



**AN ANALYSIS OF THE RESEARCH FACTORS  
OF COLLEGE STUDENTS CONTINUING USE OF TAKEAWAY APP**



**YANG XU  
5817193022**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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YANG XU**

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Advisor: Chi, Ching-fang Date: 2017 / 12 / 24  
(Ass. Professor. Ching-Fang Chi)

Jomphon  
(Assoc. Professor. Dr. Jomphon Mongkolvanich)

Dean of Faculty of International Master of Business Administration

Date: 05 / 01 / 2018

Siam University, Bangkok, Thailand

## Abstract

Title: An Analysis of the Research Factors of College Students Continuing Use of Takeaway app

By: Yang Xu

Degree: Master of Business Administration

Major: Business Administration

Advisor: Chi, Ching-fang  
(Ass. Professor. Ching-Fang Chi)

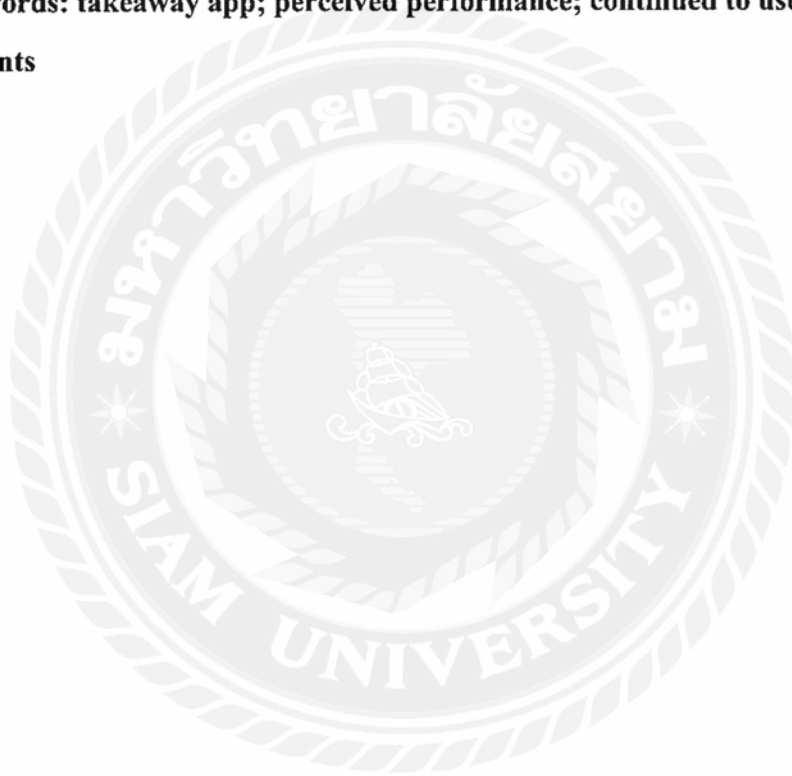
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With Prime Minister Li Keqiang put forward the concept of "Internet +", internet has produced a variety of Internet products. The purpose of this study is to explore the factors that college student continue to use the takeaway app. This study, combined with previous studies, combining with the characteristics of this study. This paper put perceived performance into the model. Perceived performance includes four aspects of perceived usefulness, perceived convenience, perceived quality and perceived price advantage, to study the direct impact factors of perceived performance on the college students' willingness to use. In terms of data collection, through the line off and the line in two ways to collect the questionnaire. In the research method, this paper describes the data and factor analysis.

In this study, through empirical research, the perceived quality of the user has no significant effect on the continue to use, college student perceived price advantage has no significant effect on the continue to use. Perceived usefulness, perceived convenience have a significant positive impact on the college student continue to use. College student satisfaction has a significant impact on the college student continue to use. Perceived usefulness, perceived convenience, perceived price advantage, and perceived quality have a significant positive effect on expectation

confirmation. From the overall impact of factors, expectation confirmation has the greatest impact, followed by customer satisfaction, perceived convenience and perceived usefulness. This study is based on the results of the study and combined with the actual situation of catering O2O industry, this paper put forward marketing advice and summarizes the research deficiencies and future prospects.

**Keywords: takeaway app; perceived performance; continued to use; college students**



## 摘 要

题目: 大学生持续使用外卖 app 的研究因素分析

作者: 许杨

学位: 工商管理硕士

专业: 工商管理

导师:

*Chi, Qing-fang*  
.....  
(助理教授. 曲静芳)  
*2017 1 12 1 24*  
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随着李克强总理提出互联网+的概念之后,产生各种互联网产品,本研究的目的是探讨移动外卖 app 大学生用户持续使用的意愿的影响因素。本研究结合以前的研究,在此基础上结合本研究对象的特点,将感知绩效放入构建的模型中,其中感知绩效包括感知有用性,感知便利性,感知质量和感知价格优势四个方面,研究感知绩效各维度对大学生持续使用意愿的直接影响因素。在数据收集方面,通过线下线上两种方式进行问卷的收集。在研究方法上,对数据进行描述性分析和因子分析。

本研究通过实证研究发现,移动外卖 APP 用户的感知质量、感知价格优势和对持续使用意愿的影响不显著,然而感知有用性、感知便利性对用户持续使用意愿均有显著的正向影响,用户满意度对用户持续使用意愿也有显著的直接影响,而感知有用性、感知便利性、感知价格优势、感知质量对期望确认有显著的正向影响。从各因素总的影响程度来看,期望确认的影响最大,其次是用户满意度、感知便利性和感知有用性。最后,本研究根据研究结果并结合餐饮 O2O 行业的实际情况,分别从用户持续使用意愿提出营销建议,并总结了本文的研究不足和未来展望。

关键词: 移动外卖 APP 感知绩效 持续使用意愿 大学生

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background and Motivation

With the rapid development of the Internet, Especially the extensive use of 4G networks,4G network in the change of China's social economy development, at the same time 4G is also gradually changing people's way of life.Premier Li Keqiang put forward the "Internet +" strategic thinking in the 2015 government work report, and stressed that China should speed up the development and application of Internet technology, and promote the joint development of the Internet and China's various economic fields.The combination of industrialization and information makes China's manufacturing is slowly turning to China's create.Economic model has gradually changed.Traditional industries ushered in a new round of development opportunities, Internet plus taxi industry, produced a taxi O2O, formed a new way of travel that we can call taxi online and pay the change;the Internet plus travel industry,produced a order travel, we can pre-tourism decision-making, management in travel,post-tourism feedback.Internet plus the automotive industry,produced a car network,be sure to understand the traffic before driving,timely to find congested sections,we can avoid the congestion section,dynamic vehicle intelligent traffic and vehicle intelligent control changes;the same Internet also has an impact on the catering industry, Internet plus food, produced a meal O2O, to achieve a diet from the store to the food booking, food dating, information reviews, private custom and other comprehensive online food service model changes, food O2O is one of the hottest topics.According to iResearch official website data show, In 2014 China's food O2O market size reached 975.1 billion yuan, accounting for the overall proportion of the catering industry is 3.5%, is expected to 2017 catering O2O market will exceed 200 billion yuan, the annual compound growth rate of more than 30%.

In such a market environment, the major Internet companies have started to fight food O2O, especially the development of food takeaway industry is showing a blowout trend. Taodiantian takeaway is Alibaba in 2013 launched the mobile food takeaway service platform, through the concept of mobile payment can be paid to quickly capture the market; at the same time, Meituan group of food takeaway service is to rely on the Meituan group buy base developed; 2014 Baidu takeaway strong rise, Baidu takeaway is to rely on Baidu's technological advantages to grow and develop. From 2009 the first domestic takeaway O2O company hungry what set up, so far there are nearly 20 of the food take-away company. These are clear that the "Internet food take-away" has become a new innovation outlet, especially the Meituan group food take-away distribution site GmbHub listing is to promote the food take-away O2O market development. The major food takeaway platform using a variety of technical means and design innovation to find ways to connect users and food take-away business, food and beverage takeaway O2O service design competition has entered a fierce competition situation. The market for college students is a piece of land that is not developed, college students as a special subject of food takeaway, college students have a special nature, in general there is a market.

The overall number of Internet users in China in 2015 reached 690 million people, of which 620 million mobile phone users, accounting for more than 92%. And college students is a special status of Internet users, they can quickly accept new things, accounting for 49.1% of mobile phone users. The rapid growth of China's mobile Internet users laid the ideal foundation and wider space for the future development of O2O. On the one hand, the mobile device allows the user's O2O behavior (to connect online and offline behavior) more efficient. This is mainly reflected in: the real-time interaction, the convenience of operation, the accuracy of positioning and the security of the transaction; On the other hand, the lower threshold of mobile Internet access allows O2O mode to enter the broader line of the field.

### Differentiated experience of food takeaway

As the food takeaway O2O development is very rapid, most of the food take-away O2O companies want to occupy the market share, to seize the market users and market resources, These companies tend to focus on the product line, which led to the lack of service experience under the product line, such as food quality, distribution, packaging and so on. Second, the functional planning of the product is basically the same, lack of product differentiation design, this service product consequences of the homogenization, that is, only through the price war to attract users, so the food takeaway O2O companies are implementing a crazy price subsidy strategy. But the use of money to get the customer is only temporary, once the subsidy has been stopped, some of the existing users will turn to other food service platform, so the price subsidy strategy is not a long-term plan. Tsinghua University professor Chen Huangbo said:”To win in China, you need to provide differentiated products, only in this way can win. If you provide homogeneous products, only play a price war, business is not profitable, consumers to buy the product, and get the service is not satisfactory, this kind of market is not healthy”.

