

FACTORS INFLUENCING CONSUMERS' BEHAVIORAL INTENTION TO USE AUTONOMOUS FOOD DELIVERY SERVICES IN VIETNAM

Hai Anh Nguyen*, Thi Kim Lien Nguyen, Thi Bich Ngoc Le

Posts and Telecommunications Institute of Technology

*Email: anhhn@ptit.edu.vn

Received: 7 March 2026; Revised: 22 April 2026; Accepted: 9 May 2026

ABSTRACT

The rapid development of autonomous delivery vehicles worldwide creates significant opportunities for both logistics and food delivery sectors to innovate and develop services. However, in Vietnam, where these technologies are still in their early stage, consumer acceptance remains ambiguous. This study investigates the factors that affect consumers' intention to use autonomous food delivery services in a pre-adoption context. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT), this study investigates the influence of performance expectancy, effort expectancy, price value, trust, perceived risk, and compatibility on customers' behavioral intention. Data were collected through a structured survey targeting Vietnamese residents living in urban areas with food delivery experience. 175 qualified responses were analyzed using reliability analysis, exploratory factor analysis, and multiple regression. The results showed that effort expectancy is the strongest factor affecting behavioral intention. The study not only addresses the research gap on technology adoption in an emerging economy like Viet Nam but also offers practical implications for enhancing consumer acceptance of autonomous delivery services for businesses in Vietnam.

Keywords: Autonomous delivery services, behavioral intention, Vietnam, UTAUT, food delivery.

1. INTRODUCTION

Food delivery services are a sector showing a surge in demand, especially after the COVID-19 pandemic. In Vietnam, it is reported that in 2022, food delivery revenue reached 43,6 trillion Vietnamese dong and recorded more than 15 million consumers in 2023 [1]. In the Food Delivery market, the number of users is expected to reach 25.1 million by 2031 [2]. The rapid development of digital technologies and artificial intelligence (AI) has significantly transformed and impacted all other industries, including logistics and food delivery services. Especially due to the impact of the COVID-19 pandemic, ordering food online has shifted from a convenient option to a daily demand [3]. The food and delivery industry all over the world has adopted advanced technologies into its operations. Mobile applications, GPS tracking, or current autonomous delivery systems have been implemented in stages of logistics [4]. In terms of the popularity of autonomous delivery, technology companies such as Amazon and Meituan have launched programs using autonomous delivery robots and drones in small and urban areas [4]. In Vietnam, though delivery innovation has been implemented, the emergence of autonomous delivery services remains unclear, with only several experiments in new urban areas [5].

With regard to studies related to autonomous delivery services, despite growing concerns about them, empirical research assessing consumers' acceptance of autonomous

delivery services remains limited. Previous studies indicate that users' behavioral intention has been a factor contributing to the successful adoption of new technologies, besides their technological readiness and businesses' resources [6]. Therefore, understanding the consumers' perceptions is crucial for the successful implementation of technologies. In response to the research gap, the study aims to investigate the factors influencing consumers' intention to use autonomous delivery services during the pre-adoption stage. The findings aim to provide useful insights for F&B (Food and Beverage) businesses, food delivery platforms, and policymakers in proposing strategies for the future deployment of autonomous delivery technologies in Vietnam.

2. THEORETICAL BACKGROUND

Behavioral intention is a primary construct in research on technology acceptance and is considered to be a reliable predictor of actual technology adoption. This study adopts the constructs of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) proposed by Venkatesh et al. (2012) [6]. This theory has been commonly regarded as one of the popular models used for predicting users' behavioral intentions toward new technologies. The earlier constructs of this theory include performance, effort expectancy, social influence, and facilitating conditions. The refined model has been shown to update the theoretical explanation for both behavioral intention and actual use. The updated version of the theory proposed three more dimensions named hedonic motivation, price value and habit [6].

With regard to food delivery facilitated by technology, previous research showed that the consumers' intention to use is affected by the trust in app and the manufacturer [7]. In the case of Vietnamese consumers, they have been proven to be highly receptive to new technology when they are perceived to be useful, trustworthy, and easy to use [8]. Based on the context of Vietnam and the food delivery sector, where autonomous food delivery services (AFDSs) have not been adopted, the study aims to investigate customer performance and effort expectancy. Moreover, regarding the feature of AFDSs as a new technology, this study includes the model integrating three necessary dimensions named Trust, Perceived Risk and Compatibility with Context, which are suitable with the pre-adoption stage in Vietnam.

