

## Factors Influencing Users' Satisfaction and Continued Usage Intention of Mobile Apps among Food and Beverage SMEs in Phnom Penh.

Un Nay<sup>1</sup> and Dr. Ngoy Yuthnea<sup>2</sup>

<sup>1</sup>(Faculty of Business Administration, BELTEI International University, Cambodia)

<sup>2</sup>(Department of Economics / Lincoln University, New Zealand)

Corresponding author: Un Nay

**ABSTRACT:** SMEs are struggling to cope with the business uncertainty caused by various unexpected and uncontrollable problem such as the COVID-19 pandemic. This study examines how food and beverage SMEs in developing economies have used mobile apps to improve their business efficiency and sustainability. The main objective is to discover factors influencing users' satisfaction and continued usage intention of the mobile app for the food and beverage SMEs in Phnom Penh, Cambodia. The study bridges a literature gap by extending the Theory of Consumption Values and the Unified Theory of Acceptance and Use of Technology. Data were collected from 423 users using convenience sampling technique. Moreover, the questionnaire in both English and Khmer languages was the instrument tool for data collection and was checked for validity, credibility, and reliability. The data were then analyzed by using both descriptive and inferential statistics. The results of the study revealed that performance expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, emotional value, and epistemic value influence users' satisfaction and continued usage intention. Meanwhile, social value only influences users' satisfaction, and users' satisfaction is found to have positive relations with users' continued usage intention. On the other hand, effort expectancy is not found to have influence on both users' satisfaction and continued usage intention. Similarly, the result of the study has bridged the gap between TCV and UTAUT. This means that these two models can be integrated together. This study provides a theoretical contribution and presents practical implications relevant to academics and practitioners working in areas related to mobile apps.

**Keywords** - Mobile Apps, SMEs, Food and Beverage, Satisfaction and Continued Usage Intention, UTAUT, TCV, Phnom Penh, Cambodia

### I. INTRODUCTION

In Cambodia, the definition of SME is determined based on the number of employees (between 5-199 employees), total investment turnover (62,250 – 2,000,000 dollars) and total assets (between 50,000 to 1,000,000 dollars). However, different sectors have different definitions of SMEs. For instance, in service and commerce sector, SMEs are defined with a range of employees between 5-99 employees (Office of the Council of Ministers, 2021). This information can be indicated in table 1.1.

Table 1.1: The definition of SME in Cambodia (OCM, 2021)

Industry	Number of Employees		Turnover (\$)		Asset (\$)	
	Small	Medium	Small	Medium	Small	Medium
Agriculture	5-49	50-199	62,250-250,000	250,001-1,00,000	50,000-250,000	250,001-500,000
Industry	5-49	50-199	62,250-400,000	400,001-2,000,000	50,000-500,000	500,001-1,000,000
Service and Commerce	5-49	50-99	62,500-250,000	250,001-1,500,000	50,000-250,000	250,001-500,000

Based on Department of Economic and Social Affairs (2019), SMEs are like the backbone of economic development in Cambodia, and their role contributes significantly to gross domestic products (GDP). Moreover, regarding food and beverage industry, it is reported that 50% of the Cambodian population is under 30, and these young Cambodians are curious to try different food products from all around the world (Food Export Association, 2020). It is projected that spending in Cambodia, Laos and Myanmar will increase in 2021 following the strong growth in 2020 amid the Covid-19 pandemic during which consumers increased their focus on basic need consumptions rather than luxury goods (Market Research, 2020). It has been observed that food and beverage industry had significant impact from the corona virus pandemic. Royal Government of Cambodia announced lock-downs in some areas, especially in Phnom Penh city, and as a result many food and beverage businesses closed down or declared bankruptcy. This outcome affected numerous young entrepreneurs, especially those who initiated food and beverage businesses in Cambodia.

The RGC and other related stakeholders have been seeking a better mechanism to help the food and beverage industry become more resilient and sustainable. One of the mechanisms is to promote the use of digital technology or mobile applications (apps). According to prior studies, they have been found that food and beverage SMEs that have adopted and used mobile apps could survive during the pandemic and even make more profit. Similarly, mobile apps allow food and beverage SMEs to reach out to clients nearly every day with their goods and services, and to send out exclusive deals and coupons. Customers or users of mobile apps can access restaurants services with a single touch. For instance, users can create an account, search products, see promotions, reserve tables, order food and drinks, receive notifications, access location, track delivery, and interact with businesses via email, telephone, telegram, and messenger (Rakshit et al., 2021). Statista (2020) claimed that one of the fastest-growing subsectors of mobile apps is food ordering mobile apps.

Although the use of mobile apps provide benefits to all users, Sang et al., (2010), Adler (2014) and Councils Development of Cambodia (2015) claimed that the rate of technology and digital application adoption and usage was low in Cambodia. There is still a lack of inspirational actions supported by related stakeholders to increase the rate of adoptions and usage. Similarly, the National Institute of Statistics (2020) indicated Cambodia lacked middle support with more numbers of micro-businesses and large businesses than SMEs. Also, there is no existing research study related to mobile apps adoption and usage in the field of food and beverage SMEs yet in Cambodia, especially the implication of Theory of Consumption (TCV) and Unified Theory of Acceptance and Usage of Technology (UTAUT) together.

Seeing this problem and necessity of mobile apps, the RGC has been regulating policies to promote SMEs in the country and the use of digital technology (RGC, 2021). In 2021, Digital Economy and Society Policy had been regulated to promote and urge all stakeholders including governments, businesses, and citizens to use advance internet technology. Along with this, the GSMA (2023) estimated that there would be 5.4 billion mobile phone users worldwide in 2023. In addition, there are huge numbers of smartphone users in Cambodian and this numbers keep increasing day by day. Generally, Cambodian people prefer to spend more time with their personal phones than other devices. Similarly, smartphone users frequently browse mobile apps instead of website. In Cambodia, if people use more mobile apps to promote, sale, search, and purchase among food and beverage SMEs, it can help enhancing those SMEs' sustainability and growth.

Therefore, this study is conducted to understand users' perception toward the acceptance and continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. The main purpose of the study is to explore the factors influencing users' satisfaction and continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. The study is intended to measure whether UTAUT and TCV can be used together as the influencing factors for mobile apps adoption and usage intention in the context of food and beverage SMEs in Phnom Penh. Finally, the study aims to explore the relationship between continued usage intention and SMEs sustainable performance.

## II. LITERATURE REVIEW

### 2.1 Theoretical Background

In the realm of behavioral intention studies in technological context, various models and theories such as Cognitive Dissonance Theory (CDT) by Festinger (1957), Task Technology Fit Model (TTF) by Strong et al. (2006), Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975), Expectation Confirmation Theory (ECT) by Oliver (1980), Technology Acceptance Model (TAM) by Davis et al. (1989), Social Cognitive Theory (SCT) by Bandura (1986), Innovation Resistance Theory (IRT) by Ram and Sheth (1989), Technology Organization Environment Framework (TOE) by Tornatzky and Fleischer (1990), Theory of Planned Behavior (TPB) by Ajzen (1991), Model of PC Utilization (MPU) by Thompson et al. (1991), Diffusion of Innovation (DOI) by Rogers (2003), Technology Readiness Model (TRM) by Parasuraman and Colby (2001), Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2012), and Perceived E-Readiness Model (PERM) by Molla and Licker (2005) have been widely used in a broad range of research investigations in technological contexts and other diverse fields of academic interest. They have demonstrated their expanded

applicability in modeling technology adoption in many contextual circumstances. A comprehensive review of theories and studies on behavioral intention and technology acceptance theories/models in general is vital to establish a well improved theoretical paradigm that provides an overall picture of the underpinning concepts of theories/models.

In the context of mobile apps usage in food and beverage sector, there are many studies have employed UTAUT in their papers (Muangmee et al., 2021; Wang, 2022; Taylor, 2021; Osei et al., 2021; Allah Pitchay et al., 2022; Lahap et al., 2023; Yapp et al., 2022; Cheng et al., 2020; Puriwat and Tripopsakul, 2021). These studies have found the significant results. However, not only UTAUT is used in the study of mobile apps adoption and usage intention in food and beverage, but there are also some studies using TCV in their researches (Kaur et al., 2021; Furukawa et al., 2019; Amin and Tarun, 2021; Burucuoglu and Erdogan, 2016; Karjaluoto et al., 2021; Zolkepli et al., 2021). Therefore, there is a gap with the previous literature regarding to the use of mobile apps. Additionally, some studies have modified the existing model or framework by integrating more than one model together resulting better satisfaction (Belanger and Carter, 2008; Kunstelj et al., 2009). Similarly, Cambodia is one of the developing countries in ASEAN and Asia regions, and using existing models may not produce satisfactory result. Therefore, researchers propose a new model by combining UTAUT, TCV, and adding two extra variables such as perceived trust and online tracking to the existing factors impacting satisfaction and continued intention to use the mobile apps (Hutchinson and Mollar, 2009).

2.2 Research Framework

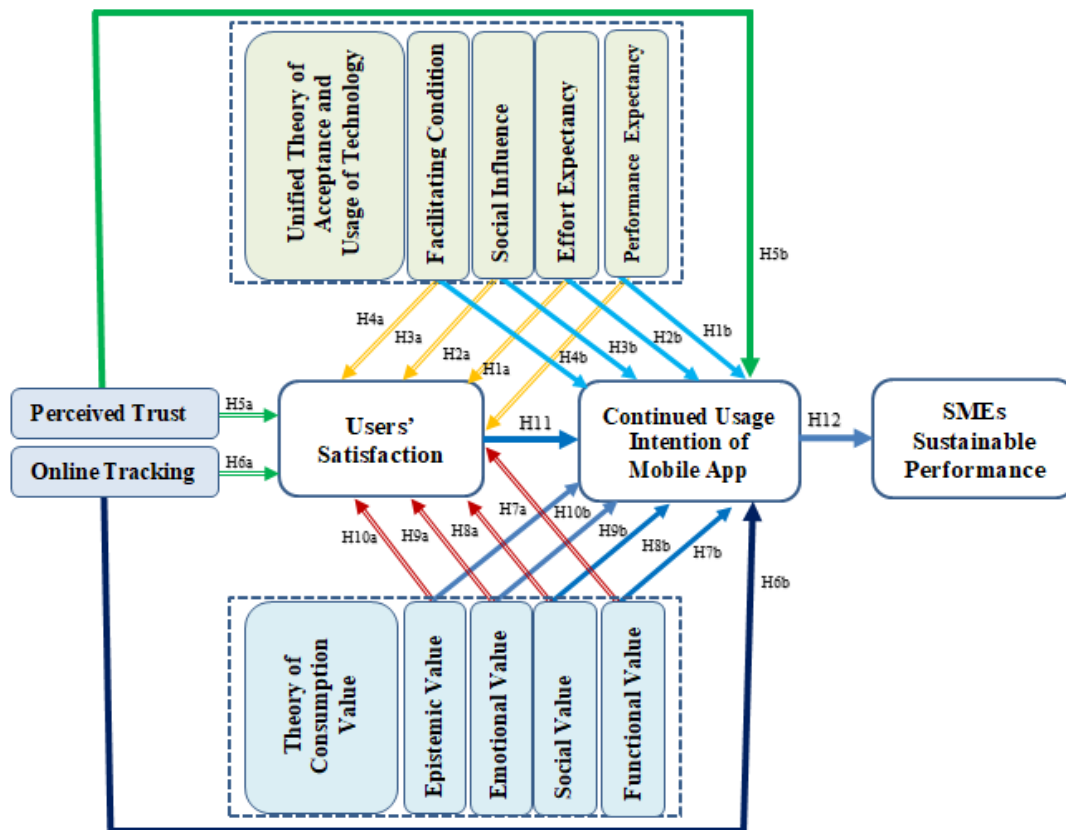


Figure 3.1: conceptual framework

As the related theories and research studies have been illustrated above, relating to investigating factors impacting on users' satisfaction and continued usage intention of the mobile apps for SME sustainable performance in food and beverage sector. Instead of using a single model, this research builds a new model by integrating key relevant constructs from the UTAUT developed by Venkatesh et al. (2012) and TCV developed by Sheth et al. (1991) and other two factors such as perceived trust by Nay (2017) and online tracking by Alalwan (2020) to investigate factors influencing users' satisfaction and continued usage intention of mobile apps and to discover the relationship between users' continued usage intention of mobile apps and SME sustainable performance. This conceptual framework can be seen in Fig. 2.1.