Takeaway O2O market in the future direction of development should not be food takeaway homogenization pattern intensified, through the quality of service, service innovation to promote the development of the entire industry, which reflects the food takeaway O2O key is to improve service quality. In addition, with the deep integration of large data technology, information technology, experience economy and service design, food takeaway O2O system design should no longer stop at just design products and not only pursue service quick response, but also should be added to the service elements, for example, food takeaway O2O stakeholders, the environment, goods, processes and the whole system. Food takeaway O2O enterprises need to understand the needs of users,as well as the use of the environment, service content and other factors, to plan the food takeaway O2O service process, focus on service experience, systematically consider the user in the process of reviewing every detail,

especially underline service design, these are the food takeaway O2O service platform that needs research and design content. Food takeaway O2O's innovative goal should be customer center system innovation. Through the "product and service" level of the overall intervention, to provide users with a better dining experience, thereby enhancing the user's satisfaction.

Over the past two years, china has emerged a large number of O2O platform, to promote the rapid development of O2O market. 2015 local life service O2O market size of 879.7 billion yuan, expected that 2018 the size of the market will reach 1590.13 billion yuan. Online penetration of more than 7%. According to iResearch data show, the rapid development of the O2O market is driven by the rapid development of vertical industries. 2015 market size of 879.7 billion yuan, an increase of 35.1%. Food O2O accounted for 16.2% in 2015. According to Airui data statistics, 2014 to 2018, wedding, dining, parent-child and entertainment O2O and other industries high-speed development, which the food industry market share continued to rise. From the O2O market structure, tourism market in 2015 O2O market share of up to 48.3%; Online catering industry and online education industry accounted for 16.2% and 13.6%; Leisure and entertainment accounted for 9.8%, hotels accounted for 9.7%, wedding accounted for 0.9%. Catering industry market space is vast, 2015 China's food industry market size of 3.2 trillion, an increase of 16.0%. People eat food for the day, catering industry in the tertiary industry has been an important position. National Bureau of Statistics data show that, China's food and beverage industry in 2015 market size of 3.2 trillion yuan, an increase of 16.0%, compared with 14 years growth rate has increased significantly. From the overall volume and year-on-year increase in view, 2015 China's food and beverage market continues to maintain rapid growth, IResearch is expected, The next three years the catering industry will remain slightly higher than 10% growth rate. Food O2O rapid development, make the traditional restaurant industry changed. 2015 food O2O market size of exceeded 160 billion, IResearch statistics show that, in 2015 China's food O2O market size of 161.55

billion yuan, accounting for the overall proportion of the catering industry is 5.0%, It is expected that the O2O market will reach 287.79 billion yuan in 2018. IRResearch thinks that, catering O2O to maintain a high growth rate reflects more food and beverage business involved in online areas. On this basis, takeaway O2O can be rapid development, but how to improve the goods, prices, services and other takeaway experience will become a food takeaway business needs to solve.

As users earn more, the user's sensitivity to the price of the past gradually turned sensitive to time, with improvement of living standards, consumers gradually pay attention to quality, save time. The particularity of college student user groups, although they do not make money at this stage, but they are still very competitive consumer groups. National GDP growth and residents per capita disposable income increase, "Lazy economy" provides an opportunity for the development of takeaway O2O, especially college students lazy, in addition, takeaway O2O as a new industry in supporting employment has played an important role. The current takeaway is one of the most promising areas of O2O development. Huge financing for its rapid development provides a good financial basis.

College students dining habits continue to change, takeaway demand, making the capital market gradually turned to college students take-away market, merchants continue to improve the quality. With the rich and varied life of college students, college students dining habits change and the food industry Internet model development, college students pay more attention to enjoy life, college student needs takeaway consumption, promote the development of college students takeaway market. After the money subsidy war, some platforms have to withdraw from the market, eventually formed a Baidu takeaway, hungry what, the Meituan group take away three pillars of the take-away market structure, takeaway industry into the 2.0 era.

O2O driven takeaway market continues to grow, China's food takeaway market in 2015 has exceeded 230 billion. Erel data show that, in 2015 China's food

take-away market size has more than 230 billion, accounting for the proportion of total food consumption was 7.4%. By 2018, the proportion is expected to reach 14.8%. The overall size of the takeaway market will be more than 660 billion. In the context of accelerated pace of life and my government's proposal to expand domestic demand, go out to eat and takeaway will gradually become more and more users of our food consumption habits, catering takeaway market transactions will also maintain a high rate of growth.

## **1.2 Purpose of Study**

Based on the above research background and motivation, the purpose of this study is summarized as follows:

One: College students group is a high consumer groups, they just graduated from high school, they are not into the community of a group. This group is characterized by the source of life mainly from parents, they does not experience the process of making money, from their own consciousness for the lack of money on the concept. Relative to high school life, university life is relatively easy, they have more spare time, own life is relatively free, they are tagged with free. How to meet the free idea of college students, how to make college students in the process of experiencing freedom, resulting in consumption, that is a business need to think about the problem.

Two: There are many similar products on the market, mobile app in order to be in the fierce competition in the invincible, the management of customer relationships is a problem that has to be studied, and this article is mainly about the e-commerce model mobile app takeaway manufacturers, how effective way, so that students can increase the purchase volume, improve the purchase frequency. This paper will discuss mobile phone app manufacturers of those activities which will improve customer relationships, such as from the takeaway app quality, price and so on.

Three: College students will use the mobile app again to purchase products,

or browse the phone app page, because the last customer service makes the customer feel very good or the last time the student purchased the process did not get satisfied in the phone app, so the study of this paper is whether the satisfaction of college students will affect the use of mobile phone app.

Four: When college students purchase products in the mobile app, they tend to be attracted by the beautiful app interface. They in the exchange with the delivery of the process, college student will be conveyed by the friendly exchanges. College students order takeaway because they need it. So this article will explore the usefulness of college students takeaway app and the impact of college students.

Five: College students takeaway app information quality, quality of service, the site optimization of these can be summarized as the quality of college students takeaway app, college students in the use of the process, will pay attention to these things. For example: The outgoing staff send a simple greeting, college student can remember he. So, the research of this paper will discuss the relationship between the quality of college students' takeaway app service and the college students satisfaction.

### **1.3 Research Significance**

2015 takeaway O2O market size exceeded 40 billion, in the takeaway market penetration of 18.5%, takeaway O2O will continue to penetrate in the future. IResearch statistics show, China's take-away O2O market was 44.24 billion yuan in 2015, in the takeaway market penetration rate of 18.5%, expert is expected to takeaway O2O market will exceed 150 billion yuan in 2018. IResearch believes that, takeaway O2O higher market size reflects the catering business is concerned about the O2O model, on this basis, takeaway O2O to be rapid development in the early. How to improve the efficiency of the use of consumers.

The big takeaway platform using Internet thinking, Increased take-away demand in a short time. The users, especially college students on the "APP meal" participation is very positive. Today's college students market has become the second

largest market, in addition to white-collar market. The major takeaway platform from the initial subsidy-style promotion to the current delivery efficiency, food types of competition are reflected in China's food takeaway is still in the rising stage. So this research has important significance that the future development of our college students' takeaway, or how to optimize the takeaway market for the current competition between the various platforms, businesses and consumers.

#### **1.4 Research Frameworks**

College students use takeaway app as a new thing, whether the takeaway app can fundamentally bring the convenience of college students life? What is the convenience of a takeaway app for college students? Where does college students need to use the takeaway app? This is the focus of this paper.

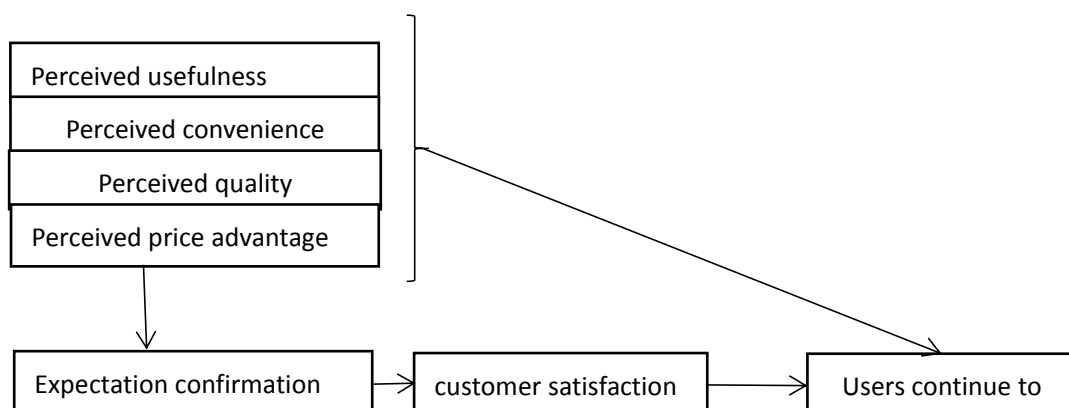
In this paper, the theoretical analysis and empirical research are combined. This article first discusses the development of takeaway app, and on this basis, analyzes the impact of takeaway app on college students. In the empirical research stage, this paper chooses to use the questionnaire as a survey tool, research the college students on the takeaway app online use, and offline service experience. At the end of the article, based on the analysis and research done, this paper lists the research conclusions and gives specific suggestions.