2.2. Hypothesis Development

Performance Expectancy (PE)

Performance Expectancy is defined as the extent to which consumers believe that using a specific technology will improve their performance or provide practical benefits [6]. In the context of AFDSs, PE refers to the consumer's perception that AFDSs can improve delivery efficiency, shorten delivery time, and enhance service reliability. Previous studies have found that PE is among the strongest predictors of advanced technology adoption across a variety of digital services [9]. Thus, if Vietnamese consumers in new urban areas believe AFDSs will deliver food with good performance, their intention to use these services may increase.

H1: Performance Expectancy positively influences consumers' behavioral intention to use autonomous food delivery services.

Effort Expectancy (EE)

Effort Expectancy refers to the degree of ease when using a new technology [6]. To be specific, a technology that is perceived to be easy to use is more likely to be used by consumers. Regarding the case of AFDSs, EE implies the extent to which people easily place orders and track the delivery when using autonomous delivery services and their related platforms. Previous research has indicated that the simplicity of use significantly impacts individuals' acceptance of emerging technologies, especially in digital service environments [10].

Therefore, when consumers believe autonomous delivery systems are convenient and easy to use, their intention to use technology is likely to rise.

H2: Effort expectancy positively influences consumers' behavioral intention to use autonomous food delivery services.

Price Value (PV)

Price value is the term used to demonstrate consumers' cognitive tradeoff between the perceived benefits of the new technology and the financial cost of using it [6]. In food delivery sectors, if autonomous delivery devices can ensure reasonable prices and are competitive to conventional delivery, consumers may be eager to try the new delivery methods and perceive higher price value in using these services [10].

H3: Price value positively influences consumers' behavioral intention to use autonomous food delivery services.

Trust (TR)

Trust implies the belief that technology will perform reliably and safely. In the context of autonomous service, trust refers to confidence in technology's capability to deliver food on time, accurately, and efficiently. Trust is regarded as a crucial determinant of new, innovative, and unfamiliar technology adoption [11]. If consumers believe in AFDSs, they may be more willing to use the service.

H4: Trust positively influences consumer's behavioral intention to use autonomous food delivery services.

Perceived Risk (PR)

Perceived risk refers to the potential problems emerging when using technology. Regarding using AFDSs, consumers may worry about safety issues, delivery and food quality problems during transportation. Previous studies have shown that perceived risk during usage can negatively influence decisions to use new technology, especially when users perceive uncertainties associated with safety or reliability when using [12].

H5: Perceived risk negatively influences consumers' behavioral intention to use AFDSs.

Compatibility (COMP)

Compatibility indicates the level of alignment between technology and individuals' existing lifestyles, values, and needs [13]. In the case of AFDSs adoption, compatibility may relate to the suitability of technology within local internal resources, including their infrastructure, environments, and local residents' lifestyles. Technologies that are believed to be compatible with users' daily lives are more likely to be chosen. Therefore, if consumers perceive AFDSs to be compatible with their routines and local infrastructure, which is the Vietnamese urban environment in this case, they may be more eager to adopt the technology.

H6: Compatibility positively influences consumers' behavioral intention to use autonomous food delivery services.