To test the relationship between research independent variables (IV) to intervention variables (IVV) and from intervention variables to dependent variables (DV) in this research, authors have reviewed some

theoretical data and studies before proposing the hypotheses. The proposed hypotheses are divided into three groups and each group contains some hypothesizes. It begins by testing the relationship between the independent variables from UTAUT, TCV, perceived trust and online tracking to the dependent variable, user's satisfaction, toward the mobile apps by the users in food and beverage SMEs. Then it will be followed by the testing relationship between the relationship of UTAUT, TCV, perceived trust and online tracking with users' continued usage intention of mobile apps. Finally, it will be about the relationship between continued usages intention and SME sustainable performance.

### 2.3 Research Hypothesis

#### 2.3.1 The Influence of Performance Expectancy on Users' Satisfaction and Continued Usage Intention

Users' perception of the benefits of using new technical products and services has repeatedly been confirmed to have an impact on continued intention and actual adoption of new technological products and services (Alalwan et al., 2020; Rana et al., 2016; Shareef et al., 2018). PE is the extent of an individual's belief that using the technology will be useful to increase job performance (Venkatesh et al., 2003). Concerning mobile apps, PE is the benefit that the user gets such as economic benefits, personal image, satisfaction, and convenience (Taylor and Tood, 1995; Rogers, 1995). For instance, users can access any restaurant at any time and on any day of the week using mobile apps, have a wide selection of food options, gather enough information, and place their orders without having to physically move (Cho et al., 2019; Okumus and Bilgihan, 2014; Shaw and Sergueeva, 2019; Wang et al., 2019). The importance of mobile apps is highlighted by issues like traffic, parking, and extended wait times at restaurants. In addition, the study of Chinese consumers' consistent use of mobile food ordering apps (Wang et al., 2022) found that performance expectancy has a positive influence on customer satisfaction of mobile food ordering apps. Therefore, in the context of Cambodian food and beverage SMEs, it might be claimed that if a user sees a high level of utilitarian value in utilizing such cutting-edge apps, they are more likely to be satisfied with their experience using mobile apps. Therefore, the following hypothesis is proposed:

*H1a. Performance expectancy will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

The latent features of flexibility and mobility in mobile apps facilitate easier interaction with restaurants. When users perceive that mobile apps save more time and effort compared to existing methods (Dwivedi et al., 2017; Tamilmani et al., 2019), they tend to react more positively and intend to continue using them. Statistical evidence from Okumus et al. (2018) and Alalwan (2020) indicates that performance expectancy significantly influences users' intentions to use mobile apps. Similarly, Yeo et al. (2017) found usefulness, akin to performance expectancy, significantly impacts users' intentions to use online food ordering systems. Muangmee et al. (2021) discovered that performance expectancy positively affects the behavioral intention to use food delivery apps. Moreover, studies by Taylor (2021), Osei et al. (2021), and Lahap et al. (2023) highlight the positive influence of performance expectancy on users' intention to adopt and continue using food and beverage mobile apps. Additionally, research by Cheng et al. (2020) in India and Puriwat and Tripopsakul (2021) emphasizes the positive impact of performance expectancy on continuous use intention of mobile apps. In the Cambodian context, if users perceive that apps save them time and money, they are more inclined to continue their usage. Hence, the following hypothesis is proposed:

*H1b. Performance expectancy will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

#### 2.3.2 The Influence of Effort Expectancy on Users' Satisfaction and Continued Usage Intention

Customers consistently prioritize the ease and effortlessness of adopting a new system (Alalwan et al., 2017). Hence, Effort Expectancy (EE) refers to the ease of use experienced by users when employing technology (Venkatesh et al., 2003), impacting their likelihood to use it (Venkatesh et al., 2012). The time and effort required by users serve as indicators of a mobile apps' complexity and usability. Consequently, consumers tend to be satisfied with their mobile app experience if they perceive it demands minimal effort and is straightforward. Amin et al. (2014) observed a significant correlation between user satisfaction, effort expectations, and ease of use for mobile websites. Similarly, Zhou (2011) provided further evidence of the impact of mobile app usability on user satisfaction. In the Cambodian context, users' satisfaction with mobile apps is likely when the learning curve and complexity are low, making the app easy to use. Hence, users will find happiness in utilizing mobile apps that are simple and require minimal effort. Therefore, the following hypothesis is suggested:

*H2a. Effort expectancy will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

The preceding literature establishes that the cognitive effort required for learning and using information technology significantly influences the continued intention to use technology during its initial phase (Gefen,



2003). When users experience ease while using mobile apps, it heightens their expectations for performance (Zhou et al., 2010; Hongxia et al., 2011; Thakur, 2013; Koksai, 2016; Martins et al., 2014), affirming the strong positive link between Effort Expectancy (EE) and the continued intention to use internet banking. Users of mobile apps can independently place food orders without assistance from restaurant staff at any time. Hence, users' perception of the simplicity and ease of using mobile apps may significantly influence their inclination to utilize them. Okumus et al. (2018) conducted empirical research supporting the importance of effort expectancy in users' inclination to use mobile apps. Similarly, Muangmee et al. (2021) found that effort expectancy positively influences the behavioral intention to use food delivery apps during the COVID-19 pandemic. Taylor (2021) also highlighted the direct influence of performance expectancy on the behavioral intention to adopt mobile apps for food and beverage purchases in the context of campus dining going mobile. Furthermore, studies by Puriwat and Tripopsakul (2021), Lahap et al. (2023), and Osei et al. (2021) corroborate the positive relationships between performance expectancy and continued use or purchase intention of food delivery mobile apps. In the context of Cambodia, if mobile apps require less effort, users in food and beverage SMEs are likely to have the intention to continue using them. Thus, the hypothesis can be formulated as follows:

*H2b. Effort expectancy will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.3 The Influence of Social Influence on Users' Satisfaction and Continued Usage Intention**

Social influence has consistently emerged as a pivotal factor shaping users' acceptance or rejection of mobile commerce applications. Social Influence (SI) refers to users' perceptions of the beliefs held by friends, family members, and other consumers regarding the use of a particular technology (Venkatesh et al., 2012). Users tend to develop a positive perception of technology when they believe it can elevate their social status and image within their reference groups (Venkatesh et al., 2003). In Cambodia, users of mobile apps are likely influenced by various individuals such as friends, family, leaders, relatives, and colleagues, whose opinions and attitudes hold significance as mobile apps constitute a relatively new technological form (Alalwan et al., 2017; Okumus et al., 2018). It's arguable that when assessing their experience, whether satisfaction or discontent, users are susceptible to the influence of those around them. The social endorsement received by users of mobile apps might enhance the perceived social value associated with these systems, consequently impacting the level of user satisfaction (Gallarza and Saura, 2006). Correspondingly, Hsiao et al. (2016) provided empirical evidence demonstrating the substantial role of social influence in determining user satisfaction with mobile apps. In the Cambodian context, if users perceive the social value that people around them derive from using mobile apps, it is likely to enhance users' satisfaction with using the apps. Therefore, the following hypothesis can be proposed:

*H3a. Social influence will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

In addition, Social Influence (SI) has been found to significantly influence continued intention to use mobile technology (Sreenivasan and Noor, 2010). Verkijika (2018) noted that users tend to rely on their social networks to gain knowledge, expand awareness, and seek support when adopting a new system. Several studies on mobile commerce have emphasized the critical role of social impact. Verkijika (2018) found in a study conducted in South Africa that social influence predicts users' inclination to use mobile commerce apps. Similarly, Khalilzadeh et al. (2017) highlighted the favorable impact of social influence on the intention to use mobile payments. Okumus et al. (2018) observed that social influence predicts US customers' inclination to use mobile diet apps. Moreover, Yapp and Kataraiian (2022) explored the key determinants of continuous usage intention and found a positive influence of social influence on continuous usage intention of mobile food delivery apps. Allahn et al. (2022) identified that only social influence indirectly affects the intention to use mobile apps in Malaysia, based on their study of determinants of customers' intention to use online food delivery applications through smartphones. Additionally, Lahap et al. (2023) and Muangmee et al. (2021) demonstrated the positive impact of social influence on consumers' continued usage intention towards food delivery apps. Furthermore, studies such as Taylor (2021) on campus dining behavior, Puriwat and Tripopsakul (2021) on understanding food delivery mobile application adoption, emphasized the significant influence of factors like social influence on behavioral intention to adopt and use mobile apps. In the context of Cambodia, if users perceive that the community and people around them continue to use mobile apps for searching and purchasing food and beverages, they are likely to continue using these apps as well. Hence, the following hypothesis can be proposed:

*H3b. Social influence will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.4 The Influence of Facilitating Conditions on Users' Satisfaction and Continued Usage Intention**

Facilitating conditions encompass software resources, hardware, technical support, and knowledge of information technology (Taylor and Todd, 1995). When utilizing any technology, facilitating conditions refer to the guidance, help, and training provided. Recognizing the potential significance of facilitating conditions, it's plausible to propose that users are more likely to find satisfaction in using mobile apps if they perceive adequate technical, organizational, infrastructural, and human support available when utilizing these apps. In the context of e-government, Chan et al. (2010) empirically supported this correlation between facilitating conditions and user satisfaction. Similarly, in the domain of health informatics, Maillet et al. (2015) affirmed a substantial relationship between enabling conditions and satisfaction. Furthermore, Alalwan et al. (2020) in their study of mobile food ordering apps found a positive influence of facilitating conditions on consumers' satisfaction with the use of food ordering mobile apps. In Cambodia's context, users of mobile apps are likely to experience contentment if they receive support from the people around them or the organization. Therefore, the following hypothesis is suggested:

*H4a. Facilitating conditions will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

Continued usage and user satisfaction with modern applications rely significantly on the availability of technical infrastructure and human support when users require assistance (Venkatesh et al., 2003). The utilization of electronic banking transactions is linked to users' easy access and usage of the internet and computers (Joshua and Koshy, 2011). Facilitating conditions (FC) demonstrates a positive association with the intention to use mobile apps (Park et al., 2007) and mobile payments (Zhou et al., 2010). From a technical perspective, mobile apps, being smartphone software, rely heavily on the internet for proper functioning and consumer utilization. Users highly value these apps' usability and uninterrupted functionality. Additionally, human support is pivotal for contact centers, delivery, and customer service to ensure quality services. Studies in information technology and digital marketing consistently demonstrate the significant impact of facilitating conditions on user intention and actual usage behavior (Khalilzadeh et al., 2017; Verkijika, 2018). Verkijika (2018) conducted empirical research supporting the effect of facilitating conditions on users' inclination towards mobile commerce. Similarly, Alalwan et al. (2017) established a clear link between enabling factors and the adoption of mobile banking in Jordan. Baabdullah et al. (2019) provided additional insights into the influence of facilitating conditions on consumers' actual usage behavior and satisfaction with mobile banking in Saudi Arabia. In Cambodia, some users face limitations in technical knowledge about mobile apps and sometimes lack the necessary devices to support their use. Given this, if users receive adequate technical structure and human support, they are more likely to continue using mobile apps. Therefore, the following hypothesis is suggested:

*H4b. Facilitating conditions will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.5 The Influence of Perceived Trust on Users' Satisfaction and Continued Usage Intention**

Perceived trust, beyond UTAUT, significantly influences the adoption and usage intentions of mobile apps, as users expect systems to be trustworthy, reliable, and secure during their tasks (Belanger and Carter, 2008; Sang et al., 2010). Perceived trust is the users' anticipation that mobile apps can be relied upon and prove useful (Sitkin and Roth, 1993). Users typically harbor significant concerns about the protection of their personal information, private documents, and the overall reliability of the apps, which may potentially lower user satisfaction levels and their intent to continue using the apps. Muangmee et al. (2021) found in their study on factors determining behavioral intentions regarding food delivery apps during the COVID-19 Pandemic that perceived trust positively impacts the intention to use food delivery apps. Similarly, Taylor (2021), in the study on campus dining using mobile apps, revealed that perceived trust directly influences the behavioral intention to adopt and use mobile apps for food and beverage purchases. Furthermore, Puriwat and Tripopsakul (2021), in their study on food delivery mobile application adoption in Thailand, indicated a significant influence of perceived trust on the intention to use these apps. Additionally, Cheng et al. (2020) claimed in their study on the role of personalization in the continuous use intention of mobile news apps in India that perceived trust positively influences the continuous intention to use apps. In Cambodia, the implementation of cyber laws remains relatively ineffective, potentially hindering user satisfaction and the use of specific digital systems. However, if users feel confident and trust the apps, they are more likely to be satisfied and inclined to use them. Therefore, the following hypothesis is proposed:

*H5a. Perceived trust will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

*H5b. Perceived trust will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

### 2.3.6 The Influence of Online Tracking on Users' Satisfaction and Continued Usage Intention

Location-based services, facilitated by smartphone technology, offer a highly innovative method for both customers and sellers to establish, communicate, and compute their specific locations (Shugan, 2004). This technology significantly saves consumers time and effort when ordering meals through mobile apps, providing real-time online tracking that updates the status of their order throughout all stages (Gutierrez et al., 2018; Kapoor and Vij, 2018). The novel and creative ways these apps offer for order tracking contribute to users' perception of a more enjoyable and fulfilling experience (Yeo et al., 2017). Moreover, Alalwan et al. (2020), in their study of mobile food ordering apps, found that online tracking positively influences consumers' satisfaction with the use of food ordering mobile apps. In the context of Cambodia, implementing an online tracking system could significantly enhance users' shopping experiences, making them more efficient, enjoyable, and satisfying. Therefore, the following hypothesis is proposed:

*H6a. Online tracking will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

Location-based services encompass a variety of features, such as buddy finder, route assistance, location-aware directory services, navigation, payment status, tracking maps, and order status tracking (Gutierrez et al., 2018; Pura, 2005). These cutting-edge capabilities integrated into mobile apps may significantly incentivize customers to use these applications more frequently in the future. Similarly, a study on mobile food ordering apps discovered that online tracking positively influences the continuous intention to use these apps (Alalwan et al., 2020). In the context of Cambodia, if mobile apps provide a superior location-based service experience, users are more likely to continue using them. Therefore, the following hypothesis is proposed:

*H6b. Online tracking will positively influence on users' continued usage intention of the mobile apps among food and beverage SMEs in Phnom Penh.*

The researcher in this study employs the theory of consumption values to elucidate why users persist in utilizing mobile apps. This theory holds significance in acknowledging that consumers weigh different values to make informed, intrinsic, and extrinsic consumption decisions (Turel et al., 2010). Drawing from various consumer behavior models, this theory posits that consumer choices are influenced by multiple consumption values. Sheth et al. (1991) emphasized that a consumer's purchase decision is shaped by diverse dimensions of consumption value, including functional, emotional, social, epistemic, and conditional value, each playing distinct roles in the decision-making process. Previous studies suggest that consumers opt for products or services based on their perceived value, reflecting how they choose one over another.

### 2.3.7 The Influence of Functional Value on Users' Satisfaction and Continued Usage Intention

Functional value, comprising quality and price, involves trade-offs (Sweeney et al., 1999). Zeithaml (1988) highlighted that consumers often perceive cost as an indicator of product quality, considering lower-priced goods or services as inferior. However, value-conscious buyers aim to maximize quality even with lower prices, thereby encompassing both price and quality within functional value (Sweeney and Soutar, 2001). Anderson et al. (1994) noted that functional value can significantly enhance customer satisfaction. Additionally, Sweeney and Soutar (1999) established a connection between product quality, perceived value for money, and the willingness to use or purchase. Moreover, a study examining the impact of consumption values on consumer satisfaction and brand commitment asserted that functional value positively affects consumer satisfaction (Furukawa et al., 2019). In the context of mobile apps, user satisfaction can be enhanced if users perceive cost savings and improved quality through app usage. Similarly, in Cambodia, if SME owners perceive cost reductions through app adoption and users experience time and cost savings, they are likely to be satisfied with its use. Hence, the following hypothesis is proposed:

*H7a. Functional value will positively influence on users' satisfaction toward mobile apps among food and beverage SMEs in Phnom Penh.*

Functional value characterizes a product's ability to fulfill its utilitarian purpose, with Sheth et al. (1991) noting that this value often hinges on conspicuous physical qualities, occasionally placing price as the most prominent functional value. Empirical studies have consistently demonstrated the positive influence of functional value on users' continued intentions to use mobile services (Pura, 2005; Turel et al., 2007; Yang and Jolly, 2009) and information systems (Cheng et al., 2009; Tzeng, 2011). Kaur et al. (2021), in their study focusing on the value proposition of food delivery apps through the lens of consumption value theory, included price value as a component of functional value, noting its positive effect on purchase intention. Similarly, research on consumption values and mobile banking services by Karjaluo et al. (2021) highlighted the direct impact of functional value on mobile banking service adoption. Moreover, Zolkepli et al. (2021) found that functional value indirectly affects users' behavioral intention to use apps. In Cambodia, users are likely to continue using mobile apps if they perceive that these apps reduce search and purchase costs, offer more

discounts and promotions from food and beverage stores, provide convenience in payment and delivery, and offer similar benefits. Therefore, the following hypothesis is proposed:

*H7b. Functional value will positively influence on users' continued usage intention of the mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.8 The Influence of Social Value on Users' Satisfaction and Continued Usage Intention**

Social value (SV), as defined by Sheth et al. (1991), refers to the perceived value derived from association with specific social groups or alternatives. Reference group consumption significantly influences consumer behavior through value-expressive consumption, wherein individuals use particular items to represent themselves and their affiliations with specific groups (Park and Lessig, 1977). Mathwick et al. (2008) found that social values enhance a sense of belonging. Elements integral to social value include wealth and high social standing, factors that have been shown to bolster brand loyalty, particularly in the realm of clothing products (Goldsmith et al., 2012). Luxurious and high-status mobile apps, often associated with higher costs, elevate consumers' self-esteem (Festinger, 1957). Furthermore, Furukawa et al. (2019) revealed in the study on consumption values' effect on consumer satisfaction and brand commitment that social value positively impacts consumer satisfaction. In the context of mobile apps, if users perceive a sense of honor and prestige in using these apps, their satisfaction levels with the apps increase. Similarly, in Cambodia, if users perceive increased value from using mobile apps, their satisfaction levels with the apps will be positively affected. Therefore, the following hypothesis is proposed:

*H8a. Social value will have influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

Social value (SV) plays a pivotal role in influencing decisions regarding shared goods or services, resembling presents, as indicated by Sheth et al. (1991). This aspect of value is closely tied to social acceptance and the enhancement of one's self-image within social circles (Sweeney and Soutar, 2001). Individuals often make purchasing decisions based on how they wish to be perceived by others or how they perceive themselves, shaping their motivations for acquiring and utilizing products (Sheth et al., 1991; Sweeney and Soutar, 2001). The current trend highlights mobile apps as modern products gaining substantial attention. Consequently, using these apps is associated with trendiness, potentially contributing to an individual's self-image. Previous studies consistently support the favorable influence of social value on the continuous intention to use or purchase IS artifacts or mobile services in both IS and service contexts (Chen et al., 2009; Yang and Jolly, 2009). Burucuoglu and Erdogan (2016) highlighted the impact of social value on consumer mobile banking adoption, while Kaur et al. (2021) found a positive correlation between social value and purchase intention in the context of food delivery apps. Similarly, Wang et al. (2013) discovered the positive impact of social value on behavioral intentions to use mobile apps, and Karjaluoto et al. (2021) found a direct impact of social value on mobile banking services. Zolkepli et al. (2021) also noted an indirect influence of social value on behavioral intentions to use apps in a study on mobile consumer behavior. In the context of Cambodia, a high-context culture within the ASEAN region, the use of modern technology or luxurious products contributes significantly to users' perceptions of a better self-image and belonging to a higher social class. This influence stems from internal motivation. Hence, users are likely to continue using mobile apps, and the following hypothesis is proposed:

*H8b. Social value will positively influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.9 The Influence of Emotional Value with Users' Satisfaction and Continued Usage Intention**

Emotional value (EV) represents a social-psychological dimension influenced by a product's ability to evoke specific feelings or affective states, as articulated by Sheth et al. (1991). When a product becomes associated with particular emotions or generates and sustains those emotions, it acquires emotional worth. According to Holbrook and Hirschman (1982), deriving enjoyment from a product or service for its intrinsic value is intricately tied to emotional value. Sentiments, feelings, and aesthetics constitute the fundamental components of emotional value (Sheth et al., 1991). Holbrook (1999) introduced the term "hedonic" to capture the essence of emotional value, suggesting that the experiential and aesthetic aspects of products fulfill consumer needs. At times, emotional value can supersede functional value (Topaloglu and Gokalp, 2018). In various studies, the relationship between emotional value and customer satisfaction has been a key focus (Iglesias et al., 2019). Furthermore, the study emphasizing the effect of consumption values on consumer satisfaction and brand commitment suggested that emotional value positively impacts consumer satisfaction (Furukawa et al., 2019). In the context of Cambodia, if mobile apps contribute to improving users' emotions, fostering relaxation, and enhancing enjoyment, it's likely that more users will find satisfaction in using them. Therefore, the following hypothesis is proposed:

*H9a. Emotional value will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*



Emotional value underscores the excitement, delight, and pleasure associated with using mobile apps. Previous studies (Tseng, 2011; Verkasalo et al., 2010) have highlighted that emotional factors like enjoyment and playfulness significantly influence the usage of mobile apps. Additionally, emotional value has demonstrated a noteworthy impact on usage intention within the realm of mobile services (Mallat et al., 2009; Turel et al., 2010). It suggests that users who find mobile apps fun and emotionally satisfying are more likely to exhibit higher usage intentions. Moreover, emotional value has been found to have a positive relationship with purchase intention (Amin and Tarun, 2021). Similarly, in the study examining consumption values and mobile banking services, it was revealed that emotional value directly impacts the use of mobile banking services (Karjaluo et al., 2021). Additionally, Zolkepli et al. (2021) discovered in their study on mobile consumer behavior that emotional value indirectly influences the behavioral intention to use apps. Furthermore, the study on mobile banking adoption asserted that emotional value impacts consumer adoption of mobile banking (Burucuoglu and Erdogan, 2016). Aligned with the aforementioned studies, Wang et al. (2013) found a positive impact of emotional value on behavioral intention toward the use of mobile apps. In the context of Cambodia, if users find enjoyment, relaxation, satisfaction, and delight in using mobile apps, they are likely to continue using them in the future. Therefore, the following hypothesis is proposed:

*H9b. Emotional value will positively influence on users' continued usage intention of the mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.10. The Influence of Epistemic Value on Users' Satisfaction and Continued Usage Intention**

Epistemic value (EPV) is established when a product or service triggers curiosity, offers novelty, and fulfills the desire for knowledge (Sheth et al., 1991). This value encompasses elements such as consumer curiosity, novelty, a thirst for information, and diversity. Novelty, as noted by Hirschman (1980), satisfies the consumer's inclination for new and innovative experiences, reflecting an inclination toward seeking innovation (Rogers, 2003). Similarly, consumers' yearning for diverse features is met by product variety (McAlister, 1982), contributing to their satisfaction. The presence of originality and diversity in products contributes positively to user satisfaction. In the smartphone market, Wong et al. (2019) observed a correlation between epistemic value and brand loyalty. Users of mobile apps tend to be more satisfied when they can explore new technological features and innovative designs offered by the apps. Moreover, in the study focusing on the impact of consumption values on consumer satisfaction and brand commitment, it was highlighted that epistemic value has a positive impact on consumer satisfaction (Furukawa et al., 2019). In the context of Cambodia, users actively seek products and services that offer cutting-edge technology. They are drawn to innovative products and services to experience new functionalities. Consequently, users are more likely to be satisfied when using mobile apps that offer new technological functions and innovative designs. Therefore, the following hypothesis is proposed:

*H10a. Epistemic value will positively influence on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh.*

Epistemic value (EPV) can encompass the novelty factor and the value derived from exploring new ways of utilizing services. In certain contexts, it involves experimenting with fresh services and displaying curiosity toward novel content within a mobile context (Pihlstrom and Brush, 2008). This desire to quench curiosity or experience the novelty of new technology has been identified as a driver for adopting online games within the Information Systems (IS) context (Okazaki, 2008). Previous studies have highlighted how customers' purchase or usage intentions in IS or mobile contexts might be influenced by epistemic value (Pura, 2005; Tzeng, 2011). A mobile app represents cutting-edge software that grants users access to basic messaging and phone services, as well as premium features like games and movies. Therefore, the impact of epistemic value on the continued usage of applications can be attributed to the pursuit of novelty, curiosity, and the quest for knowledge. Moreover, several studies, such as Burucuoglu and Erdogan (2016), Kaur et al. (2021), Zolkepli et al. (2021), Karjaluo et al. (2021), and Wang et al. (2013), have demonstrated the influence of epistemic value on consumer behavior, including mobile banking adoption, purchase intentions for food delivery apps, and behavioral intentions to use apps. In the context of Cambodia, when users find satisfaction in acquiring new knowledge and experiences through the use of mobile apps, they are more likely to continue using them in the future. Therefore, the following hypothesis is proposed:

*H10b. Epistemic value will positively influence on users' continued usage intention of the mobile apps among food and beverage SMEs in Phnom Penh.*

### **2.3.11. Relationship between Users' Satisfaction and Continued Usage Intention**

The concept of satisfaction utilized in this study is based on Anderson and Srinivasan (2003), defining it as the level of contentment a customer experiences from their past interactions with a specific e-commerce company. According to this concept, users are more likely to find satisfaction with their experience if the actual outcomes of using a mobile app meet or exceed their expectations. Consequently, customers who are content

with their mobile app experience are more inclined to continue using those apps. This has been supported by recent research; Wang et al. (2019) and Wang et al. (2022) provided evidence that customer satisfaction positively influences continued use of mobile food ordering apps among Chinese customers. Similarly, studies on mobile food ordering apps have consistently shown that consumer satisfaction with the use of these apps positively influences their intention to continue using them (Alalwan et al., 2020). In the context of Cambodia, where numerous mobile apps have been developed for restaurants, cafes, and food stores, users' perceived satisfaction from using these apps influences their likelihood to continue using them in the future. Hence, the following hypothesis is proposed:

*H11. Users' satisfaction will positively influence on users' continued usage intention of the mobile apps. among food and beverage SMEs in Phnom Penh.*

### **2.3.12. Relationship between Continued Usage of Mobile Apps and SME Sustainable Performance.**

Mobile apps have significantly enhanced SMEs by streamlining user data collection, improving customer service productivity, enabling virtual collaboration, and facilitating electronic payments. A well-designed mobile app focuses on a strategic business concept that promotes innovation and competitiveness, guiding SMEs toward creativity, profitability, and sustainability (Gomeseria, 2019). Users' perceptions of data management and information significantly influence their intentions to utilize mobile apps for commercial purposes (Libaque-Saenz et al., 2020). In SME enterprises, the adoption of mobile apps could greatly enhance operational systems, especially with the continuous advancements in technology (Islam, 2017). The study revealed that attributes such as timeliness, cost-effectiveness, speed, and global reach positively correlate with the use of mobile apps, consequently impacting SMEs' sustainability performance. In the context of Cambodia, increased adoption of mobile apps by users is expected to provide SMEs with greater competitive advantages, fostering sustainability in their business models. Therefore, the following hypothesis is proposed:

*H12. Users' continued usage intention of the mobile apps will have positively relationship with SME sustainable performance among food and beverage SMEs in Phnom Penh.*

## **III. RESEARCH METHODOLOGY**

The research employed quantitative methods, utilizing a survey design approach to gather pertinent data. The study focused exclusively on Cambodia, specifically targeting Phnom Penh City. The selection criteria for participants included users currently engaging with mobile apps offered by food and beverage SMEs within Phnom Penh City. The choice of Phnom Penh City was deliberate due to its significant economic potential within the country. The city boasts a population with relatively higher living standards, robust infrastructure, excellent internet accessibility, a busy workforce, and a rich technological infrastructure. These factors were considered pivotal for the study and are anticipated to strongly influence the research outcomes.

### **3.1 Sample size and sampling Strategy**

Considering the research population outlined in the preceding section, the exact count remains unknown but is anticipated to exceed 100,000 participants. To determine the sample size, the Cochran formula (1963) was employed. Following the recommendation by Bowerman et al. (2011) for collecting data from an unknown population, a minimum of 196 respondents is required for survey participation. However, in this study, a sample size of 423 respondents was chosen to ensure increased reliability and better representativeness of the population. The researcher opted for a non-probability method for participant selection, specifically utilizing a convenience sampling technique. This choice was made to encourage higher engagement from respondents.

### **3.2 Research Instruments**

The questionnaire was structured into four sections to ensure the collection of reliable and comprehensive data for the research. The first section includes demographic questions covering gender, age, educational level, position, and experience using mobile apps. These responses will be analyzed using descriptive statistics like frequency, mean, and standard deviation. Additionally, graphical representations such as tables, bar charts, pie charts, and line graphs will be employed. Sections two to four utilized a 5-point Likert scale to gauge different levels of agreement or satisfaction. The choice of a 5-point scale over a 7-point Likert scale was made to reduce respondent frustration and enhance response quality. To ensure content strength and neutrality, questions were adapted from previous research studies. Adjustments were made in wording to suit respondents' conditions and align with the research objectives. The question items adopted for this study were derived from four scholars: Rakshit et al. (2021), Nay (2017), Alalwan (2020), and Kaur et al. (2021), as detailed in Table 3.1.

Table 3.1: Measurements of variable

N°	Main Item	Sub-Items	Item's Description	Sources
1	DV	SSP1-SSP5	SME Sustainable Performance (SSP)	Rakshit et al. (2021)
2	IVV1	CUI1-CUI7	Continued Usage Intention (CUI)	Alalwan (2020)
3	IVV2	SAT1-SAT6	Users' Satisfaction (SAT)	Alalwan (2020)
4	IV1	PE1-PE7	Performance Expectancy (PE)	Alalwan (2020)
5	IV2	EE1-EE4	Effort Expectancy (EE)	Alalwan (2020)
6	IV3	FC1-FC4	Facilitating conditions (FC)	Alalwan (2020)
7	IV4	SI1-SI4	Social Influence (SI)	Alalwan (2020)
8	IV5	PT1-PT5	Perceived Trust (PT)	Nay (2017)
9	IV6	OT1-OT5	Online Tracking (OT)	Alalwan (2020)
10	IV7	FV1-FV4	Functional Value (FV)	Kaur et al., 2021
11	IV8	SV1-SV4	Social Value (SV)	Kaur et al., 2021
12	IV9	EV1-EV4	Emotional Value (EV)	Kaur et al., 2021
13	IV10	EPV1-EPV4	Epistemic Value (EPV)	Kaur et al., 2021

### 3.3 Pilot Testing

Before commencing the actual data collection, a crucial pre-test was conducted to ensure the accuracy and reliability of the data gathered from respondents (Bell, 2014). A pilot test was conducted with 50 respondents experienced in using mobile apps within food and beverage SMEs. The pilot test was conducted in both Khmer and English versions and included two assessments: factor analysis and reliability analysis.

The primary focus of this research was on factor analysis, aimed at uncovering the dimensions of each research construct variable, selecting questionnaire items with high factor loading, and comparing these items with theory-suggested ones. The factor analysis included multiple parameters such as factor loading (FL), KMO and Bartlett's test, Cumulative Percentage, and Eigenvalue. SPSS results indicated that all factors scored above 0.6, signifying their suitability for inclusion in the questionnaire. Sorting values from high to low facilitated the assessment of the relative importance of factors within each research construct. A total of 13 constructs were calculated, detailed in Table 3.2.

Table 3.2: Result of Factor Analysis

Code	Item Description	Factor Analysis			
		FL	KMO	E	Cu.%
<b>Performance Expectancy (PE)</b>					
PE2	Mobile apps help me accomplish tasks more quickly	0.882	0.887	4.618	65.972
PE7	Mobile apps helps me to search and order food online	0.859			
PE6	Mobile apps helps me to reserve my seat and food in advance	0.804			
PE5	I can make an order from anyplace and almost any time when I use mobile apps	0.802			
PE1	I find mobile apps useful in my daily life	0.800			
PE4	Using mobile apps help me to get discount from the restaurant	0.785			
PE3	Using mobile apps increases my productivity	0.746			
<b>Effort Expectancy (EE)</b>					
EE3	I find mobile apps easy to use	0.915	0.823	2.979	74.468
EE2	My interaction with mobile apps is clear and understandable	0.857			
EE4	It is easy for me to become skillful at using mobile apps	0.849			
EE1	Learning how to use mobile apps is easy for me	0.828			
<b>Facilitating Condition (FC)</b>					
FC3	Mobile apps are compatible with other technologies I use	0.897	0.817	2.977	74.433
FC2	I have the knowledge necessary to use mobile apps	0.889			
FC4	I can get help from others when I have difficulties using mobile apps	0.851			
FC1	I have the resources necessary to use mobile apps	0.811			
<b>Social Influence (SI)</b>					
SI1	People who are important to me think that I should use mobile apps	0.875	0.746	2.504	62.601
SI2	People who influence my behavior think that I should use mobile apps	0.811			

SI4	I get professional image in society due to the use of mobile apps	0.807			
SI3	I find mobile apps is trendy at the moment	0.654			
<b>Perceived Trust (PT)</b>					
PT2	Mobile apps could be trusted in carrying out data operation faithfully	0.874	0.851	3.513	70.26
PT5	I feel that my privacy is protected when I use mobile apps	0.861			
PT4	I observe the cleanliness of food ordered from mobile apps	0.833			
PT3	I notice that food delivered from the mobile apps is always covered correctly	0.821			
PT1	Mobile apps could be trusted in carrying out online transactions faithfully	0.800			
<b>Online Tracking (OT)</b>					
OT4	The mobile apps I use provides map tracking	0.878	0.86	3.635	72.708
OT3	Tracking system in mobile apps help me to save my time as I can use a tracking number to help find out when my order will arrive	0.872			
OT2	Tracking system is very important feature on the mobile apps that I use	0.869			
OT5	Tracking system available on the mobile apps that I use reduce costly calls with restaurant inquiring about the status of my order	0.834			
OT1	Tracking system is available on mobile apps that I have used	0.808			
<b>Functional Value (FV)</b>					
FV1	Mobile apps can fulfill my needs	0.897	0.823	2.953	73.831
FV3	Mobile apps offers more choices to me	0.880			
FV2	Mobile apps has acceptable standard of quality	0.875			
FV4	The price of mobile apps is economical	0.780			
<b>Social Value (SV)</b>					
SV3	Using mobile apps gives me social approval	0.908	0.826	3.035	75.866
SV1	Using mobile apps helps raising my profile higher	0.900			
SV2	Using mobile apps makes a good impression on other people	0.891			
SV4	Using mobile apps improves the way I am perceived	0.778			
<b>Emotional Value (EV)</b>					
EV3	Using mobile apps give me pleasure and enjoyment	0.912	0.84	3.11	77.746
EV2	Using mobile apps makes me feel good	0.891			
EV1	Using mobile apps is interesting	0.880			
EV4	Using mobile apps makes me feel relax	0.842			
<b>Epistemic Value (EPV)</b>					
EPV3	Mobile apps can assist me complete those things that I want to do	0.889	0.841	3.093	77.317
EPV1	Mobile apps enables me to test the new technologies	0.884			
EPV2	Mobile apps makes experiment with new ways of doing things	0.875			
EPV4	Mobile apps arouses my curiosity	0.868			
<b>Users' Satisfaction (SAT)</b>					
SAT2	I am satisfied with the icons function of mobile apps	0.866	0.903	4.727	67.534
SAT1	I am satisfied with the arrangement of the icons when making an order	0.866			
SAT3	I am satisfied with the way that mobile apps has carried out	0.854			
T6SA	I am satisfied with the information provided in mobile apps was helpful for me to evaluate the product	0.843			
SAT4	The arrangement and design of the mobile apps are excellent	0.815			
SAT5	My mobile apps experience was exactly what I expected.	0.711			
<b>Continued Usage Intention (CUI)</b>					
CUI5	I will purchase food through mobile apps because it is easy to access at my place	0.906	0.91	5.196	74.231
CUI2	I intend to continue using mobile apps in the future	0.898			
CUI3	I have decided to use mobile apps for purchasing food the next time	0.89			
CUI1	I believe that mobile apps are suitable for me now and in the future	0.882			
CUI4	I will continue to use mobile apps because their promotional plan is attractive	0.854			



<b>CUI6</b>	I will purchase food through mobile apps every time I am busy	0.824			
<b>CUI7</b>	If anyone ask for purchasing food advice, I will recommend mobile apps	0.769			
<b>SMEs Sustainable Performance (SSP)</b>					
<b>SSP3</b>	I believe restaurants or cafe will improve the productivity when they have mobile apps	0.908	0.865	3.49	69.803
<b>SSP4</b>	I think restaurants or cafe can increase the market share when they have mobile apps	0.890			
<b>SSP2</b>	In my opinion, restaurants or cafe can spend less cost when they have mobile apps	0.880			
<b>SSP5</b>	Mobile apps can help the restaurants or cafe to generate sustainable profits	0.822			
<b>SSP1</b>	I think, I have better relationship with the firm when I use their mobile apps	0.650			

The questions' reliability was evaluated using Cronbach's alpha (1951), calculated through the SPSS program. The results, depicted in Table 3.3, indicate that none of the variables scored below 0.7 in terms of reliability. The alpha scores were categorized into three groups: those equal to or higher than 0.7 but less than 0.8, those equal to or higher than 0.8 but less than 0.9, and those higher than 0.9. Six variables achieved an alpha score equal to or greater than 0.9, including continued usage intention, users' satisfaction, performance expectancy, online tracking, emotional value, and epistemic value, indicating excellent reliability. The second group, comprising six variables, such as perceived trust, social value, facilitating conditions, SMEs' sustainable performance, effort expectancy, and functional value, scored between 0.8 and 0.9, demonstrating good reliability. The final group encompassed one variable, social influence, with an alpha score considered acceptable.