The behavior of college students through the mobile client sale with the traditional behavior of online shopping through the PC is similar, but some different. The college students consumers have a dual identity, both the network (mobile network) users, but also the product / service buyers, mobile takeaway APP users are both consumers and users. Factors that affect the continued use of mobile takeaway APPs for college students' users. Including APP this information system itself factors, but also contains the platform of the business and its products and services provided by the factors. In addition, mobile takeaway APP is based on the development of the Internet software application app, takeaway app is different from traditional situation



of information systems users continue to use. College student users are a variant group. Therefore, the behavior of college students' behavior is difficult to completely explain by the traditional information system. In this study, through the second chapter of the information system theory of continuous use, expectations theory and other related theories, summed up the impact of college students continue to use the intention of takeaway, including college students' perceived performance, college student customer satisfaction, expectation to confirm three parts. The perceived performance of college students' users is composed of four factors: perceived usefulness, perceived convenience, perceived quality and perceived price advantage. Combined with the characteristics of mobile takeaway app. The scale of perceived quality was modified on the basis of previous studies, the scale of perceived quality has been modified on a previous basis. Perceived quality mainly includes the information quality, the system quality, the platform service quality and the merchant product and the service quality four aspects.

The success of mobile takeaway APP depends on the continued use of active college students. Therefore, it is more and more important to study the willingness and behavior of college students. At present, there are few studies on the continuous use of mobile applications in China, this paper will be based on the theoretical basis of Chapter 2 and the previous analysis of the relevant research results. For the mobile takeaway app itself and its college students the characteristics of users, summed up the factors that the impact of college users will continue to use, and constructs the influencing factors model of the sustainable use of app, as shown below,



According to the figure, in this study model, there are two types of variables:

(1) Argument: Expectation confirmation, Mobile takeaway APP users' perceived performance(This study by the perception of usefulness, perceived convenience, perceived quality, perceived price advantage of four factors);

(2) Dependent variable: User's continued use.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter discusses only some of the relevant factors in this paper, when college students use of takeaway, how about they feel the perception of usefulness, the perception of convenience, the perception of quality, the perception of price advantage, the study of the willingness to use, as well as the relationship between the various facets.

#### **2.1 Perceived Performance**

##### **2.1.1. Perceived Usefulness**

Foreign scholars Davis in 1989 found that perception of ease of use, usefulness can be directly or through the attitude of the indirect use of the user intention to produce a significant positive impact, and formed the classic technology accept model by the later scholars generally confirmed. Foreign scholar Luam found that credibility, perceived usefulness, perceived ease of use and financial costs have a significant impact on the adoption of mobile banking by users in a study of the impact of mobile users' acceptance behavior on mobile banking in 2005. In 2011 Xiao Jiazhen research location services in the application software found that the effect of perceived usability by positive impact on perceived usefulness has an effect on the willingness to use, and the perceived usefulness can indirectly affect the willingness to use by satisfaction. In addition, the degree of confirmation has a positive effect on perceived usefulness and user satisfaction. In 2013 Li Qian in the mobile social network users continue to use the intention of the study found that perceived service accessibility, system quality, information quality and expected confirmation have a significant impact on customer satisfaction and indirectly affect the user's continued use of intent. Perceived usefulness has a significant effect on user persistence

intention. In 2004 Chan's study showed subjective norms and perceived usefulness have an impact on the intention to use, perceived ease of use has an impact on perceived usefulness, but the impact on the intention of continuous use is not significant. Chinese scholars Zhang Jianying in 2014 study technology acceptance model and innovation diffusion theory that based on the use of college students use mobile newspaper found that perceived innovation has a significant positive impact on college students' use of mobile newspapers. The mobile newspaper design has a significant indirect effect on the use of mobile newspapers by the perceived usefulness and perceived innovation. The perceived usefulness in this article is the usefulness of college students' use of takeaway app.

### **2.1.2 Perceived Price Advantage**

Turel et al. In 2007 in the study of mobile users to adopt the intention found that the price of mobile services, quality of service and other factors indirectly affect the adoption intention of the user through perceived value. Lu et al. In 2010 found that the perceived price of mobile commerce had a significant positive impact on the adoption of the application. The perceived price advantage in this article is the price perception of college students using the takeaway app.

### **2.1.3 Perceived Convenience**

In 2010 Kim, etc. in the study of mobile payment system users to adopt the intention of the factors found that the mobility, convenience, compatibility and availability of the mobile payment system itself are the key factors that affect the adoption of mobile payment systems. Chinese scholars Deng Zhaohua in 2007 on the adoption of mobile banking behavior found that perceived convenience has a significant impact on the adoption of mobile banking .Zhou Tao in 2009 on the mobile banking user acceptance behavior confirmed that the convenience of mobile banking is key that users accept mobile banking. Scholars Li Pu-cong and Zhong Yuansheng in 2014 in the study of taxi drivers on the adoption of mobile phone software found that the compatibility, probability and observability of the taxi software have a significant

positive impact on the intention of the merchant to adopt a mobile taxi software. Foreign scholars in the study found factors such as convenience, security, and page design of mobile commerce itself have a significant impact on the behavior of users using mobile commerce applications(Venkatesh et al., 2012; Hsu et al. 2011). The perceived convenience in this article is the perception of the convenience of college students using the takeaway app.

#### **2.1.4 Perceived Quality**

China's scholar Zhou Tao et al. (2009)in the study of user adoption behavior in mobile banking validated that the perceived quality of the user has a significant impact on the adoption of mobile banking by the user. Scholars Li Pu Cong and Zhong Yuansheng (2014) in the study of taxi drivers on the acquisition of mobile phone software found that the perceived quality of the user has a significant positive impact on the taxi driver's intention to adopt the software. Yu Mingnan et al (2014) in the study found that the perceived performance of the device positively affects the user's intention to use the mobile banking, while the perceived cost reverses the user's intention to use the mobile banking. Qian Ying (2014) on the network of open users use the behavior of the study found that the basic characteristics of the social network that have perceived sharing, perceived interaction and perceived pleasure, have a significant indirect effect on the user's intention through behavioral attitudes. Chinese scholars Xu Junyun et al (2013) on the mobile microblogging client use the behavior of the study found that the degree of user demand for technical compliance has a significant positive impact on the user's willingness to act, mobile microblogging client technical characteristics and demand characteristics through the demand of technical standards to indirectly affect the user's willingness to use behavior. Claussen et al. (2013) on the study of Facebook's App application found that the quality of the mobile App will affect the customer fit. Chinese scholars Cao Zhongpeng et al (2010) in the study of self-service technology users continue to use the influencing factors found that quality of service, customer satisfaction, customer value and self-efficacy

have an indirect effect on continued use. Zeng Li et al (2014) in the study of mobile phone reading software continued to use found that attitudes, subjective norms, and perceived system quality, perceived quality of information, and perceived quality of service have a positive impact on continuous use. Wang Gao Shan (2014) found that the quality of electronic services directly affects the user's continued use of e-commerce sites, but play a indirect role by customer. Wu and Wang (2005) show that the user's perception of mobile applications has a negative impact on the user's intent to adopt the mobile application. Billsus et al. (2012) found that the interface design of mobile applications has a significant impact on the user's acceptance and use of the application. The perceived quality in this article is the quality perception of college students using the takeaway app.

## **2.2 User's Continued Use**

In recent years, scholars at home and abroad began to study acceptance technology gradually turned to research information system users continue to use the wishes and behavior, began to pay attention to users of certain information systems for the continued use of willingness and behavior, sustained willingness and behavior are as important as initial adoption. Parthasarathy et al. (1998) have shown that the cost of getting a new user is five times the cost of maintaining an old user, therefore, the user's continued use is the key to its success. Bhattacharjee first broke through the technical acceptance theory proposed by Davis et al. (1989) show that the perceived usefulness of the user and the expected degree of confirmation after the initial use of the user will directly affect the user's satisfaction, affect their willingness to use. The initial expectation confirmation can also have a positive effect on perceived usefulness, effect continue to use by perceiving usefulness. Bhattacharjee (2001) studied network banking and e-commerce in his two studies found that the theory has a good ability to explain and effectiveness. In this theory, the degree of confirmation is the degree of confirmation that the user has experienced the previous experience,

the degree of confirmation of the expected variable after acceptance, the degree of confirmation and satisfaction in the theory have implied the influence of the pre-variable, therefore, all the variables in the theory are accepted by the user. Those variables are presented by the user to accept the information system after the variable generated. The purpose of continuous use in this article is that college students in the use of takeaway app, the next time they want to use it.

