); Jun et al. (2021)	I have sufficient knowledge to use food delivery apps effectively.	0.815	0.832	0.888	0.666
	I feel assured when using food delivery apps.	0.845			
	I feel confident when using food delivery apps.	0.812			
	I feel comfortable when using food delivery apps.	0.791			
Social Influence Orientation (SIO)					
Venkatesh et al. (2012, 2021)	People around me think that I should use food delivery apps.	0.871	0.846	0.907	0.765
	People who are important to me think that I should use food delivery apps.	0.891			
	People whose opinions I value support my use of food delivery apps.	0.862			
Customer Experience (CEX)					
Schmitt (2011)	Food delivery apps allow me to discover new food options.	0.798	0.855	0.896	0.632
	I enjoy trying new restaurants or delivery services through food delivery apps.	0.801			
	Food delivery apps let me choose food based on my personal preferences.	0.818			
	Food delivery apps let me adjust my food choices flexibly in different situations.	0.778			
	The interface of food delivery apps is easy to navigate.	0.778			
Continuance Intention (CI)					
Keerthi et al. (2024); Kim et al. (2007)	I intend to continue using food delivery apps in the future	0.831	0.846	0.897	0.685
	I plan to use food delivery apps more often to order food.	0.864			
	I expect to use food delivery apps regularly in my daily life	0.856			
	I will prioritize using food delivery apps over other food purchasing methods	0.755			

Source: Author's data analysis using SmartPLS 4.0.

The internal consistency reliability of the scales was evaluated using Cronbach's alpha (CA) and Composite Reliability (CR). The results indicate that both CA and CR values for all latent variables exceed the recommended threshold of 0.70, demonstrating strong internal consistency across the scales. Furthermore, convergent validity was assessed through the Average Variance Extracted (AVE). All latent variables yielded AVE values greater than 0.50 (from 0.587 to 0.765), indicating that these constructs account for more than 50% of the variance in their respective observed indicators.

Discriminant validity was examined using the Heterotrait–Monotrait ratio (HTMT). As presented in Table 3, all HTMT values are below the threshold of 0.90, indicating that the latent variables in the

model are distinctly different from one another (Henseler et al., 2016). Overall, these results demonstrate that the first-order measurement model fully satisfies the requirements for scale reliability and validity.

Table 3. HTMT analysis results

	ATT	CB	CEX	EB	FB	OTC	PC	SEB	SIO	CI
ATT										
CB	0.531									
CEX	0.117	0.029								
EB	0.391	0.589	0.040							
FB	0.463	0.518	0.040	0.545						
OTC	0.584	0.470	0.058	0.506	0.587					
PC	0.612	0.551	0.067	0.447	0.524	0.580				
SEB	0.438	0.584	0.043	0.589	0.601	0.537	0.458			
SIO	0.511	0.522	0.069	0.394	0.417	0.440	0.503	0.426		
CI	0.579	0.544	0.150	0.482	0.502	0.525	0.588	0.481	0.512	

Source: Author's data analysis using SmartPLS 4.0.

4.4. Assessment of the second-order constructs

Following the evaluation of the first-order measurement model, the study proceeded to assess the second-order constructs using the two-stage approach recommended for hierarchical structural models in PLS-SEM (Becker et al., 2012). Two formative second-order constructs are examined: Adoption Reasons (AR) and Usage Motivation (UMO). Specifically, the AR construct comprises four first-order variables: functional benefits (FB), emotional benefits (EB), self-expressive benefits (SEB), and convenience benefits (CB). Meanwhile, the UMO construct comprises three first-order variables: attitude (ATT), perceived behavioral control (PC), and social influence orientation (SIO).

The evaluation results of the second-order constructs are presented in Table 4. First, multicollinearity among the first-order variables was examined using the Variance Inflation Factor (VIF). The VIF values ranged from 1.314 to 1.659, all of which were well below the recommended threshold of 3.3. Next, the statistical significance and relative contributions of the first-order variables were assessed using outer weights via a bootstrapping procedure with 5,000 subsamples.

Table 4. Measurement properties of second-order formative constructs

2nd order construct	1st order construct	Weight	VIF	t values	95% CI bias corrected
Adoption Reasons (AR)	LV_FB	0.338	1.543	30.242	[0.315, 0.36]
	LV_EB	0.293	1.583	25.974	[0.271, 0.315]
	LV_SEB	0.309	1.659	26.121	[0.286, 0.332]
	LV_CB	0.332	1.55	27.44	[0.309, 0.357]
Usage Motivation (UMO)	LV_ATT	0.428	1.455	34.486	[0.403, 0.452]
	LV_PC	0.444	1.447	37.216	[0.420, 0.467]
	LV_SIO	0.381	1.314	28.668	[0.355, 0.407]

Source: Author's data analysis using SmartPLS 4.0.