**Table 3.3: Result from Reliability Analysis**

N°	RESEARCH VARIABLES	ALPHA (N=50)	# OF ITEMS
1	Performance Expectancy (PE)	0.913	7
2	Effort Expectancy (EE)	0.884	4
3	Facilitating conditionss (FC)	0.885	4
4	Social Influence (SI)	0.794	4
5	Perceived Trust (PT)	0.894	5
6	Online Tracking (OT)	0.906	5
7	Functional Value (FV)	0.878	4
8	Social Value (SV)	0.894	4
9	Emotional Value (EV)	0.903	4
10	Epistemic Value (EPV)	0.901	4
11	Users' Satisfaction (SAT)	0.918	6
12	Continued Usage Intention (CUI)	0.942	7
13	SME Sustainable Performance (SSP)	0.885	5

*\*Noted: 0.5>a "Unacceptable"; 0.6>a≥0.5 "Poor"; 0.7>a≥0.6 "Questionable"; 0.8 > a ≥ 0.7 "Acceptable"; 0.9>a ≥ 0.8 "Good"; a ≥ 0.9 "Excellent"*

### 3.4 Data Collection Plan

In this study, a self-administered questionnaire was distributed to the participants. The personally administered questionnaire proved beneficial as it allowed the researcher to explain, clarify, and address any doubts or feedback raised by respondents regarding the questionnaire during its completion. Initially, respondents were requested to take a few moments to review all the questions in the questionnaire. Subsequently, the researcher provided a self-introduction, outlined the purpose of conducting the questionnaire, explained the participants' involvement in the study, and ensured confidentiality. Finally, the researcher expressed gratitude to the respondents.

### 3.5 Data Analysis

The questionnaire data will be analyzed using SPSS (Green et al., 2003) to conduct descriptive statistics, including frequency, percentages, mean, and standard deviation, as well as inferential statistics such as correlations and regression. SPSS was chosen for its capability in regression and correlation testing, as well as

its popularity among scholars in similar research fields. Additionally, the researcher's familiarity and experience with SPSS influenced the choice of this software. Multiple regression analysis will be employed to examine the relationship between a single dependent variable and several independent variables. The first multiple regression equation will explore the association between performance expectancy, effort expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, social value, emotional value, and epistemic value with users' satisfaction in adopting and using mobile apps. Notably, users' satisfaction acts as the dependent variable, while performance expectancy, effort expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, social value, emotional value, and epistemic value serve as independent variables in this analysis.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \beta_6 X_{6i} + \beta_7 X_{7i} + \beta_8 X_{8i} + \beta_9 X_{9i} + \beta_{10} X_{10i} + \varepsilon_i \quad (1)$$

Where,

Y = Dependent Variable

B<sub>0</sub> = Constant

B<sub>1</sub>...B<sub>10</sub> = Slope of Regression

X<sub>1</sub>...X<sub>10</sub> = Independent Variables

E<sub>i</sub> = Error Term

#### Flow Path

Hypothesis1a : PE => SAT

Hypothesis2a : EE => SAT

Hypothesis3a : SI => SAT

Hypothesis4a : FC => SAT

Hypothesis5a : PT => SAT

Hypothesis6a : OT => SAT

Hypothesis7a : SI => SAT

The second multiple regression equation aims to analyze the relationship among performance expectancy, effort expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, social value, emotional value, epistemic value, users' satisfaction, and the continued usage intention of mobile apps by users within food and beverage SMEs. These factors serve as predictors to ascertain the continued usage intention of mobile apps among food and beverage SMEs specifically in Phnom Penh.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \beta_6 X_{6i} + \beta_7 X_{7i} + \beta_8 X_{8i} + \beta_9 X_{9i} + \beta_{10} X_{10i} + \beta_{11} X_{11i} + \varepsilon_i \quad (2)$$

Where,

Y = Dependent Variable

B<sub>0</sub> = Constant

B<sub>1</sub>...B<sub>11</sub> = Slope of Regression

X<sub>1</sub>...X<sub>11</sub> = Independent Variables

E<sub>i</sub> = Error Term

#### Flow Path

Hypothesis1b : PE => CUI

Hypothesis2b : EE => CUI

Hypothesis3b : SI => CUI

Hypothesis4b : FC => CUI

Hypothesis5b : PT => CUI

Hypothesis6b : OT => CUI

Hypothesis7b : SI => CUI

Hypothesis8b : FC => CUI

Hypothesis9b : PT => CUI

Hypothesis10b : OT => CUI

Hypothesis11 : SAT => CUI

The third regression analysis focuses on simple linear regression. This method is employed to analyze the relationship between two variables. In this study, simple linear regression analysis was conducted to assess the influence of continued usage intention on SME sustainable performance among users of mobile apps in the food and beverage SME sector.

Where,

Y = Dependent Variable

B<sub>0</sub> = Constant, B<sub>1</sub> = Slope of Regression

X<sub>1</sub> = Independent Variables

E<sub>i</sub> = Error Term

$$Y_i = \beta_0 + \beta_1 X_{1i} + \varepsilon_i \quad (3)$$

Flow Path

Hypothesis12: CUI => SSP

## IV. RESEARCH FINDING AND DISCUSSION

### 4.1 Research Finding

#### 4.1.1 Analysis of Respondents Demographic

In terms of gender classification, the study revealed a majority of female respondents, accounting for 277 (65.5%), followed by males, totaling 146 (34.5%). The largest age group among respondents fell within the 21-30 years old bracket (210), closely followed by those below 21 years old (194). These age groups exhibited higher purchasing activities, reflecting increased demand and consumption capacity. Conversely, respondents

aged between 31-40 years old numbered only around 19. Furthermore, the majority of participants held a bachelor's degree, comprising 238 (56%), with an additional 34% currently enrolled in bachelor or associate programs. The smaller cohorts consisted of those pursuing master's degrees (9%) and doctoral degrees (1%). In occupational status, students and employees represented the largest groups, accounting for 206 (49%) and 168 (40%) respondents, respectively, while the remaining groups totaled 11%.

Regarding the frequency of mobile app usage, the majority (198) claimed to use them "sometimes", followed closely by 184 participants who responded "often" or "always". Only 41 respondents indicated "rarely". Concerning monthly spending on food and beverages, 45% reported spending less than \$50, with 29% spending between \$50 to \$100, and 26% spending over \$101. Also, when asked about monthly spending via mobile apps, around 55% reported spending between \$5 to \$20, followed by approximately 17% spending below \$5. The remaining groups accounted for about 28% of the responses. Regarding mobile app usage experience, the largest group had more than 19 months of experience, comprising 220 (52%) respondents. The second-largest group had experience ranging from 1-6 months (15%). Two groups are those with less than 1 month and between 7-12 months had an equal percentage of 11%. The remaining respondents fell within the 13-18 months category, totaling about 9%. This can be seen in the table 4.1.

**Table 4.1: Result from the analysis of demographic**

Demographic	Description	Frequency	Percentage
<b>Gender</b>	Male	146	34.5
	Female	277	65.5
<b>Age</b>	Less than 21 years	194	45.9
	21-30 years	210	49.6
	31 – 40 years	19	4.5
<b>Education</b>	Bachelor or Associate (Studying)	144	34.0
	Bachelor	238	56.3
	Master	39	9.2
	Doctor	2	0.5
<b>Position</b>	Student	206	49
	Employer	16	4
	Employee	168	40
	Government Officer	19	4
	Unemployed	5	1
	Freelancer	9	2
<b>Frequency of using</b>	Always	87	20.6
	Often	97	22.9
	Sometimes	198	46.8
	Rarely	41	9.7
<b>Spending per month</b>	Below 50\$	190	44.9
	50-100\$	122	28.8
	101-150\$	59	13.9
	151-200\$	25	5.9
	More than 200\$	27	6.4
<b>Spending by mobile apps</b>	Below 5\$	75	17.7
	5-20\$	235	55.6
	21-40\$	65	15.4
	41-60\$	23	5.4
	61-80\$	12	2.8
	More than 80\$	13	3.1
<b>Experience of using mobile apps</b>	Less than 1 month	50	11.8
	1-6 months	65	15.4
	7-12 months	50	11.8
	12-18 months	38	9.0
	more than 19 months	220	52.0

#### 4.1.2 Analysis of Descriptive Statistics

The purpose of conducting descriptive statistics analysis was to evaluate and comprehend the respondents' perceptions regarding a set of target variables in the questionnaire. All variables were measured using a five-point Likert Scale (1 to 5), ranging from "strongly disagree" to "strongly agree". The mean scores and standard deviations for each variable are displayed in Table 4.2. Among the 423 mobile app users, there was a distinct perspective on the level of satisfaction or agreement. According to the table, research variables are categorized based on their satisfaction or agreement levels (mean score between 3.40-4.19). These mean scores are grouped into three categories: lower levels of agreement (mean score between 3.40-3.69), medium levels of agreement (mean score between 3.70-3.99), and higher levels of agreement (mean score between 4.00-4.19). The results indicated that performance expectancy, effort expectancy, epistemic value, and continued usage intention are classified as having a higher level of satisfaction. Similarly, facilitating conditions, social influence, online tracking, functional value, emotional value, users' satisfaction, and SMEs' sustainable performance are classified as having a medium level of satisfaction. Conversely, the findings showed that perceived trust and social value are classified as having a lower level of satisfaction.

**Table 4.2: Result from the analysis of descriptive statistics**

Code	Research Variables (n=423)	Means (M)	SD	Level of Analysis
PE	Performance Expectancy	4.03	.606	Agreement Level
EE	Effort Expectancy	4.06	.665	Agreement Level
FC	Facilitating conditions	3.95	.611	Agreement Level
SI	Social Influence	3.83	.616	Agreement Level
PT	Perceived Trust	3.67	.728	Agreement Level
OT	Online Tracking	3.95	.635	Agreement Level
FV	Functional Value	3.97	.606	Agreement Level
SV	Social Value	3.57	.760	Agreement Level
EV	Emotional Value	3.80	.663	Agreement Level
EPV	Epistemic Value	4.03	.633	Agreement Level
SAT	Users' Satisfaction	3.94	.588	Satisfaction Level
CUI	Continued Usage Intention	4.10	.576	Agreement Level
SSP	SME Sustainable Performance	3.97	.592	Agreement Level

\*Note: 1.00-1.79 as strongly disagree, 1.80-2.59 as disagree, 2.60-3.39 as neutral, 3.40-4.19 as an agree, and 4.20-5.00 as strongly agree

#### 4.1.3 Analysis of Correlations

Table 4.3 demonstrates positive correlations among all ten research constructs, despite integrating two different models into the study. The results of the correlation analysis can be categorized into two degrees. The majority of relationships between variables ranged between  $\pm 0.50$  and  $\pm 1$ . This indicates a high degree of correlation, suggesting that when one variable increased, the other variable also increased. Another set of correlations in this study fell between  $\pm 0.30$  and  $\pm 0.49$ , which signifies a moderate degree of correlation. This positive correlation allows the conclusion that combining these variables could significantly bolster the prediction strength between independent variables and the dependent variable.