### **2.3 Expectation Confirmation**

Researchers in the field of marketing research in the 1970s first proposed the theory of expectation confirmation and constructs a theoretical framework with satisfaction as the core to explain the repeated purchase behavior of consumers (Churchill and Surprenant, 1982). ECT theory that satisfaction by the consumer service / product expectations and the use of post-perception of the actual effect of the two variables, the difference between before use and after use determines the user's satisfaction and affect the continued use. In this theory, the previous scholars did not perceive the performance as a direct preposition variable of satisfaction. Spreng et al. (1996) also demonstrated that perceived performance has no direct effect on satisfaction. Expected in the ETC theory refers to the user's pre-purchase expectations, before the use of variables, other variables are used after the variables. According to ECT theory to explain the repeated purchase of consumers behavior: the user before purchase a product or service, the user will have an expectation for the product or service. When used or experienced by the user, the user will perceive the formation of the used product or service. Finally, the user based on the consumer experience and expectations of the degree of matching to determine the satisfaction, then have an impact on their re-purchase intent (Anderson and Sullivan, 1993).

Bhattacharjee first broke through the technical acceptance model proposed

by Davis et al. (1989). He builds a new model of continuous use of information systems based on expectations recognition theory in research on consumer satisfaction and post-purchase behavior in marketing. The model that the user's perceived usefulness and the user's initial use after the degree of recognition will directly affect the user's satisfaction, and then affect their willingness to use. The initial expectation confirmation also has a positive effect on perceived usefulness and continues to be used indirectly by perceived usefulness. Bhattacharjee (2001) studied network banking and e-commerce in his two studies, Bhattacharjee proved that the model has a good ability to explain and effective. In this model, the degree of confirmation is the degree of confirmation that the user has experienced the previous experience, the degree of confirmation of the expected variable after acceptance. The degree of confirmation and satisfaction in the model have implied the influence of the pre-variable variables. Therefore, all the variables in the model are the user to accept the subsequent variables, the user receives the information system after the variable generated by the role. The expectation confirmation in this article refers to an evaluation of perceived performance by college students after using the takeaway app.

#### **2.4 Satisfaction**

Customer satisfaction reflects the customer's psychological state. The customer's satisfaction comes from the comparison between the expectations and the original expectations of the products or services provided by the consumer enterprise. In this article the satisfaction of college students use mobile takeaway app in the process of the use of mobile phone software and food satisfaction, and contrast between the attitude of their own feelings and the original expectations. Satisfaction is not an absolute concept, but a relative concept. Enterprises should not stop at the enterprise within the service, service attitude, product quality, price and other indicators of the requirements. It should change from the expectations of the customer and whether the products and services provided are consistent. Peng Xixian (2012)



study the mobile microblogging , the results show that,satisfaction, perceived fun, privacy and other security of microblogging users have a direct impact on the use of intention.

In 1965, Cardozo found that satisfaction with the product would result in repeated purchases, Cardozo has a good reputation for other products on the product line. Cardozo brings customer satisfaction into marketing to conduct research. After this satisfaction began to be studied by scholars, many scholars put forward different views. Oliver (1981) first proposed, consider the satisfaction of the consumer's expected experience with the previous consumer experience. In other words, satisfaction is the difference between the expectations before purchase and the actual experience after purchase. Tse and Wilton (1998) explain the difference between customer satisfaction and customer expectations and actual perception. Spreng (1996)'s assessment of customer satisfaction is perceived by the accumulation of consumer experience and service experience. Good service, high-quality products is needed by enterprise customer. Customer satisfaction in this article refers to the comprehensive judgment of the consumer experience in the process of using the takeaway app.

## **CHAPTER 3**

### **RESEARCH METHOD**

In recent years, there are more and more research about continuous use of information systems in domestic. Based on the mobile Internet environment, mobile application software users continue to use the theoretical basis of the study is very weak. As the mobile takeaway APP is an information system. Its success requires the user to continue to use many times to ensure the user's activity and viscosity. At the same time, mobile take-away APP as a new marketing channel based on mobile Internet context of business users repeat and continue to use the take-away app can bring profit for app platform. How to let college students this group continue to use mobile takeaway app, not only college students get convenient, but also businesses can profit. So, this chapter will be based on the review of the theoretical literature in Chapter 2 and constructs the theoretical model of this study according to the performance and characteristics of mobile takeaway app. This chapter will define the research variables according to the theoretical model, through the relevant theory and predecessors of the research results and the innovation of this paper, put forward specific research assumptions.

#### **3.1 Make Assumptions**

##### **3.1.1 Relationship between Expectation to Confirm and User Satisfaction**

Westbrook (1987) pointed out in the study that the degree of recognition is an important variable that affects consumers' choices, this view has been widely recognized by many scholars. Bhattacheejee (2001) found in research online banking that satisfaction is affected by expectations. Domestic scholars in the study of information systems users continue to use behavior found that satisfaction is affected by expectations. (Zhang Zhicai and Chen Yu, 2011; Zhao Zhanbo et al., 2014). Through the study of the relevant literature found in the past this hypothesis has been

confirmed by a large number of empirical studies. When consumers expect less before use, the actual perceived performance is higher, consumers to confirm the positive value is greater, this situation leads to higher satisfaction and willingness to use. Therefore, this study proposes the following assumptions:

H1: Expectation of positive degree has a positive impact on college student who use the takeaway app.

### **3.1.2 Relationship Between Perceived Performance of Each Dimension and Expectation Confirmation**

In the early expectations of the theoretical study, scholar Oliver (1980) has confirmed that there is a significant positive effect between expected recognition and perceived performance and customer satisfaction. Scholar confirm those theory through empirical research, but in their study, expectation recognition is defined as the result of the combined effect of both expected and perceived performance. However, in many studies, the expectation confirmation used by scholars has been included in both expectations and actual use. Therefore, in the study of the relationship between expectations and other cognitive variables, this paper just study the impact of post-use perception on expected acknowledgment. 2001 Bhattacharjee bring expect confirmation theory into the information system sustainability model. It is confirmed that the user perceived usefulness in the model has an impact on the expected confirmation. Satisfaction is also affected by expectations. Since then, the scholar study intention and behavior from information systems continue to use, the scholar are use this theoretical relationship. Hong (2006) points out that the perceived usefulness of use has a positive to expectations. Chinese scholar Bi Xinhua (2011) proposed in the study of mobile commerce, the perceived performance of the user has a positive effect on the expected acknowledgment. Chinese scholars Xiao Huaiyun (2011) confirmed the study that consumer perceived performance is positively correlated with expectations. Based on the above summary, propose a hypothesis

H2a: The perceived usefulness of college students' users has a positive impact on

expectations.

H2b: The perceived convenience of college students' users has a positive impact on expectations.

H2c: The perceived price advantage of college students' users has a positive impact on expectations.

H2d: The perceived quality of college students' users has a positive impact on expectations.

### **3.1.3 User Perceived Performance and Users Continue to Use Relationship**

In the literature review of Chapter 2, the results of many scholars have shown perceived ease of use has no significant effect on the willingness to use, or some studies have a significant effect. But the significance is very weak and this group of relevance to be deleted, so, in this study does not consider perceived ease of use. Combined with the characteristics of this study, this article considers perceived convenience and perceived price advantage. As the interview users did not mention the mobile takeaway APP brought about entertainment characteristics, so this study does not consider the perception of entertainment. Finally formed the perception of the study by the perception of usefulness, perceived convenience, perceived quality and perceived price advantage of four factors. Bhattacharjee (2001) introduces perceived usefulness into the information system continues to use model. Bhattacharjee has confirmed between perceived usefulness and continuous use have a significant impact. Follow-up scholars also retained this relationship. Theory have been verified(Chan et al., 2004; Lin et al., 2005; Lee et al., 2010; Xiao Huaiyun, 2011). In the past, the influence of perceived quality on the willingness to use is inconsistent, Chinese scholar Xiao Huaiyun (2011) found that there is a correlation between the two. Scholar Zhao Zhanbo (2014) in the study of this relationship has not been confirmed. Perceived convenience and perceived price advantage are college students can feel the mobile takeaway APP platform to bring them the convenience and economic benefits. They have a certain degree of impact on the continued use. So,

make assumptions:

H3a: Perceived usefulness has a positive impact on the willingness of college users to continue to use.

H3b: Perceived convenience has a positive impact on the willingness of college users to continue to use.

H3c: Perceived quality has a positive impact on the willingness of college users to continue to use.

H3d: Perceived price advantage has a positive impact on the willingness of college users to continue to use.

#### **3.1.4 Customer Satisfaction and Users Continue to Use**

In this study, college students' satisfaction refers to the user in the use of mobile takeaway APP. College student feel satisfaction of the comprehensive evaluation. Anderson (1993) study found there is a correlation between customer satisfaction and customer buying intention. In the field of continuous use of information systems confirm the relationship between satisfaction and user willingness to use. The theory was verified by many scholars(Lin, 2005; Lee, 2010; Liu Luchuan, 2011; Peng Xixian et al., 2012). Therefore, based on the analysis of the above literature, the following research hypothesis is proposed:

H4: college students ' satisfaction has a positive impact on the users' willingness to use.