Note: LV represents latent variable scores of the first-order constructs.

The results indicate that all outer weights are statistically significant, with t-values ranging from 25.974 to 37.216. Furthermore, the 95% bias-corrected confidence intervals for all weights do not include zero, confirming that each first-order variable contributes significantly to its respective second-order construct. Specifically, the components of functional benefits ($\beta = 0.338$), convenience benefits ($\beta = 0.332$), self-expressive benefits ($\beta = 0.309$), and emotional benefits ($\beta = 0.293$) all play a significant role in explaining convincing reasons to adopt OFD service. Similarly, for the Usage Motivation construct, attitude ($\beta = 0.428$), perceived behavioral control ($\beta = 0.444$), and social influence orientation ($\beta = 0.381$) contribute significantly to strong motivation to use the OFD service.

The formative specification of the second-order constructs is conceptually justified. Specifically, the dimensions of Adoption Reasons (functional, emotional, convenience, and self-expressive benefits) represent distinct and non-interchangeable facets that collectively form the overall construct, rather than reflecting a single underlying latent essence. Similarly, Usage Motivation comprises attitude, perceived behavioral control, and social influence orientation, which capture different aspects of users' motivational states. These dimensions do not necessarily covary and are not interchangeable; instead, they jointly define the construct. Therefore, a formative measurement specification is appropriate for modeling these higher-order constructs.

4.5. Structural Model Assessment

After confirming the reliability and validity of the measurement model, the study proceeded to evaluate the structural model to test the research hypotheses. Figure 4 presents the PLS-SEM results obtained from the bootstrapping procedure. The outer model displays the outer loadings along with their respective p-values, while the inner model illustrates the path coefficients (β) and their corresponding p-values; additionally, the values displayed on each construct represent the R^2 coefficients. In the structural model assessment, the study examined the path coefficients of the hypothesized relationships and evaluated the model's explanatory power through the R^2 values (Hair et al., 2021).

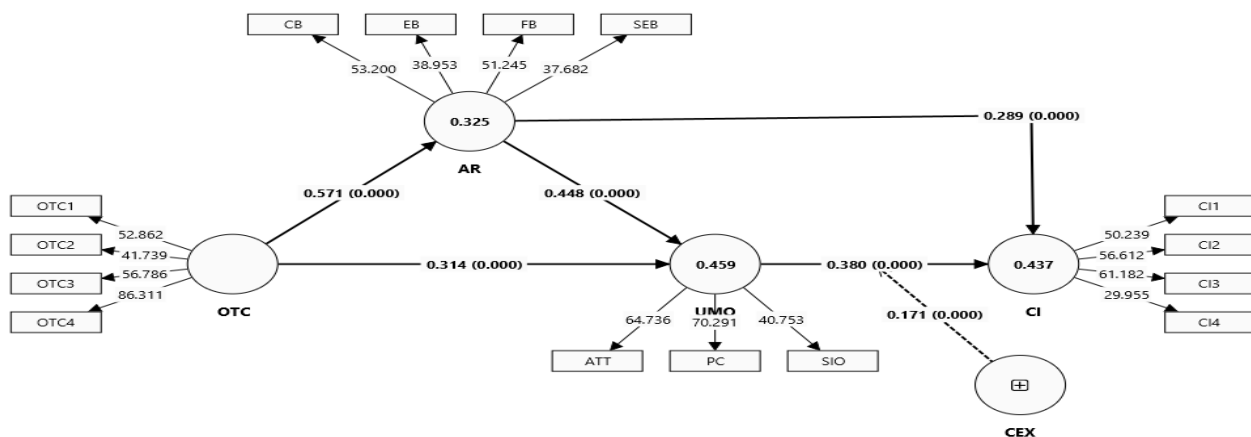


Fig.2: Results of the model analysis

Source: Author's data analysis using SmartPLS 4.0.

The PLS-SEM analysis results indicate that all hypothesized relationships are supported (Table 5). Specifically, Openness to Change (OTC) has a strong positive effect on Adoption Reasons (AR) (H1: $\beta = 0.571$, $p < 0.001$) and a significant positive effect on Usage Motivation (UMO) (H2: $\beta = 0.314$, $p < 0.001$). Similarly, Adoption Reasons (AR) also positively influence Usage Motivation (UMO) (H3: $\beta = 0.488$, $p < 0.001$) and Continuance Intention (CI) (H4: $\beta = 0.289$, $p < 0.001$). Furthermore, Usage Motivation (UMO) has a significant positive effect on Continuance Intention (CI) (H5: $\beta = 0.380$, $p < 0.001$).