**Table 4.3: Result from the analysis of Correlation**

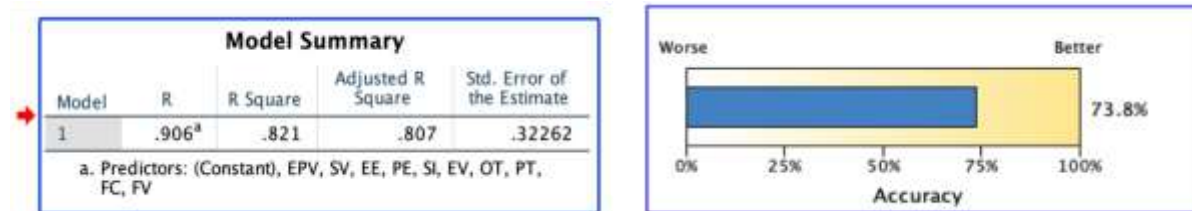
Variables	1	2	3	4	5	6	7	8	9	10
1. Performance Expectancy	1									
2. Effort Expectancy	.61**	1								
3. Facilitating conditions	.60**	.73**	1							
4. Social Influence	.57**	.58**	.58**	1						
5. Perceived Trust	.48**	.47**	.53**	.63**	1					
6. Online Tracking	.62**	.56**	.62**	.56**	.60**	1				
7. Functional Value	.58**	.54**	.62**	.55**	.58**	.67**	1			
8. Social Value	.36**	.31**	.43**	.49**	.63**	.42**	.46**	1		
9. Emotional Value	.43**	.47**	.53**	.54**	.52**	.52**	.57**	.59**	1	



10.	<b>Epistemic Value</b>	.47**	.41**	.49**	.44**	.38**	.51**	.60**	.36**	.57**	1
<b>Note 1: * = P&lt;0.05; ** = P&lt;0.01; *** = P &lt; 0.001 (2-tailed).</b>											

**4.1.4 Analysis of Simple and Multiple Regressions**

The researcher conducted automatic linear modeling before running simple and multiple regressions. Fig. 4.1 illustrates the results from automatic linear modeling, encompassing model summary and accuracy. In terms of the model summary, it's noteworthy that the correlation value was high and the standard error was small (R2 = 0.821, Std. E = 0.322), explaining approximately 80% of the variance in SMEs sustainable performance. Importantly, the model accuracy analysis showed that it could predict up to 75%, indicating a strong predictive capability.



**Figure 4.1: Result of Automatic Linear Modeling**

Given the involvement of multiple independent variables in the research model, the multiple regression analysis was employed to test hypotheses. Due to the complexity of relationships, linear regression alone couldn't test all aspects comprehensively; therefore, separate tests were necessary to evaluate the model thoroughly. The initial multiple regressions assessed the relationship between predictors such as performance expectancy (H1a), effort expectancy (H2a), facilitating conditions (H3a), social influence (H4a), perceived trust (H5a), online tracking (H6a), functional value (H7a), social value (H8a), emotional value (H9a), and epistemic value (H10a) as predictors (X) with users' satisfaction as the outcome (Y), as depicted in Table 4.4. Results indicated that performance expectancy (b = 0.25, p < 0.05), facilitating conditions (b = 0.29, p < 0.05), social influence (b = 0.20, p < 0.05), perceived trust (b = 0.31, p < 0.05), online tracking (b = 0.47, p < 0.05), functional value (b = 0.27, p < 0.05), social value (b = 0.26, p < 0.05), emotional value (b = 0.25, p < 0.05), and epistemic value (b = 0.17, p < 0.05) positively influenced users' satisfaction. However, effort expectancy (b = 0.06, p > 0.05) didn't show a positive influence on users' satisfaction. The model displayed an adjusted R square of 0.45 (p < 0.05), suggesting that performance expectancy, facilitating conditions, social influence, perceived trust, online tracking, functional value, social value, emotional value, and epistemic value collectively explained 45% of the variance in users' satisfaction. Thus, H1a, H3a, H4a, H5a, H6a, H7a, H8a, H9a, and H10a were supported, while H2a was rejected.

**Table 4.4: Regression Results on Users' Satisfaction Coefficients<sup>a</sup>**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% CI	
	B	Std. Error	Beta			LB	UB
<b>(Constant)</b>	0.944	0.163		5.784	0.000***	0.623	1.264
<b>Performance Expectancy</b>	0.246	0.048	0.253	5.089	0.000***	0.151	0.341
<b>Effort Expectancy</b>	0.051	0.051	0.057	1.004	0.316	-0.049	0.150
<b>Facilitating conditions</b>	0.276	0.055	0.287	5.059	0.000***	0.169	0.384
<b>Social Influence</b>	0.186	0.046	0.195	4.052	0.000***	0.096	0.276
<b>Perceived Trust</b>	0.247	0.035	0.306	7.031	0.000***	0.178	0.316
<b>Online Tracking</b>	0.437	0.040	0.472	10.842	0.000***	0.358	0.516
<b>Functional Value</b>	0.259	0.042	0.267	6.174	0.000***	0.176	0.341
<b>Social Value</b>	0.199	0.031	0.257	6.403	0.000***	0.138	0.260
<b>Emotional Value</b>	0.217	0.041	0.245	5.323	0.000***	0.137	0.297
<b>Epistemic Value</b>	0.161	0.039	0.173	4.083	0.000***	0.083	0.238

\*Note1: Dependent Variable: SAT=Satisfaction \*Note2:\*\*\* p < 0.001 \*\* p < 0.01; \* p < 0.05.

The second multiple regression analysis aimed to examine the relationship between predictors such as performance expectancy, effort expectancy, facilitating conditions, social influence, perceived trust, online tracking, functional value, social value, emotional value, epistemic value, and users' satisfaction as predictors (X) with users' continued usage intention as the outcome (Y), as illustrated in Table 4.5.

Results indicated that performance expectancy ( $b = 0.31, p < 0.05$ ), facilitating conditions ( $b = 0.25, p < 0.05$ ), social influence ( $b = 0.11, p < 0.05$ ), perceived trust ( $b = 0.17, p < 0.05$ ), online tracking ( $b = 0.53, p < 0.05$ ), functional value ( $b = 0.32, p < 0.05$ ), emotional value ( $b = 0.22, p < 0.05$ ), epistemic value ( $b = 0.24, p < 0.05$ ), and users' satisfaction ( $b = 0.70, p < 0.05$ ) had a positive influence on continued usage intention. However, effort expectancy ( $b = 0.072, p > 0.05$ ) and social value ( $b = 0.046, p > 0.05$ ) showed no positive influence on continued usage intention. The model displayed an adjusted R square of 0.57 ( $p < 0.05$ ), signifying that performance expectancy, effort expectancy, facilitating conditions, social influence, perceived trust, online tracking, functional value, social value, emotional value, epistemic value, and users' satisfaction collectively explained 57% of the variance in continued usage intention of mobile apps. Hence, H1b, H3b, H4b, H5b, H6b, H7b, H9b, H10b, and H11 were supported, while H2b and H8b were rejected.

**Table 4.5: Regression Results on Continued Usage Intention**

Independent Variables	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% CI	
	B	Std. Error	Beta			LB	UB
<b>(Constant)</b>	1.326	0.167		7.955	0.000	0.998	1.654
<b>Performance Expectancy</b>	0.301	0.049	0.316	6.095	0.000***	0.204	0.397
<b>Effort Expectancy</b>	0.062	0.052	0.072	1.205	0.229	-0.039	0.164
<b>Facilitating conditions</b>	0.231	0.056	0.245	4.133	0.000***	0.121	0.340
<b>Social Influence</b>	0.105	0.047	0.112	2.234	0.026*	0.013	0.197
<b>Perceived Trust</b>	0.133	0.037	0.168	3.589	0.000***	0.060	0.206
<b>Online Tracking</b>	0.476	0.043	0.525	11.198	0.000***	0.393	0.560
<b>Functional Value</b>	0.306	0.046	0.322	6.722	0.000***	0.217	0.396
<b>Social Value</b>	0.035	0.034	0.046	1.043	0.297	-0.031	0.102
<b>Emotional Value.</b>	0.190	0.044	0.218	4.276	0.000***	0.103	0.277
<b>Epistemic Value</b>	0.219	0.043	0.240	5.101	0.000***	0.134	0.303
<b>Users' Satisfaction</b>	0.689	0.034	0.702	20.249	0.000***	0.622	0.756

\*Note1: Dependent Variable: CUI=Continued Usage Intention \*Note2:\*\*\*  $p < 0.001$  \*\*  $p < 0.01$ ; \*  $p < 0.05$ .

The final regression analysis utilized simple regression to examine hypothesis H12, as presented in Table 4.6. In this analysis, SMEs sustainable performance served as the dependent variable, while continued usage acted as the independent variable. The results revealed that continued usage ( $b = 0.70, p < 0.05$ ) exhibited a positive influence on SMEs sustainable performance. The model demonstrated an adjusted R square of 0.49 ( $p < 0.05$ ), indicating that continued usage intention could account for 49% of the variance in SMEs sustainable performance. Therefore, H12 was supported.

**Table 4.6: Regression Results on SMEs Sustainable Performance**

Independent Variables	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% CI	
	B	Std. Error	Beta			LB	UB
<b>(Constant)</b>	1.028	0.149		6.920	0.000***	0.736	1.321
<b>Continued Usage Intention</b>	0.719	0.036	0.699	20.045	0.000***	0.648	0.789

\*Note1: Dependent Variable: SSP= SME Sustainable Performance \*Note2:\*\*\*  $p < 0.001$  \*\*  $p < 0.01$ ; \*  $p < 0.05$ .

#### 4.1.5 Hypotheses Testing

Table 4.7 presents the comprehensive summary of results from all hypotheses tested across the three regression analyses. The findings revealed support for 19 out of the 22 hypotheses (H1-H10 = 20 hypotheses).

**Table 4.7: Summarized of Result from Hypothesis Testing**

Constructs	Hypo.	Relationships	p-Value	Result
<b>Performance Expectancy (PE)</b>	H1a	PE → SAT	0.000***	Supported
	H1b	PE → CUI	0.000***	Supported
<b>Effort Expectancy (EE)</b>	H2a	EE → SAT	0.316	Rejected
	H2b	EE → CUI	0.229	Rejected
<b>Social Influence (SI)</b>	H3a	SI → SAT	0.000***	Supported
	H3b	SI → CUI	0.026*	Supported
<b>Facilitating conditions (FC)</b>	H4a	FC → SAT	0.000***	Supported
	H4b	FC → CUI	0.000***	Supported
<b>Perceived Trust (PT)</b>	H5a	PT → SAT	0.000***	Supported
	H5b	PT → CUI	0.000***	Supported
<b>Online Tracking (OT)</b>	H6a	OT → SAT	0.000***	Supported
	H6b	OT → CUI	0.000***	Supported
<b>Functional Value (FV)</b>	H7a	FV → SAT	0.000***	Supported
	H7b	FV → CUI	0.000***	Supported
<b>Social Value (SV)</b>	H8a	SV → SAT	0.000***	Supported
	H8b	SV → CUI	0.297	Rejected
<b>Emotional Value (EV)</b>	H9a	EV → SAT	0.000***	Supported
	H9b	EV → CUI	0.000***	Supported
<b>Epistemic Value (EPV)</b>	H10a	EPV → SAT	0.000***	Supported
	H10b	EPV → CUI	0.000***	Supported
<b>Satisfaction (SAT)</b>	H11	SAT → CUI	0.000***	Supported
<b>Continued Usage Intention (CUI)</b>	H12	CUI → SPP	0.000***	Supported

#### 4.2. Discussion on Finding

In line with the primary research objective, this study identified nine hypotheses that positively influence users' satisfaction and continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh, Cambodia.