## **CHAPTER 4**

### **RESEARCH AND ANALYSIS**

This study mainly discusses the college student sustainable use takeaway app. Taking the group of college students as the research object. In this study, seven measurement variables were set up. This paper including perceived usefulness, perceived convenience, perceived price advantage, perceived quality, expected confirmation, satisfaction, and user willingness to use, set a total of 38 questions. The questionnaire sets 5 level options for each measurement item. According to the strong degree of user perception, from "completely disagree" to "full consent" corresponding to 1-5 points, to sure that respondents are able to make effective judgments. In addition, in order to ensure the accuracy and effectiveness of the data obtained from the questionnaire. In this paper, the scale of the variables used by previous studies used by the mature scale, and combined mobile Internet with college students to use mobile takeaway app, modify the scale, to adapt to this study.

#### **4.1 Scale Selection and Questionnaire Design**

The questionnaire used in this paper consists of four parts, a total of 36 items. Including the performance scale and the perceived expectation confirmation scale, the user satisfaction scale, the user's willingness to use the scale of the four scales. The first part is perceived performance variables, including perceived price advantage, perceived quality, perceived convenience, perceived usefulness; The second part is the expectation of the confirmation scale, the measurement of college students in the use of takeaway app, college student expectations of perceived dimensions of performance. The third scale is the User Satisfaction Scale, a total of items. The fourth scale is the user's willingness to use, a total of items.

##### **4.1.1 Perceived Performance Scale**

College Students' Perceived Performance Scale

Perceived usefulness: College students after the use of mobile takeaway app, college students feel the subjective evaluation of the benefits of mobile take-away APP. Seddon (1997); Bhattacharjee (2001);

Perceived convenience: College students after the use of mobile takeaway app, College students feel the convenience. Kong Chao (2009);

Perceived price advantage: College students after the use of mobile takeaway app, college student the degree of economic benefits brought about by the degree of awareness. Chandon et al. (2000); Dong Yiming (2012);

Perceived quality: User's overall evaluation of the quality of mobile takeaway app. Churchill and Surprenant (1982); Wu Peili (2012)

College Students Expectation Confirmation Scale

After college students in the use of a mobile takeaway app, confirm the situation before use. Oliver (1980); Bhattacharjee (2001); Zhang Zhicheng and Chen Yu (2011)

College Student Satisfaction Scale

College students' feel about they use the mobile takeaway app, as well as the level of the kind of emotion. Oliver (1980); Bhattacharjee (20017); Liu Luchuan and Sun Kai (2011).

College Student Continuous Use of the Scale

College Students Continue to Use

After college students use of a mobile takeaway app, college student is still willing to choose the mobile takeaway app In the future for a long period of time. Bhattacharjee (2001); Kim and Lee (2003); Xiao Huaiyun (2011)

## **4.2 Sample Selection and Data Collection**

This article chooses takeaway APP as a typical catering O2O application and focus on the analysis of the young group of college students, mainly for the following considerations:

This article is the use of takeaway app users continue to use, samples need to have some experience. According to the relevant research confirmed that domestic and foreign takeaway app user has students and white-collar two groups. They have a common thing is the ability to accept new things particularly fast. Meituan group takeaway, hungry what and other leading mobile takeaway app are relying on the extensive use of college students.

College students are a special group of people, they accept the new things particularly fast. The number of college student in the house is large. Takeaway app not only for college students to enjoy the affordable price, but also enjoy more convenient and efficient service. These features just to cater to the characteristics of college students. Therefore, the college students as the sample data is universal, the questionnaire is easy to recover and the availability of randomness. Make a questionnaire on the questionnaire star and issue "research questionnaires about college students continue to use takeaway app Influencing factors" in the questionnaire star. Mainly through WeChat, qq, e-mail and other forms issue to college student. A total of 228 online questionnaires were collected. The paper version of the questionnaire was issued to the Jinan University City students. By selecting the respondents, finally, 103 questionnaires were completed., 331 questionnaire were complete in the final. In order to ensure the accuracy of the data, this paper delete the option is not complete, continuous selection of the same option in the questionnaire. The number of completed questionnaires was 295, accounting 89.12% of the total.

This research is to study the college students continue to use the takeaway app. The study choice the object is that college students have used the takeaway app. In the design of the questionnaire, the online questionnaire will directly ask whether college student have experience of using the takeaway app, offline ask the same question. In the selection process of the sample, the answer to "Yes" will continue to answer. The filter options are set as follows: I have used mobile takeaway app. 1, Yes, 2.No



## **4.3 Data Analysis Method**

### **4.3.1 Descriptive Statistical Analysis**

Descriptive statistical analysis of this study mainly includes: the sex of the college student group, the age, and the cost of spending on takeaway, the frequency of takeaway and the length of time that college students use the takeaway app. This article analysis college students' perceived performance, satisfaction, expectation confirmation, willingness to use for college students. Understand the distribution of the survey samples in each variable. Understand the overall evaluation of mobile takeaway app.

#### Sample Distribution

Before we collection of the questionnaire, through a small interview to understand that some college students have not used the takeaway app, especially freshman, and sophomore, junior, senior students understand more, use more. This situation is the time to enter the school sooner or later, to accept the takeaway app line publicity is related, but also with the consumption level has a great relationship. Specific demographic characteristics are shown in the table. From the gender classification, male to female ratio of 0.97: 1, the proportion of men and women more uniform; In terms of age, the proportion of students in each grade is basically the same. The number of sophomore students who filled the questionnaire was up to 28.81%, we can know that sophomore classmates have more spare time. Senior students fill the questionnaire less, senior students graduate soon, spare time is relatively small; From the college students spend money on takeaway app we can see that consumption of less than 100 yuan is the largest population, accounting for 89.83% of the total sample, indicating that users in the mobile takeaway app on the general level of consumption is low, which has a great relationship with its consumption frequency, correspond with the sample population consumption characteristics.

Statistical characteristics	category	frequency	percentage	Cumulative percentage
gender	male	145	49.15%	49.15%
	Female	150	50.85%	100%
age	Freshman	72	24.41%	24.41%
	Sophomore	85	28.81%	53.22%
	Junior year	70	23.73%	76.95%
	Senior	68	23.05%	100%
Monthly consumption	50 yuan or less	161	54.58%	54.58%
	50-100 yuan	104	35.25%	89.83%
	100-150 yuan	14	4.75%	94.58%
	150-200 yuan	10	3.39%	97.97%
	200-250 yuan	3	1.02%	98.99%
	250-300 yuan	2	0.68%	99.67%
	300-400 yuan	1	0.33%	100%
400yuan or more	0	0	100%	

#### The Basic of College Students Use the Takeaway App

From the table we can see that the basic of college students use the takeaway app, college students recently used mobile takeaway app, the use of the Meituan group has take the largest number, reaching 126 people, accounting for 42.71% of the total number of samples, followed by hungry what, accounting for 30.50%, once again taodiandian, accounting for 16.61%, this situation can be described as the three hegemony, however, there are 22 consumers to use i want takeaway, public comment and the business launched app application; From the time college students use mobile takeaway app we can see that use the time in 4-6 months has the largest number, reaching 92 people, accounting for 31.39% of the total sample. Followed by 6-9 months and 1-3 months accounting for 18.31% and 17.97%. Choose other time' college students are also more uniform. The major takeaway companies began to impact the market. More and more college students began to use takeaway; From the user to use mobile takeaway app frequency data can be seen the largest number of users is use less than once a week, accounting for 54.24%, followed by 1-3 times,

accounting for 32.88%, a total of three times a week the number of people accounted for as high as 87.12%. From this point we can see that college students use mobile takeaway app is a kind of accidental behavior, the activity of college students is generally low. Mobile take-out APP in the field of college students to open up the field or need a lot of effort. Mobile takeaway app business need to work hard to open up the field.

project	category	frequency	percentage	cumulative percentage
Recently used takeaway app	Meituan group takeaway	126	42.71%	42.71%
	Hungry what	90	30.50%	73.21%
	Taodiandian	49	16.61%	89.82%
	Public comment	12	4.07%	93.89%
	Takeaway Superman	5	1.70%	95.59%
	I want takeaway	5	1.70%	97.29%
	other	8	2.71%	100%
How long have use the takeaway	Within a month	38	12.88%	12.88%
	1-3month	53	17.97%	30.85%
	4-6month	92	31.19%	62.04%
	6-9month	54	18.31%	80.35%
	9-12month	32	10.85%	91.20%
	more than a year	26	8.80%	100%
Use Takeaway app frequency rate	Less than once a week	160	54.24%	54.24%
	1-3 times a week	97	32.88%	87.12%
	4-6 times a week	36	12.20%	99.32%
	7 times a week or more	2	0.68%	100%

### 4.3.2 Validity Analysis

Validity is used to measure the validity of the scale selection, this paper use KMO to measure the validity; If KMO is greater than 0.9, then the scale is very good; If KMO between 0.8-0.9, then the scale is better; If KMO between 0.7-0.8, then the scale is good; If KMO between 0.5-0.6, then the scale is valid; If KMO below 0.5, then the scale is not valid, not suitable for factor analysis, the invalid question in the scale should be removed. In this paper, SPSS17.0 is used to analyze the validity of each variable.