0.001). The confidence intervals in Table 5 should be verified against the SmartPLS bootstrapping output because each interval must contain its corresponding path coefficient.

To gain a deeper understanding of the psychological transmission mechanism, the study further conducted mediation and serial mediation analyses using bootstrapping. Following Zhao et al. (2010), mediation was interpreted by comparing the significance and direction of direct and indirect effects. The results show that Adoption Reasons and Usage Motivation function as complementary mediators, while the sequential path from Openness to Change to Adoption Reasons, Usage Motivation, and Continuance Intention supports the serial mediation logic of BRT.

Table 5. Structural model results

Hypothesis	Path	β	t-value	p-value	95%CI (LL-UL)
H1	OTC $\rightarrow$ AR	0.571	20.824	0.000	0.513 - 0.620
H2	OTC $\rightarrow$ UMO	0.314	9.333	0.000	0.217 - 0.301
H3	AR $\rightarrow$ UMO	0.488	13.445	0.000	0.383 - 0.512
H4	AR $\rightarrow$ CI	0.289	7.611	0.000	0.215 - 0.362
H5	UMO $\rightarrow$ CI	0.380	10.704	0.000	0.311 - 0.447

Source: Author's data analysis using SmartPLS 4.0.

Table 6. Analysis of the mediating effects

Path	Direct effect	Indirect effect	Mediating results
OTC $\rightarrow$ AR $\rightarrow$ CI	0.382	0.165	Complementary mediation
OTC $\rightarrow$ UMO $\rightarrow$ CI	0.382	0.119	Complementary mediation
OTC $\rightarrow$ AR $\rightarrow$ UMO	0.314	0.256	Complementary mediation
OTC $\rightarrow$ AR $\rightarrow$ UMO $\rightarrow$ CI	0.382	0.097	Serial mediation

Source: Author's data analysis using SmartPLS 4.0.

Table 6 reports the results of the mediation analysis. The findings indicate that all indirect effects are statistically significant, with standardized coefficients of $\beta = 0.165$ (OTC $\rightarrow$ AR $\rightarrow$ CI), $\beta = 0.119$ (OTC $\rightarrow$ UMO $\rightarrow$ CI), $\beta = 0.256$ (OTC $\rightarrow$ AR $\rightarrow$ UMO), and $\beta = 0.097$ (OTC $\rightarrow$ AR $\rightarrow$ UMO $\rightarrow$ CI). At the same time, the corresponding direct effects remain significant ($\beta = 0.382$ and $\beta = 0.314$), indicating that the mediating mechanisms operate alongside the direct relationships. In terms of explanatory power, the model demonstrates a satisfactory level of predictive capability. Specifically, Openness to Change (OTC) explains 32.5% of the variance in Adoption Reasons ($R^2 = 0.325$). Furthermore, OTC and AR jointly account for 45.9% of the variance in Usage Motivation ($R^2 = 0.459$). The model also explains 43.7% of the variance in Continuance Intention ($R^2 = 0.437$), indicating a moderate level of explanatory power in line with the benchmarks suggested by Hair et al. (2014). Overall, the results support all proposed hypotheses regarding both direct and indirect relationships in the model.

Table 7. Analysis of the moderating effects

Path	β	t	p	f ²	Result
UMO $\times$ CEX $\rightarrow$ CI	0.171	6.528	0.000	0.052	Supported

Source: Author's data analysis using SmartPLS 4.0.

The moderating effect of Customer Experience is positive and significant ($\beta = 0.171$, $t = 6.528$, $p < 0.001$), indicating that the relationship between Usage Motivation and Continuance Intention becomes stronger when users report a more favorable customer experience. In practical terms, motivated users are more likely to continue using OFD platforms when the service experience is smooth, reliable, transparent, and emotionally satisfying. Therefore, H10 is supported.

5. Discussion and Contribution

5.1. Theoretical and practical implications

Although research on consumer behavior in the context of online food delivery (OFD) services is not entirely new, this study highlights the critical role of personal values, specifically Openness to Change, in shaping digital consumption behavior. This represents a relatively underexplored dimension in prior literature, thereby enriching current understanding of how individual value orientations drive technology adoption and behavioral change. In the OFD environment, characterized by continuous innovation, individuals with greater openness to change are more likely to adopt and sustain the use of digital service platforms. Furthermore, the study advances theoretical development by examining the relationship between Openness to Change, Usage Motivations, and Adoption Reasons, thereby providing a comprehensive framework for explaining app usage behavior. By focusing on the Vietnamese context, the study also contributes to the literature on consumer behavior in emerging markets, where technological adaptation and behavioral transformation may unfold in different ways than in developed economies.