2.3. Conceptual Framework

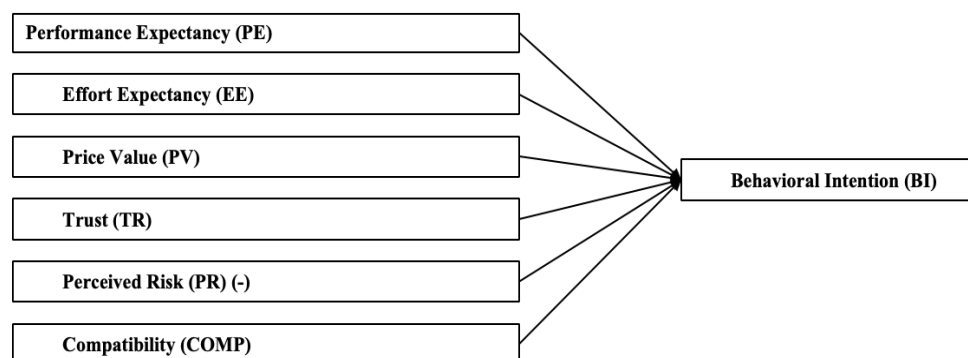


Figure 1. Conceptual Framework. Source: Authors

The framework in Figure 1 illustrates the hypothesis stating the influence of performance expectancy, effort expectancy, price value, trust, perceived risk, and compatibility on behavioral intention, corresponding with H1, H2, H3, H4, H5, and H6. The perceived risk has a negative sign, showing the negative impact of this variable.

3. METHODOLOGY

3.1. Research methods

3.1.1. Quantitative method

Research methodology refers to the approach adopted to collect and analyse data for solving the research questions [14]. This study applies a quantitative method, as this approach is suitable for evaluating the relationship between independent and dependent variables [15], as this study aims to investigate the impact of six independent variables and the behavioral intention of consumers (dependent variable). The collected statistics are tested and assessed using SPSS, including reliability, validity tests, and multiple regression analysis.

3.1.2. Structured and instrument survey

The survey uses a Google Form, allowing authors to collect data for this research. It can be explained that the target participants of this study are residents living in urban areas, who have a greater ability to access AFDSs. The question of confirmation to participate is compulsory to make sure survey takers comprehensively understand the consent information and agree to participate in the survey. The questions about living areas and the experience of ordering food online are to sort out the suitable participants for the survey. The remaining questions applied a five-point Likert scale to evaluate the extent of agreement or disagreement of participants towards each statement.

3.1.3. Pilot study

Understanding the importance of a pilot study to ensure there are no mistakes of typo, spelling, or grammar as well as comprehension, the author team has run a pilot test with about 20 sample answers, corresponding with 20 participants. After the pre-test, several typos and questions about consent information have been fixed.

3.2. Sampling size

The sample size is determined by the researcher's time and expense [16] and also depends on other factors, including the population size, the margin of error, and the confidence level. Due to limited time and the features of participants (residents of urban areas using food

delivery services), the authors suggest a 95% confidence level and an 7.5% margin of error, applying Cochran's formula for an unlimited population.

Formula for calculating target sample [17]:

$$n = \frac{z^2 * \hat{p}(1 - \hat{p})}{\varepsilon^2}$$

z for a 95% confidence level is 1.96 [15]

ε: margin of error = 7.5% (Acceptable between 6.5%-8%)

$\hat{p}$ = 50% (Assume a population proportion of 0.5).

According to the formula, it is calculated that the sample size of the study should be at least 171 respondents.

4. RESULTS AND DISCUSSION

4.1. Results

After two weeks of collecting data, there are 175 qualified respondents, which is aligned with the minimum sample size of the study. The data is then gone through SPSS analysis, including Reliability and Validity testing, Correlations, and Regression Analysis as follows. Cronbach's Alpha indicates the reliability of each variable to the research scale. In Table 1, all indices show numbers higher than 0.6, which are all reliable. Moreover, each item has the Corrected Item- Total Correlation index more than 0.3, which indicates that each item in the scale is correlated with the overall and meaningful to the framework.

Table 1. Cronbach's Alpha of variables. Source: Authors' analysis

Variables	Cronbach's Alpha
PE	0.671
EE	0.675
PV	0.631
TR	0.653
PR	0.764
COMP	0.659
BI	0.727

Source: Authors' analysis using SPSS

After the reliability test, the analysis continues to examine the suitability of data for factor extraction by using Exploratory Factor Analysis (EFA), which includes KMO and Bartlett's test, Total Variance Explained, and Rotated components matrix. This analysis is divided into two different sections with dependent and independent variables. The KMO should be more than 0.5 to be an acceptable value, and the threshold for Bartlett's is examined through p-value < 0.05.