#### An Exploratory Factor Analysis of Expectation Confirmation

The test results show that the KMO value of the expectation confirmation is 0.867 ( $> 0.7$ ), Bartlett's spherical test has a similar squares of 1931.277, (Degree of freedom is 105) Significance probability  $P = 0.000 < 0.05$ . Indicating that there is a common factor between variables, variables are suitable for factor analysis. The results of the test indicate that the expected confirmation scale is better, reaching the level of factor analysis, and the level of interpretation is relatively high.

Expected Confirmation Scale for KMO and Bartlett's test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric	.867	
Bartlett's Spherical Test	Approximate chi square	1931.277
	df	105
	Sig.	.000

From the table, the expected confirmation form is obtained by principal component analysis, extract the principal component and explain the variance, the extraction principle is that the eigenvalue is greater than 1, extract a principal component, can not transpose, the total variance of the explanation is 57.712%, it is can explain the expected confirmation.

Expectation confirmation scale explain the total variance

Ingredients	Initial eigenvalue			Extraction of sum of squares		
	total	variance %	accumulation %	total	variance %	accumulation %
1	8.492	57.712	56.611	8.492	57.712	57.712
2	.868	8.907	65.518			
3	.736	12.982	78.50			
4	.725	10.256	88.756			
5	.568	11.244	100.00			

Perceived Performance Scale Analysis

According to the table data, KMO is 0.863, greater than 0.8, this date has a higher validity, the description is suitable for factor analysis; The  $\chi^2$  statistic of the Bartlett spherical test was 1105.341, the degree of freedom df is 58, the probability of significance is 0.000, less than 0.01, reaching a significant level. The results of the KMO and Bartlett spherical tests show that the study sample is suitable for factor analysis.

Perception Scale KMO and Bartlett Test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric	.863	
Bartlett's Spherical Test	Approximate chi square	1105.341
	df	58
	Sig.	.000

From the table, the expected confirmation form is obtained by principal component analysis, extract the principal component and explain the variance, the extraction principle is that the eigenvalue is greater than 1, extract a principal component, can not transpose, the total variance of the explanation is 51.353%, the options in the questionnaire can explain the perceived performance.

The Variance of Perceived Performance

Ingredients	Initial eigenvalue			Extraction of sum of squares		
	total	variance %	accumulation %	total	variance %	accumulation %
1	5.649	51.367	51.367	5.649	51.367	51.367
2	.765	3.221	54.588			
3	.831	3.102	57.69			
4	.679	3.208	60.898			
5	.512	3.107	64.005			
6	.430	2.998	67.003			
7	.321	2.987	69.99			
8	.670	2.776	72.766			
9	.831	2.765	75.531			
10	.368	2.734	78.265			
11	.214	2.651	80.916			
12	.231	2.457	83.373			
13	.356	2.301	85.674			
14	.709	2.263	87.937			
15	.652	2.422	90.359			
16	.589	2.107	92.466			
17	.398	1.977	94.443			
18	.756	0.912	95.355			
19	.235	0.902	96.257			
20	.145	0.889	97.146			
21	.706	0.702	97.848			
22	.405	0.699	98.547			
23	.628	0.691	99.238			
24	.268	0.446	99.684			
25	.756	0.316	100			

### Validity Analysis With Satisfaction Scale

The validity of the test satisfaction scale, KMO is 0.876, greater than 0.8, The description is suitable for factor analysis; the Bartlett spherical test had a  $\chi^2$  statistic of 1206.108, a degree of freedom df of 87, a significance probability of 0.000, reaching a significant level. The results of the test indicate that the study sample is suitable for factor analysis.

Satisfaction Scale KMO and Bartlett Test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric	.86	
Bartlett's Spherical Test	Approximate chi square	1206.108
	df	87
	Sig.	.000

From the table, the expected confirmation form is obtained by principal component analysis, extract the principal component and explain the variance, the extraction principle is that the eigenvalue is greater than 1, extract a principal component, can not transpose, the total variance of the explanation is 56.256%, the options in the questionnaire can explain the satisfaction

Satisfaction Total Variance

Ingredients	Initial eigenvalue			Extraction of sum of squares		
	total	variance%	accumulation %	total	variance %	accumulation %
1	8.492	56.256	56.256	8.492	56.256	56.256
2	.868	8.907	65.163			
3	.736	7.982	73.145			
4	.725	8.256	81.401			
5	.568	7.244	88.645			
6	.602	6.356	95.001			
7	.568	4.999	100			

### Validity Analysis Scale of the User Continued to Use

The test results show that, the KMO value of the expected acknowledgment is 0.816 ( $> 0.7$ ), Bartlett's spherical test is 1876.213, (degree of freedom is 94). The significance probability is  $P = 0.000 < 0.05$ , indicating that there is a common factor between variables, variables are suitable for factor analysis. The results of the test show that the scale's validity of college students continue to use is better, reached the level of factor analysis, and the level of interpretation is relatively high.

Expected Confirmation Scale KMO and Bartlett's test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric	.816	
Bartlett's Spherical Test	Approximate chi square	1876.213
	df	94
	Sig.	.000

From the table, the expected confirmation form is obtained by principal component analysis, extract the principal component and explain the variance, the extraction principle is that the eigenvalue is greater than 1, extract a principal component, can not transpose, the total variance of the explanation is 54.736%, the options in the questionnaire can explain the college student continued to use.

The total variance of college students' continued to use

Ingredients	Initial eigenvalue			Extraction of sum of squares		
	total	variance %	accumulation %	total	variance %	accumulation %
1	8.492	54.736	54.736	8.492	54.736	54.736
2	.868	8.936	63.672			
3	.736	11.982	75.654			
4	.725	9.936	85.59			
5	.568	14.41	100.00			

### 4.3.3 Reliability Analysis



### College Student Satisfaction

According to the results shown in Table 3-9, The Cronbach's Alpha coefficient of the User Satisfaction Scale was 0.925, this data shows that the scale of all the items have a better internal consistency, reliability is acceptable, college student satisfaction measurements are reliable.

Table 3-9 college student Satisfaction Scale Reliability Analysis Table

Cronbach's Alpha	Number of items
.925	7

### Expect to Confirm

According to the results shown in Table 3-10, the Cronbach's Alpha coefficient of the expected confirmation scale was 0.879, this data shows that the reliability of the scale is better, expectation confirmation scale is reliable, between the items in the scale has high degree of internal consistency.

Table 3-10 Expectation confirmation scale reliability analysis table

Cronbach's Alpha	Number of items
.879	5

### Perceived Performance Confirmation

According to the results shown in Table 3-11, the Cronbach's alpha coefficients for the four dimensions of the Perceptual Verification Scale were 0.632, 0.743, 0.779, 0.756, the overall Cronbach's alpha coefficient is 0.897, this data show that between the items in the scale has high degree of internal consistency. Reliability is better, Perceptions confirm that the measurement results are reliable.

Table 3-11 Confidence Confirmation Scale Reliability Analysis Table

Cronbach's Alpha		Number of items
Perceived confirmation	0.897	25
Perceived usefulness	0.632	6
Perceived convenience	0.743	7
Perceived quality	0.779	8
Perceived price advantage	0.756	4

College Student Willingness to Use

According to the results shown in Table 3-12, the Cronbach's Alpha coefficient of the user's continuous use scale was 0.934, this data show that between the items in the scale has high degree of internal consistency. Reliability is better, the results about the college student is willing to use reliability.

Table3- 12 Achievement Motivation Scale Reliability Analysis Table

Cronbach's Alpha	Number of items
.934	5

**4.3.4 Descriptive Statistical Analysis**

Independent Variables - Perceived Descriptive Analysis

Descriptive statistical analysis of perception, the statistical results are shown in Table 3-14, the statistical values of the four dimensions are 3.8726, 3.7224, 3.5242, 3.7632, there are two dimensions has higher score. Overall score of perceived is 3.8531, this shows that the perception of college students after use takeaway app is

still relatively high. The standard deviation of the four dimensions is below 1, so its degree of dispersion is relatively small.

Table 3-14 Perceptual descriptive statistical analysis

Describe the statistics	N	Minimum	maximum	Mean	Standard deviation
Perceived	295	1.83	4.78	3.8531	.53352
Perceived usefulness	295	1.5	5.00	3.8726	.58566
Perceived convenience	295	1.50	4.75	3.7224	.57214
Perceived quality	295	1.83	4.83	3.5242	.57208
Perceived price advantage	295	1.61	4.82	3.7632	.57210

Independent Variables - Expectation Confirmation Descriptive Analysis

Descriptive statistical analysis of expectation confirmation, the statistical results are shown in Table 3-15. The overall standard deviation of expectation confirmation is 0.65329, the standard deviation of each item is less than 1, The degree of discretization of the sample data is relatively small. On the whole, expectation confirmation' mean is 3.7832, this data shows that after college student use the takeaway app, they will do expectations of confirmation, A high degree of confirmation will increase the satisfaction of college students.