##### **The Influence of Performance Expectancy on Users' Satisfaction and Continued Usage Intention**

The study observed a positive influence of performance expectancy on users' satisfaction concerning the use of mobile apps among food and beverage SMEs in Phnom Penh. This suggests that an increase in performance expectancy from the mobile apps leads to heightened user satisfaction within the food and beverage SME landscape in Phnom Penh. These findings resonate with studies by Cho et al. (2019), Okumus and Bilgihan (2014), Shaw and Sergueeva (2019), Alalwan (2020), and Wang et al. (2022). Similar conclusions about the significant impact of performance expectancy were reached by Okumus et al. (2018) in their examination of mobile apps. Users perceive mobile apps as facilitators that grant access to various restaurants at any time or day of the week. These apps offer an extensive range of food options, adequate information, and seamless order placement, eliminating the need for physical visits or phone calls. Additionally, their importance lies in minimizing issues like traffic congestion, parking difficulties, and waiting times at restaurants, providing a time-saving and effortless experience. Furthermore, mobile apps present attractive features that enhance users' mobility and flexibility in food ordering, surpassing traditional methods. Hence, if users perceive a high utilitarian value in these advanced apps, they are likely to experience satisfaction and delight in using them. Similarly, performance expectancy was found to positively influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This aligns with previous studies by Muangmee et al. (2021), Taylor (2021), Osei et al. (2021), Lahap et al. (2023), Cheng et al. (2020), Gunden et al. (2020), Ramos (2021), and Puriwat and Tripopsakul (2021). The results suggest that users continue using the apps when they perceive efficiency and effectiveness in their food and beverage searches and orders. For SMEs, mobile apps are crucial tools for swift information retrieval or food and drink purchases. These apps offer enhanced mobility,

enabling users to access information conveniently at any time and place. As individuals face time constraints, mobile app utilization has become a popular alternative to traditional practices. Moreover, these findings corroborate prior research emphasizing the advantages users recognize in using mobile apps (Roh and Park, 2019; Cho et al., 2019). Lee et al.'s (2019) findings substantiate that mobile app utilization reduces time and effort required for meal preparation. This study's results concur with Alalwan's (2020) research, where performance expectancy emerged as the primary factor influencing users' continued app usage intentions. Meeting user expectations is pivotal in fostering sustained mobile app utilization among users in the foreseeable future.

### **The Influence of Effort Expectancy on Users' Satisfaction and Continued Usage Intention**

Contrarily, effort expectancy did not significantly influence users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding contradicts previous studies by Alalwan et al. (2017), Venkatesh et al. (2003, 2012), Amin et al. (2014), and Zhou (2011). However, it aligns with earlier research by Sang et al. (2010) and Alalwan (2020). In the context of Cambodia, users do not prioritize the ease of app usage. Ease of use or learnability does not impact their satisfaction; users derive satisfaction when they perceive tangible benefits and value from the app usage. Hence, prioritizing simplicity in the system might not be necessary. The focus should be on delivering perceivable benefits, particularly in terms of time and cost savings.

Similarly, effort expectancy did not influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding contradicts studies by Zhou et al. (2010), Hongxia et al. (2011), Thakur (2013), Mohammadi (2015), Koksai (2016), Martins et al. (2014), Okumus et al. (2018), Muangmee et al. (2021), Taylor (2021), Puriwat and Tripopsakul (2021), Lahap et al. (2023), and Osei et al. (2021). However, it aligns with earlier research by Sang et al. (2010) and Nay (2017). In the Cambodian context, users prioritize the benefits of the apps over their ease of use. Typically, when adopting new technology, including mobile apps, users anticipate facing initial difficulties in learning and adapting to the new technological environment. They acknowledge potential challenges but still embrace the usage if they perceive substantial benefits. Users are willing to manage the expected difficulties in app usage as long as their expectations are met post-usage. Therefore, emphasizing simplicity might not be critical; instead, focusing on apps that offer evident benefits would be more impactful.

### **The Influence of Social Influence on Users' Satisfaction and Continued Usage Intention**

Additionally, the results indicate that social influence positively affects users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with studies by Venkatesh and Davis (2000), Alalwan et al. (2017), and Okumus et al. (2018). However, it contradicts Alalwan's (2020) rejection of social influence as a factor influencing users' satisfaction. The societal emphasis on digital technology and mobile apps strongly influences users to adopt and continue using mobile apps. The Cambodian government's push for increased technology adoption in both public and private sectors further encourages user satisfaction and usage of mobile apps. Users also tend to be influenced by their peers, friends, and family members; observing their social circles using these apps increases user satisfaction. Additionally, when influencers promote food ordering mobile apps or when users see influential figures satisfied with app usage, it enhances user satisfaction. For instance, restaurants often employ influencers to endorse their food ordering mobile apps. Moreover, using mobile apps for food and beverage-related activities is viewed as a sign of technological advancement, which enhances user satisfaction due to the perceived prestige associated with it. Consequently, users are more likely to be satisfied when they learn that their leaders, influencers, or close associates use the apps.

Similarly, social influence is found to positively impact users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This study aligns with findings from Lee et al. (2019), Verkijika (2018), Khalilzadeh et al. (2017), Okumus et al. (2018), Yapp and Kataraiyan (2022), Allahn et al. (2022), Lahap et al. (2023), Muangmee et al. (2021), Taylor (2021), and Puriwat and Tripopsakul (2021), confirming that social influence significantly affects users' intentions to sustain their mobile app usage. Additionally, users' continued usage intention is influenced by their peers and friends. However, these results contrast with research conducted by Ariffin et al. (2021), which suggests that social influence is not the primary determinant of users' continued app usage. In the Cambodian context, people are influenced by idols, and observing their idols or superstars using mobile apps encourages continued usage among users.

### **The Influence of Facilitating conditions on Users' Satisfaction and Continued Usage Intention**

Moreover, facilitating conditions have been found to positively influence users' satisfaction regarding the use of mobile apps among food and beverage SMEs in Phnom Penh. Obtaining technical and human support is crucial for users to have a satisfying experience with mobile apps. In Cambodia, where the adoption and



usage of technology are still in early stages, receiving technical support from relevant stakeholders can significantly enhance users' satisfaction with the mobile app experience. Financial and material support also play a role in encouraging increased usage of mobile apps. Conversely, the absence of these essential resources could hinder users' ability to effectively utilize mobile apps and derive the necessary benefits for their satisfaction. This finding is consistent with previous studies by Chan et al. (2010), Maillet et al. (2015), and Alalwan (2020), which also emphasized the importance of facilitating conditions in relation to user satisfaction. Moreover, facilitating conditions hold significance in shaping users' satisfaction and their future continued usage. If Cambodian food and beverage SMEs aim to enhance user satisfaction with mobile apps, providing clear instructions on installation and usage, along with necessary devices or internet infrastructure at their restaurants, becomes imperative.

Similarly, the study found that facilitating conditions have a positive influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This result is consistent with previous studies by Venkatesh and Thong (2012), Zhou et al. (2010), Yu (2012), Khalilzadeh et al. (2017), Verkijika (2018), Alalwan et al. (2017), and Baabdullah et al. (2019). Using mobile apps requires resources such as smartphones, internet connectivity, and mobile internet service. The absence of these resources could impede users' access to the apps. Additionally, given that mobile apps are a relatively new technology, users may require technical assistance at times. Human support is crucial for contact centers, delivery, and customer service to ensure users receive high-quality services. It is also suggested that users are more likely to continue using mobile apps if they receive assistance and facilitation from people around them when facing difficulties with app usage. Moreover, studies in information technology and digital marketing have indicated that facilitating conditions significantly impact users' intentions and actual usage behavior. Furthermore, compatibility issues of mobile apps with other frequently used mobile apps by users also have significant impacts on user behavior.

#### **The Influence of Perceived Trust with Users' Satisfaction and Continued Usage Intention**

Additionally, perceived trust has been found to positively influence users' satisfaction regarding the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with several previous studies, including those by Muangmee et al. (2021), Taylor (2021), Puriwat and Tripopsakul (2021), Cheng et al. (2020), and Sang (2008). Privacy, safety, and security concerns negatively impact users' satisfaction with mobile apps. Some users worry about their privacy or bank account details being compromised, which affects their overall satisfaction with app usage. Therefore, enhanced security measures and trustworthiness within the mobile app ecosystem contribute significantly to user satisfaction. For food and beverage SMEs, users are more likely to use mobile apps if they receive products that match the representations displayed in the app. Moreover, reliable information within the app, such as promotions, discounts, or free delivery, enhances user satisfaction.

Similarly, perceived trust has been found to positively influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding is consistent with previous studies by Sang (2008), Sang et al. (2010), Muangmee et al. (2021), Taylor (2021), Puriwat and Tripopsakul (2021), and Cheng et al. (2020). Users commonly express concerns about the protection of their personal information, privacy, safety, security, and the overall reliability of mobile apps. In Cambodia, users are unlikely to continue using apps if they feel insecure while browsing or making purchases. Trust in the security of their bank account information and the reliability of app data significantly influences their decision to use the apps. Fear regarding the vulnerability of their privacy or information availability undermines their willingness to use mobile apps. Users are more willing to engage with these apps when a certain level of trust and security is assured. Therefore, developing perceived trust and reinforcing security mechanisms within mobile apps becomes crucial for sustained user engagement.

#### **The Influence of Online Tracking with Users' Satisfaction and Continued Usage Intention**

Online tracking has been found to have a positive influence on users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with prior studies conducted by Kapoor and Vij (2018), Alalwan (2020), Gutierrez et al. (2018), Lal and Dwivedi (2008), and Yeo et al. (2017). Online tracking garners considerable attention from users of mobile apps. Its inclusion enhances user convenience and efficiency by allowing them to monitor order progress without direct interaction with restaurant staff. Consequently, the novelty of online tracking contributes significantly to users' satisfaction and delight. Moreover, this technology streamlines food ordering processes by reducing perceived waiting times and eliminating the need for costly traditional phone inquiries about order statuses.

Similarly, online tracking has been found to influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with studies by Alalwan et al. (2020), Shareef et al. (2016), and Gutierrez et al. (2018). Location-based services encompass various functions, including buddy finder, route assistance, location-aware directory services, navigation, payment status, tracking

maps, and order status tracking. Utilizing map tracking could provide users with a visible and user-friendly means to monitor their order progress. It is crucial for users to have comprehensive details about their food orders, including delivery duration, restaurant location, distance from the restaurant, order quantity, cost, and assigned driver information. Ensuring accuracy, reliability, and credibility of information from the online tracking system is essential. Failure to do so may result in user distrust not only in the specific online tracking feature but also in mobile apps as a whole. Therefore, the availability of such advanced capabilities within mobile apps may encourage users to use these programs more frequently in the future.

### **The Influence of Functional Value and Users' Satisfaction and Continued Usage Intention**

The analysis of consumption value on mobile app satisfaction and continued usage intention revealed that functional value, social value, emotional value, and epistemic value influence users' satisfaction. However, among these, only three variables including functional value, emotional value, and epistemic value, show a significant positive influence on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh.

Initially, functional value was found to have a positive influence on users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding is consistent with prior studies by Furukawa et al. (2019), Sweeney et al. (1999), Sweeney and Soutar (2001), and Anderson et al. (1994). Users place a higher significance on functional value compared to other consumption values when it comes to their satisfaction. They seek mobile apps equipped with various functional icons that enable easy search and ordering of food and beverages. For instance, having location and online tracking features allows users to locate restaurants and track their orders post-purchase. Furthermore, the major components of functional value, quality and price, are significant. Users generally seek affordable goods or services without compromising quality. In the context of mobile apps, if users perceive they can attain better quality at a lower cost, their satisfaction with the apps increases.

Similarly, it was noted that functional value significantly influences users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with previous studies by Choe and Kim (2018), Jamrozki and Lawonk (2017), Yeo et al. (2017), Kim and Eves (2012), Cho et al. (2019), Karjaluoto et al. (2021), Zolkepli et al. (2021), and Kaur et al. (2021). Users are inclined to continue using mobile apps if these apps consistently provide substantial benefits, maintain reasonable prices, and offer good value for money. Offering benefits like discounted membership, freebies for orders above a certain value, and special discounts for frequent users can enhance the perceived value for price derived from using mobile apps. When users purchase more food and beverages through these apps, SMEs can save costs and subsequently reduce the prices of their offerings. In Cambodia, price sensitivity is pronounced among customers, and this drives users to continue using mobile apps when they seek a price advantage. Additionally, if the app functions provide a wide range of choices, users are more likely to continue using the apps in the future. Moreover, if the development or acquisition of apps for food and beverage is cost-effective, users tend to maintain their usage.

### **The Influence of Social Value with Users' Satisfaction and Continued Usage Intention**

Furthermore, social value has been identified as significantly influential on users' satisfaction regarding the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding mirrors the results of empirical studies conducted by Zhou et al. (2011), Kuo and Feng (2013), Mathwick et al. (2008), Goldsmith et al. (2012), and Furukawa et al. (2019). When users perceive social value, they experience a sense of belonging through these mobile apps. It's not just about using the apps for searching or purchasing food and beverages; it's also a means for users to express themselves publicly. Users associate their decisions with a particular group, representing themselves through their choices. The perceived prestige and status associated with high-end mobile apps can elevate users' self-esteem, even though these apps are often more expensive. Therefore, if users feel a heightened sense of honor and prestige while using mobile apps, their satisfaction with the apps increases. However, in contrast, social value is not found to significantly influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding contradicts previous studies by Kim and Lee (2017), Sheth et al. (1991), Wang et al. (2013), Kaur et al. (2021), Topaloglu and Gokalp (2018), Iglesias et al. (2019), and Furukawa et al. (2019). In the Cambodian context, while the social environment may contribute to user satisfaction, it does not seem to impact their decisions to continue using mobile apps. Users base their decisions on their own experiences with the apps, as well as their personal resources and capabilities. A negative experience with mobile apps can deter users from continuing their usage in the future. Similarly, if their resources and capabilities are incompatible with the mobile apps, they are less likely to continue using them. Conversely, positive experiences coupled with sufficient resources and capabilities encourage continued usage, regardless of social influences.