This study extends the application of Behavioral Reasoning Theory to a novel context, online food delivery platforms, thereby broadening its applicability from traditional domains to digital service environments. The model integrates both Adoption Reasons (including functional, emotional, convenience, and self-expressive benefits) and Usage Motivation (such as attitude, perceived control, and social influence orientation) under the influence of Openness To Change. This integration yields a more holistic theoretical framework that captures the complexity of consumer behavior in technology-mediated service use. Furthermore, the results highlight a sequential mechanism in which personal values shape behavioral intention through a structured reasoning and motivational process. This finding reinforces the explanatory power of Behavioral Reasoning Theory in digital service contexts, demonstrating how value-driven reasoning processes translate into sustained usage behavior.

The study provides additional empirical evidence on the moderating role of Customer Experience in the relationship between Usage motivation and Continuance Intention. The positive interaction effect indicates that Customer Experience strengthens the impact of motivation on continued usage behavior. When users have a seamless, positive service experience, their motivations are more effectively translated into sustained engagement. This finding underscores the critical importance of service design and interaction quality in platform-based service systems. Compared to prior OFD studies, which have largely focused on factors such as perceived usefulness, trust, and service quality, this study advances the literature by incorporating personal values and reasoning mechanisms into the analytical model. While previous research has primarily examined direct relationships between service attributes and behavioral intentions, the present study offers a deeper explanation by uncovering the underlying cognitive and motivational processes driving continuance behavior.

5.2. Managerial Implications

The findings of this study provide several important managerial implications for online food delivery (OFD) platforms and digital service managers in enhancing long-term user engagement:

First, the significant role of Openness to Change suggests that OFD platforms should position themselves as innovative and adaptive service systems. Managers should continuously introduce new features, service formats, and promotional campaigns to attract users who are more open to change. Emphasizing innovation and flexibility in platform design can help improve both user acquisition and retention.

Second, given that Adoption Reasons play a crucial role in shaping usage motivation, platforms should strategically design their services to reinforce key value dimensions. Functional benefits can be enhanced through accurate order processing, reliable delivery, and efficient service operations.

Convenience benefits can be strengthened by simplifying ordering procedures, reducing waiting time, and ensuring user-friendly interfaces. Emotional benefits can be fostered through positive user experiences, including engaging interfaces, responsive customer support, and attractive promotional activities. In addition, platforms should support self-expressive benefits by enabling personalization, facilitating user reviews, and aligning service usage with users' lifestyles.

Third, the strong effect of Usage Motivation on continuance intention indicates that platforms should not only attract users but also sustain their engagement over time. This can be achieved through personalized recommendation systems, loyalty programs, and targeted promotional campaigns that maintain users' interest and interaction with the platform.

Fourth, the moderating role of Customer Experience highlights that usage motivation alone is insufficient to ensure long-term continuance behavior. OFD platforms need to invest in high-quality service experience design to enable smooth and reliable interactions. This includes intuitive interfaces, transparent pricing and delivery information, real-time tracking systems, and efficient complaint resolution mechanisms. Improving these elements enhances users' perceived control and trust, thereby strengthening the conversion of motivation into sustained usage behavior.

Finally, as this study focuses on the Vietnamese market, the findings and recommendations provide valuable insights for developing food delivery applications and other digital service products tailored to Vietnamese users. These implications advance digital transformation in the service sector by aligning technological solutions with local user characteristics.

6. Limitations and Future Research

Despite its contributions, this study has several limitations that should be considered in future research. The data were collected using a quota-based non-probability sampling approach, which may limit the generalizability of the findings. Although the sample provides broad urban coverage across major Vietnamese cities, it is primarily urban and may not fully capture user behavior in rural or less digitally developed regions. In addition, the data were collected through self-reported measures from a single source, which may raise concerns regarding common method bias. Although procedural and statistical remedies were applied, the potential influence of common-source bias cannot be ruled out entirely.

Furthermore, the cross-sectional nature of the data does not capture changes in consumer behavior over time and limits the ability to draw strong causal inferences. Given that continuance intention in digital service platforms may be influenced by the cumulative nature of user experiences, future research could employ longitudinal research designs or time-series data to better understand the dynamics of OFD usage behavior. Finally, this study primarily focuses on Openness to Change as a foundational personal value explaining digital consumer behavior. However, within Schwartz's value framework, other value dimensions may also influence consumer choices. Future research could extend the model by incorporating additional personal values and testing the framework across different digital service contexts, such as e-commerce or other emerging platforms. In addition, integrating contextual factors, such as trust in the platform, perceived risk, or technological innovativeness, may further enhance understanding of the mechanisms underlying digital service continuance behavior.

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