Describe the statistics	N	Minimum	maximum	Mean	Standard deviation
Expectation confirmation	295	1.45	4.82	3.7832	.65329

Independent Variable - Descriptive Analysis of User Satisfaction

Descriptive statistical analysis of college student satisfaction, the statistical results are shown in Table 3-16. The overall standard deviation of user satisfaction is 0.64785, the standard deviation of each item is less than 1, The degree of discretization of the sample data is relatively small. On the whole, the value of the satisfaction is 3.5871, this data indicating that college students after use of takeaway app, the reason why the next will continue to use, because the satisfaction of this consumption is relatively high.

Table 3-16 User Satisfaction Descriptive Statistical Analysis

Describe the statistics	N	Minimum	maximum	Mean	Standard deviation
College student satisfaction	295	1.43	4.83	3.5871	.64785

Dependent Variable - Descriptive Statistics Table of College Student Continue to Use

Descriptive statistics table of college student continue to use the data show is that the Standard deviation of college student will continue to use is 0.56369. The degree of discretization of the sample data is relatively small. On the whole, the college student like to continue to use , reflected in the mean of 3.6581. It can be seen that the college student will continue to use higher, which is a great relationship with the satisfaction of college students.

Table 3-17 Descriptive statistics table of college student continue to use

Describe the statistics	N	Minimum	maximum	Mean	Standard deviation
College student continue to use	295	1.67	4.53	3.6581	0.56369

#### 4.3.5 Correlation Analysis

### Correlation Analysis between Expectation Confirmation And Perceived Performance of each Dimension

It can be seen from the table, the correlation coefficient between expectation confirmation and perceived performance of each dimension is 0.288. Above 0.01 level is significant, it can be seen that H2a, H2b, H2c, H2d were positively correlated. Perceived performance satisfies positive impact expectation confirmation. The correlation coefficient between perceived performance and perceived performance of four dimension is .790, .821, .871, .894. The four dimensions of perceived performance are positively correlated with college students' expectations. The correlation coefficient between perceived price and college students expectation confirmation is higher than perceived usefulness, perceived convenience and perceived quality. The price of the takeaway app is easy to have an impact on the expectations of college students.

### Correlation Analysis between College Students Expectation Confirmation and College Student Satisfaction

It can be seen from the table, the correlation coefficient between college students expectation confirmation and college student satisfaction is .876 \*\*, Expectation confirmation positive impact college student satisfaction. Expectation confirmation is high after use the takeaway app, satisfaction is more higher. So it is assumed that H1 is established.

### Correlation Analysis between College Students Satisfaction and the Willingness of College Students to Continue to Use

It can be seen from the table, the correlation analysis between college students satisfaction and the willingness of college students to continue to use is .516 \*\*, college students satisfaction positive impact the willingness of college students to continue to use. The reason why college students have the intention to continue to use the takeaway app is because the students in the use of takeaway app, college student feel satisfied. So it is assumed that H4 is established.

### Correlation Analysis between Perceived Performance and the willingness of College Students to continue to use

It can be seen from the table, the correlation analysis between perceived performance and the willingness of college students to continue to use is .856 \*\*, Above 0.01 level is significant, It can be seen that assuming that H3a, H3b, H3c, H3d are established, college students perceived performance positive impact the willingness of college students to continue to use. The correlation coefficient between college students perceived performance and the willingness of college students to continue to use is .345 \*\*, .568 \*\*, ... .322 \*\*, .776 \*\*, The four dimensions of perceived performance are positively correlated with the willingness of college students to continue to use. The correlation coefficient between perceived price and the willingness of college students to continue to use is higher than perceived usefulness, perceived convenience and perceived quality. The more college student feel higher perceived performance the more college students are likely to increase the willingness to continue to use.

Correlation Analysis

	Expectation confirmation	Perceived performance	Perceived usefulness	Perceived convenience	Perceived quality	Perceived price advantage	College student satisfaction	continue to use
confirmation	1							
Perceived performance	.288**	1						
Perceived usefulness	.790**	.323**	1					
Perceived convenience	.821**	.392**	.790**	1				

e								
Perceived quality	.872**	.334**	.753**	.810**	1			
Perceived price advantage	.894**	.378	.917**	.936**	.922**	1		
College student satisfaction	.876**	.761**	.822**	.712**	.612**	.536**	1	
College student willingness to continue to use	.723**	.856**	.345**	.568**	.322**	.776**	.516**	1

#### 4.3.6 Regression Analysis

In this study, regression analysis was used to validate the hypothesis, to understand the impact of the variables. The study is that the effect of college student perceived performance on expectation confirmation, the effect of expectation confirmation on the college student willing to use, the effect of college student satisfaction on college student willing to use, the effect of perceived performance on college student willing to use.

The Regression between Perceived Performance and Expected Confirmation

Perceived performance is divided into four dimensions, perceived usefulness, perceived convenience, perceived quality, perceived price advantage, perceived usefulness. The perceived usefulness, the price advantage, the quality and the convenience are regarded as the independent variables, and then the regression equation is added to verify the association with the expectation of the college students', and finally verify the perceived performance as a whole. The regression coefficients in the regression model are estimated as  $R^2 = 0.183$ , the perceived performance can explain the expectations of college students, the variance is 18.3%. The overall

regression effect was significantly higher ( $F = 12.536$ ). The perceived usefulness b value is 0.169, the perceived convenience b value is 0.175, the perceived mass b value is 0.159, the perceived price advantage b is 0.165, indicating that the effect is positive; P value were 0.009,0.007,0.006,0.008 . It is proved that the four factors were significant level. The perceived usefulness, perceived convenience, perceived quality, perceived price advantage have positive effects on the expectations of college students'. If the college student feel more higher of the perception, the college student feel more higher of expectation. Therefore, H2a, H2b, H2c, H2d are assumed.

Research variables	b value	p value
Independent variable		
Perceived usefulness	0.169**	0.009
Perceived convenience	0.175**	0.007
Perceived quality	0.159**	0.006
Perceived price advantage	0.165**	0.008
F	12.536	
R <sup>2</sup>	0.183	
Adj.R <sup>2</sup>	0.005	

The Regression between Perceived Performance and College Student willing to Use

In the model of regression perceived performance, the perceived usefulness, perceived convenience, perceived quality and perceived price advantage are regarded as the independent variables into the regression model to verify the association with the continuous use of college students', and finally verify the perceived performance as a whole. R<sup>2</sup> is 0.173, perceived performance four dimensions can explain the college student continue to use, the variance is 17.3%. The overall regression effect was significantly higher (F was 15.631). Perceived usefulness, perceived convenience, perceived quality, perceived price advantage B value 0.171, 0.108, 0.169, 0.115. That



the impact of the effect are positive. Perceived usefulness of the P value is 0.006. This value is significant level; The perceived convenience p value was 0.000%, this value is significant level. The perceived quality p value was 0.005, this value is significant level, the perceived price advantage p value was 0.115, This value is significant level. The perceived usefulness of college students ' has a significant effect on the college student willingness to use. The perceived convenience of college students has a significant effect on the college student willingness to use. The perceived quality of college students 'users has a significant effect on the users' willingness to use. The perceived price advantage of college students 'users has a significant effect on the users' willingness to use continuously. It is assumed that H3a, H3b, H3c, H3d holds.

Research variables	b value	p value
Independent variable		
Perceived usefulness	0.171**	0.006
Perceived convenience	0.108**	0.000
Perceived quality	0.169**	0.005
Perceived price advantage	0.115**	0.007
F	15.631	
R <sup>2</sup>	0.173	
Adj.R <sup>2</sup>	0.006	

#### The Regression between College Students Expectation Confirmation and College Student Satisfaction

College students expect recognition as an independent variable, put college students expectation confirmation into regression equation, Discussion on the relevance of college students' satisfaction. The regression coefficients in the regression model are  $R^2 = 0.165$ , expectation confirmation can explain. The change of college students' customer satisfaction is 16.5%, The overall regression effect was

significantly higher (F was 16.360). b value of 0.255, indicating that the effect is positive; P value of 0.000, up to a significant level, the expectations of college students will impact of college students' customer satisfaction, It is assumed that H1 is established.

Research variables	b value	p value
Independent variable		
expectation confirmation	0.255***	0.000
F	16.360	
R <sup>2</sup>	0.165	
Adj. R <sup>2</sup>	0.003	

The Regression between College Student Satisfaction and College Student willing to Use

The student satisfaction is regarded as the independent variable into the regression equation, to discuss the association with the college student willingness to use, The parameter estimation value R<sup>2</sup> of the model regression coefficient in the table is 0.163, college student satisfaction can explain. Variance of college students continue to use is 16.3%. The overall regression effect was significantly higher (F was 15.480). The value of b was 0.365, indicating that the effect is positive; P value of 0.000, up to a significant level. The satisfaction of college students will affect the willingness of college students continue to use. It is assumed that H4 is established.