### **The Influence of Emotional Value with Users' Satisfaction and Continued Usage Intention**

Furthermore, emotional value has been found to significantly influence users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with studies by Sheth et al. (1991), Iglesias et al. (2019), Furukawa et al. (2019), Yang and Jolly (2009), and Brakus et al. (2009). When a product triggers or maintains certain emotions, it gains emotional worth. Users of mobile apps among food and beverage SMEs in Phnom Penh reported that using these apps enhances their enjoyment, excitement, cheerfulness, and overall positive feelings. The apps are perceived as interesting, cool, calming, and relaxing. In the current context, these apps are seen as modern and are gaining considerable attention. Consequently, using these apps is viewed as trendy, potentially enhancing users' self-image. Thus, emotional value is instrumental for mobile apps and positively influences users' satisfaction.

Moreover, emotional value has also been found to significantly influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding corresponds with studies by Tseng (2011), Hur et al. (2012), Phau et al. (2014), Kaur et al. (2021), Wang et al. (2013), Karjaluo et al. (2021), Burucuoglu and Erdogan (2016), and Zolkepli et al. (2021). Emotional value encompasses aspects such as excitement, delight, joyfulness, relaxation, cheerfulness, and the overall pleasure derived from utilizing mobile apps. The results indicate that users in Phnom Penh are more inclined to use these apps when they perceive enjoyment and playfulness from the experience. Therefore, it seems that users who find mobile apps to be enjoyable and emotionally satisfying are more likely to continue using them.

### **The Influence of Epistemic Value with Users' Satisfaction and Continued Usage Intention**

Moreover, the study has found that epistemic value influences users' satisfaction with the use of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with studies by Furukawa et al. (2019), Wong et al. (2019), and Sheth et al. (1991). This suggests that mobile apps offer various and novel features, impacting users' curiosity. To maintain variety and novelty, SMEs need to frequently update their offerings. Users in food and beverage SMEs perceive a sense of innovation and creativity when using mobile apps. They see it as an opportunity to learn about new technologies offered by mobile app developers, contributing to their satisfaction.

Additionally, epistemic value has been found to positively influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This result is consistent with previous studies by Thomé et al. (2019), Johnson et al. (2018), Kaur et al. (2021), Wang et al. (2013), Burucuoglu and Erdogan (2016), Zolkepli et al. (2021), Karjaluo et al. (2021), and Tzeng (2011). Mobile apps represent cutting-edge technology, especially appealing to the young and active users in Phnom Penh. They offer novelty and learning experiences in e-commerce applications. For instance, users explore new services, engage in curiosity-driven behavior, and experiment with new mobile functionalities. These apps provide access to fundamental features like messaging, tracking systems, online payments, live streams, and phone services, as well as premium offerings such as games and films. This fresh technological experience of searching and ordering food and beverages encourages continuous usage of mobile apps.

### **The Influence of Users' Satisfaction on Users' Continued Usage Intention**

Aside from epistemic value, users' satisfaction is also found to significantly influence users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh. This finding aligns with prior studies by Amoroso and Lim (2017), Christodoulides and Michaelidou (2010), Wang et al. (2019), Alalwan (2020), Wang et al. (2022), and Cho et al. (2019). It suggests that users in food and beverage SMEs in Phnom Penh are inclined to continue using mobile apps if they are content with their experience using them. For SMEs aiming to ensure consistent usage of their mobile apps, enhancing user satisfaction through user-friendly designs and addressing various factors influencing satisfaction, as mentioned earlier, is crucial. Users in these SMEs generally express their willingness to continue using mobile apps when they are content and satisfied with the app's functionality.

### **The Relationship between TCV and UTAUT of Mobile Apps adoption and Usage**

In the study, the researcher observed the compatibility of TCV and UTAUT, finding that they can effectively complement each other. Two primary tests were conducted for observation. Firstly, correlations among variables, encompassing all variables from both TCV and UTAUT, revealed positive correlations across the board. This indicates the potential integration of these models for assessing users' satisfaction and continued usage intention of mobile apps in food and beverage SMEs. Additionally, the researcher utilized independent variables from both TCV and UTAUT to predict outcome variables like users' satisfaction with the use of mobile apps and their continued usage intention. The multiple regression results from both tests indicated that these variables are effective predictors of the outcome variable. This study potentially bridges a gap in mobile

app studies within the literature. Scholars and future researchers could leverage these findings in their SMEs or adapt them for further research.

### **The Relationship between Users' Continued Usage Intentions with SME Sustainable Performance**

This result is consistent with previous studies by Rakshit et al. (2021), Gomeseria (2019), Libaque-Saenz et al. (2020), and Islam (2017). Users of mobile apps firmly believe that these platforms can significantly benefit food and beverage SMEs in Phnom Penh. They envision mobile apps as tools to help these businesses serve more customers through both online and offline options, providing enhanced services such as time-saving and convenience, boosting productivity by curbing costs and improving production, fostering broader virtual collaborations with partners, including digital payment and delivery firms. Additionally, users believe mobile apps can add value by integrating cutting-edge technology and fostering creativity within the apps, especially beneficial during lockdown periods. According to users, mobile apps enable SMEs to reach a wider customer base, offering customers access to businesses almost anytime and anywhere. Moreover, they perceive that mobile apps reduce marketing and operational costs for businesses. Crucially, the users see mobile apps as vital tools enabling food and beverage SMEs in Phnom Penh to operate even during lockdown periods, ensuring business sustainability. Therefore, continued use of mobile apps in the future is expected to contribute to the sustainable growth of these SMEs.

## **V. CONCLUSION AND IMPLICATION OF THE STUDY**

### **5.1 Conclusion**

The main purpose of study is to discover the factors influencing on the users' satisfaction and continued usage intention of mobile apps in food and beverage SMEs in Phnom Penh. It is significant because there has not been any existing studied that investigate on factors influencing users' satisfaction and continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh before. More importantly, this study have applied the theory of consumption value and unified theory of usage and acceptance of technology in context of mobile apps which is new. Therefore, the study can be served as the starting point for other researchers who wish to further their studies in the field of mobile apps usage or other technology usage.

This research study employed two models namely the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2012) and Theory of Consumption Value developed by Sheth et al. (1991) and other two factors such as perceived trust modified from Nay (2017), and online tracking developed by Rakshit (2021). Furthermore, quantitative method was used for this study which primary data was collected from a total of 423 users of mobile apps, who currently living, working, or using mobile apps among food and beverage SMEs in Phnom Penh. The questionnaire was divided into four main sections in order to obtain the data as expected. Data analysis was done by using SPSS and interpreted by descriptive and inferential statistics.

Regarding to the first part of the first research objective, the result discovered that there are nine out of 10 hypotheses are significantly tested to have positive supported to the hypothesis development by researchers. The result has indicated that performance expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, social value, emotional value and epistemic value which are tested to have positive influenced on users' satisfaction toward the use of mobile apps among food and beverage SMEs in Phnom Penh. In contrast, there is one hypothesis which is not tested to have significantly influenced on users' satisfaction toward the use of mobile apps is effort expectancy.

Similarly, responding to the second part of the first objective which intended to investigate the factors influencing on users' continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh has showed that there are nine hypothesis are tested to have positive influenced on continued usage intention of mobile apps including performance expectancy, social influence, facilitating conditions, perceived trust, online tracking, functional value, emotional value, epistemic value, and users' satisfaction. Meanwhile, there was two hypothesis are not tested to have influenced on continued usage intention of mobile apps including effort expectancy and social value. This result can be explained that users of mobile apps among food and beverage SMEs in Phnom Penh do not care whether the apps is easy to use or easy to learn, the only focus is on the benefits and value of the apps. If the apps provide them enough benefits and value, users will continue to use the apps. Similarly, social values do not show any significant influence on the users. Users of mobile apps are influenced by themselves or close people only not impressed by society.

In addition, regarding to the second objective which intended to bridges a literature gap by extending from TCV and UTAUT toward users' satisfaction and continued usage intention of mobile apps among food and beverage SMEs in Phnom Penh, the result found that TCV and UTAUT can work well together. This means that this model can be integrated together to test users' satisfaction and continued usage intention of mobile apps among food and beverage SMEs. In short, scholars and future researchers can consider applying this finding into their food and beverage SMEs or modifying for the future research study.



Furthermore, responding to the third objective which intends to investigate the relationship between continued usage intention of mobile apps and SMEs sustainable performance. As the result, it is noticed that users' continued usage intention of mobile apps has positive relationship with SMEs sustainable performance. This indicates that when the users keep continue using mobile apps constantly, they can performance better even during the pandemic time. Therefore, food and beverage SMEs can have sustainable performance with the use of mobile apps.

### 5.2 Implication of the Study

The implications of this study contribute significantly to various stakeholders involved. Primarily, it advances the understanding of critical factors influencing the effective implementation of mobile apps within the context of food and beverage SMEs in Phnom Penh, Cambodia. Users gain insight into the essential factors shaping their satisfaction and future decisions to continue using mobile apps. By employing TCV and UTAUT together, this research yields satisfactory results, providing valuable insights for all stakeholders involved in mobile app usage.

Furthermore, government policymakers can leverage these findings to shape and enforce ICT policies for SME development, particularly in the food and beverage sector. The study's results can inform strategies aimed at promoting higher adoption rates of mobile apps among these SMEs in Phnom Penh. Additionally, it can serve as evidence to inspire stakeholders within these SMEs to embrace and enhance mobile app adoption. For instance, the study reveals that influential figures, such as bosses or important individuals, significantly impact users' decisions to adopt new technology. Consequently, the government can initiate awareness programs among food and beverage SMEs, emphasizing the potential benefits of mobile apps and encouraging training programs focused on mobile app implementation. Furthermore, this study highlights the importance of addressing security and privacy concerns among users within these SMEs, prompting the government to strengthen cyber laws and online security measures to instill confidence among users.

Another significant contribution of this study is directed towards food and beverage SMEs and mobile app users. It offers valuable knowledge and insights into the proper utilization of mobile apps for these SMEs in Phnom Penh. This research underscores the necessity for future market competitiveness, indicating that technology systems and digital applications are pivotal for enhancing production and service quality. It underscores the importance for SMEs to prepare their workforce with the necessary knowledge and skills in mobile app utilization for future success. This study can motivate non-adoption users to adopt and use of mobile app and to promote digital technology practice in private firms. Simultaneously, agencies providing support for mobile apps can refine their training programs more effectively based on the study's results.

### 5.3. Limitation and Future research

This research paper stands as the pioneering study investigating mobile app usage among users within food and beverage SMEs in Phnom Penh, Cambodia. Acknowledging the scope and limitations, this study specifically focuses on factors influencing user satisfaction and continued usage intentions among individuals currently utilizing mobile apps from food and beverage SMEs in Phnom Penh. The sample size of the study remains limited and geographically confined solely to Phnom Penh. To enhance the comprehensiveness of future research, a broader range of respondents from diverse areas should be considered. Additionally, the reliance on a convenience sampling approach in this research might restrict the generalizability of the findings and introduce potential biases in representing the entire population. Future research could employ diverse sampling techniques to address this limitation. Furthermore, this study solely employs quantitative research methods, presenting an opportunity for future researchers to incorporate qualitative approaches for a deeper understanding of user experiences.

The findings of study indicate that factors such as effort expectancy and social value do not significantly impact user satisfaction and sustained usage of mobile applications among these users. This contrasts with previous research, highlighting the necessity for future investigations to reevaluate the significance of these concepts. Nonetheless, this research can serve as a valuable reference point for future studies. Researchers embarking on further investigations could draw inspiration from the topics discussed in this research report to explore these areas in greater detail.

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\*Corresponding author: UN NAY

<sup>1</sup>(Faculty of Business Administration, BELTEI International University, Cambodia)