Research variables	b value	p value
Independent variable		
college student satisfaction	0.365***	0.000
F	15.480	
R <sup>2</sup>	0.163	
Adj. R <sup>2</sup>	0.004	

Results of hypothesis

Assumed content	Suppose whether or not Set up
<b>H1</b> : College students expectation confirmation positive impact on college students' satisfaction	Yes
<b>H2</b> : The perceived performance of college students positive impact on college students' expectations confirmation	Yes
H2a:The college students perceive usefulness positive impact on college students' expectations confirmation	Yes
H2b:The perceived convenience of college students positive impact on college students' expectations confirmation	Yes
H2c:The perceived quality of college students positive impact on college students' expectations confirmation	Yes
H2d:The perceived price advantage of college students positive impact on college students' expectations confirmation	Yes
<b>H3</b> : Perceived performance positive impact on college students' willingness to use	Yes
H3a: College students perceive usefulness positive impact on college students' willingness to use	Yes
H3b: College students perceived convenience positive impact on college students' willingness to use	Yes
H3c: College students perceived quality positive impact on college students' willingness to use	Yes
H3d: College students perceived price advantage positive impact on college students' willingness to use	Yes
<b>H4</b> : College students satisfaction positive impact on college	Yes

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students' willingness to use	
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## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### 5.1 Conclusion

This article from the perspective of college students, this paper research what are the factors that can impact on college students who continue to use the takeaway app. The reason why the study of college students, because college students to accept new things fast, is a true fan of takeaway. The study found, the expectations of college students as the greatest factors impact on college students continue to use. College students perceive the process of mobile takeaway. The satisfaction of college students has an impact on the user 's continuous use. Followed by the user's satisfaction, followed by perceived convenience, the effect of the smallest effect is perceived usefulness. This article from the students through the takeaway app order, served, tasting and other processes on,study the convenience,usefulness, quality and price advantage of the takeaway app,impact on college students continue to use. Through the empirical analysis of the data, the following conclusions can be drawn: Perceived performance of college students through expectation indirect impact college students continued to use

The results of this study confirm that, he expectations of college students are confirmed by perceiving the price advantage, perceived quality, perceived convenience, perceived usefulness,on the continuous use of college students have an indirect effect.

College students 'satisfaction has a significant impact on the users' willingness to use

The results of this study confirm that, the satisfaction of college students has a significant impact on the continuous use of college students'. Indicating that college students more satisfied with the mobile takeaway app, they will be more use of takeaway app.

Perceived performance of the various dimensions have different impact on college students continue to use

The results of this study confirm that, the perceived usefulness of perceived performance has an impact on the willingness of college to continue to use, but the impact is not so great; Perceived convenience for college students continue to use the user has a significant positive impact, the higher of college students feel the convenience of take-away app, the more college students willing to continue to use this software for ordering; The perceived quality of this article is not very significant for college students to continue to use the takeaway app. The reason why can produce such an impact, first ,now a large number of app, users can not really feel the mobile takeaway app with the platform of differentiation. The interface of its platform, information quality, quality of service can not make a definite judgment. Second, college students use the time is within a year, the number of students to use is less. The degree of attention to the takeaway app is not very high. College students is not very concerned about smooth, and convenient of takeaway app. Therefore, the study shows that, compared with other factors, college students on the quality of perception is not very obvious. In the study, the perceived price has no significant effect on the user's willingness to use, writer believe that the reasons of this phenomenon may be related to the characteristics of college students. The target group of this study is college students. College students can spend 15 yuan on a single takeaway. College student do not always need takeaway. Not always use takeaway because of a time of the price of the sale. As long as the food can be found in the take-away app, college student will always use takeaway app. In the study of data found,the number of male and female college students use takeaway app is almost, indicating that college students now like to stay in the dormitory. They are not very sensitive to the price of takeaway. The perceived price advantage has no significant effect on the willingness of college students to use in this study.

## 5.2 Management Advice

According to the previous part of the research and data analysis concluded, this chapter will be based on the characteristics of college students and catering o2o specific market, put forward marketing recommendations, this chapter has practical reference for the operator's of takeaway app follow-up development and further development of the model.

Update platform information in a timely; Enhance the perceived usefulness of college students'; Improve the viscosity of college students

College students as fast to accept new things, the acceptance of new things is very high. College student very happy to accept new things. College students have forgotten the use of the app faster. Based on the above characteristics, takeaway app operators should be from many aspects to improve the freshness of takeaway app, increase the loyalty of college students have used takeaway app, Improve the viscosity of college students, to prevent college students to move to other takeaway app. However, the use of business can not be excessive in order to increase the viscosity, make a lot of freshness, this may not cause the attention of college students, but also increase their resentment, causing negative effects. Specifically from the following aspects, First, on the takeaway app constantly continue to update information about new businessmen and food and beverage products, Increase the different types of catering business. Try to meet the different needs and tastes of college students. So that college students in the heart to feel the use of takeaway app business is for their own consideration. College students will think that takeaway app is to facilitate their own life. If college students are not familiar with the business on the takeaway app, college students will choose to other takeaway app, or through other forms such as telephone to order takeaway. Second, in order to increase the viscosity of college students, a variety of value-added services can be use, such as points to redeem gifts or discount, to provide a virtual meal card recharge business, membership level system.

Increase the takeaway app platform payment method;Distribution information diversification, Strengthen the college student perceived convenience

As already mentioned in the article, College students use the takeaway app is to get more convenient and convenient takeaway, College students think takeaway app convenience is important, so that you can eat at home to eat. Takeaway app application should take full advantage of the convenience of takeaway app, the takeaway app business should take the logistics and distribution into takeaway. If you can show every step of the meal process, college students are more willing to accept the meal. For example, when the food and beverage package is completed, what time to send meals, what time to get there, what time can take the meal. If college student can see the process of order the meal, it can increase the interest of college students. Takeaway can let college students have their own speech space, reduce waiting time, this will increase the stickiness of college student. Now takeaway' payment method has cash on delivery, Alipay payment, WeChat payment. Later, takeaway app can increase the savings card, credit card and other payment methods to meet the needs of students of different payment methods.

Can not be false propaganda;Improve the user experience;Improve college students' satisfaction

In the article found that, the satisfaction of college students' is directly affected by expectation confirmation. Therefore, takeaway app platform in the publicity can not be false propaganda, so that college students have high expectations of the product. When the takeaway products and expectations do not meet, it will have an impact on satisfaction, this will directly affect the college students purchase takeaway next time.

To set the price to be classified

In the study of the article, you can understand, College students for the monthly spend on the money of takeaway is different, college student spend money



on takeaway are generally less than 100 yuan. From here we can see, takeaway market is very promising. If the takeaway market as a product, then this product should belong to the product life cycle of the import period. Takeaway market is the import period, the user is uncertain in the market, how to make a reasonable price on the takeaway, how to add more college students. First, the price of food to develop a sub-gradient, can not focus on price, can not make a particular price of the group, so that as much as possible to occupy the university market. Second, the price of food on a gradient, but can not represent the product is also a gradient, which requires the takeaway app platform in the approval of the business information, takeaway app platform must be strict checks. Low prices of food should not be simple packaging, taste bad. Third, the price difference should also be reflected in the weight, each person's appetite is different, should be set different weight different price. So that students can spend less cost, but also to prevent the occurrence of waste, for the development of green countries to contribute.

### **5.3 Lack of research**

Although this paper confirms some conclusions after collecting the receipts, there are some shortcomings.

On the data, a total of 295 valid questionnaires were received in this study, the sample size is small. If the data to be more real, objective, more with a guiding significance, the number of samples need to increase. Through the modern science and technology issued more questionnaires, in this way may weaken the representation of the sample. So the sample can not represent all the use of takeaway app of college students, to a certain extent, there are errors.

The scale of this study is based on the improvement of predecessors, combined with the formation scale college students. Some dimensions of the measurement effect in general, did not achieve the desired effect. After the study should increase the dimension, so that the effect of the scale better, more realistic.

The research group of this article is college students, only one group. Group representation is too obvious. This advantage is that the purpose of the study is clear, but there are shortcomings, can only explain the representative of college students this group, can not represent other groups. In the future research should expand the scope of group.

The main research of this paper is the factors of college students' willingness to use, from the takeaway app itself and the characteristics of college students described more. There are many factors that affect college students continue to use the the takeaway app. Such as takeaway app platform business situation, what to do can make takeaway app run better. So the angle of this article is not wide enough.

In the research method, this article uses a questionnaire survey method, a single research method is not conducive to the deepening of research. In future studies can increase the research method, make the data more reliable.

#### **5.4 Research Prospects**

This article is the study of factors that impact college students continue to use takeaway app. There are many content that can be studied in further.

This article studies the main research of college students, the number of samples was small, this paper should increase the number of samples. The comparative analysis of different groups.

The demographic data studied in this paper are limited, this paper can add some specific control variables. This can make the adjustment between the variables more perfect.

This paper study that the feeling of college student after use the takeaway app. Further research can be used for the pre-use evaluation, the use of the process, the use of the stage of the study, and finally form a complete set of theoretical system.

This article mainly studies the factors such as perceived usefulness,

perceived price advantage, perceived convenience, perceived quality and so on. In the future study can be added to other factors for analysis, this can be more comprehensive discussion the impact of factors of college student continue to use.

This article study that takeaway app's characteristics to attract college students. In the future the study can be studied from the perspective of college students, college students think the takeaway how to do, business should study from opposite direction, this can make the takeaway industry to achieve faster development.



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