Table 2. KMO and Bartlett's Test of independent variables. Source: Authors' analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.885
Bartlett's test of Sphericity	Sig. 0.000

Source: Authors' analysis using SPSS

The KMO index in Table 2 is $0.885 > 0.5$, showing valid factor analysis. The Sig Bartlett < 0.001 , indicating that the dependent variables are correlated enough to validate factor analysis

According to the Rotated Components Matrix result for independent variables, all the factors show acceptable factor loadings, which are all higher than 0,5 except for PV1 and COMP3, which show factor loadings of 0.443 and 0.466. Therefore, the items PV1 and COMP3 did not satisfy the convergent and discriminant validity requirements and were eliminated for the following test, as [18] indicated that items having factor loadings more than 0.5 are considered to be acceptable.

Table 3. KMO and Bartlett's Test of dependent variables.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.655
Bartlett's Test of Sphericity	Sig.	0.000

Source: Authors' analysis using SPSS

As shown in Table 3, The KMO result is $0.655 > 0.5$, which indicates that factor analysis is valid. Moreover, The Sig Bartlett < 0.005 , which means that the dependent variables are correlated enough to justify factor analysis. Therefore, the items are acceptable, adequate and correlated enough for the Pearson correlation test.

The Pearson correlation analysis in Table 4 showed the extent of significance of correlation between six independent variables and behavioral intention. The results illustrated that the variable BI was positively and significantly correlated with performance expectancy ($r=0.635$, $p < 0.01$), effort expectancy ($r = 0.658$, $p < 0.01$), price value ($r= 0.556$, $p< 0.01$), trust ($r= 0.614$, $p < 0.01$), and compatibility ($r= 0.631$, $p< 0.01$). Among those, EE shows the strongest correlation with BI, while perceived risk indicated a moderate correlation with BI, which shows a negative influence on BI ($r=-0.138$). This is necessary evidence for proving the negative impact of perceived risk on customers' intention to use.

Table 4. Correlation Matrix

Factors	Indicators	BI	PE	EE	PV	TR	PR	COMP
BI	Pearson Correlation	1	.635**	.658**	.556**	.614**	-0.138	.631**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.068	0.000
	N	175	175	175	175	175	175	175
PE	Pearson Correlation	.635**	1	.681**	.439**	.654**	-0.020	.582**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.791	0.000
	N	175	175	175	175	175	175	175
EE	Pearson Correlation	.658**	.681**	1	.447**	.651**	-0,017	.617**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.826	0.000
	N	175	175	175	175	175	175	175
PV	Pearson Correlation	.556**	.439**	.447**	1	.587**	0,065	.493**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.391	0.000
	N	175	175	175	175	175	175	175
TR	Pearson Correlation	.614**	.654**	.651**	.587**	1	0,056	.682**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.465	0.000
	N	175	175	175	175	175	175	175

PR	Pearson Correlation	0.138	0.020	0.017	0.065	0.056	1	0.003
	Sig. (2-tailed)	0.068	0.791	0.826	0.391	0.465		0.970
	N	175	175	175	175	175	175	175
COMP	Pearson Correlation	.631**	.582**	.617**	.493**	.682**	0.003	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.970	
	N	175	175	175	175	175	175	175
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Source: Authors' analysis using SPSS

Table 5. Model Summary for the Multiple Regression Predicting Behavioral Intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779 ^a	0.607	0.593	0.52141	1.549
a. Predictors: (Constant), COMP, PR, EE, PV, PE, TR					
b. Dependent Variable: BI					

Source: Authors' analysis using SPSS

Based on the model summary in Table 5 in Regression Analysis, the adjusted R-square value is 0.593, indicating that independent variables accounted for more than 59% of the variance in BI, which indicates a considerable percentage of the dependent variables being explained by independent variables. Moreover, the Durbin-Watson coefficient result is 1.549, which is in the range from 1.5 to 2.5, indicating no clear indications of autocorrelation in the model errors.

The findings continue to go through Regression coefficients, demonstrating the relationship between each independent variable and dependent one in a regression model. Multicollinearity test is to check the level of connection that independent variables have with each other in a regression model. Table 6 below demonstrates the results of regression analysis.

Table 6. Regression Coefficients and Multicollinearity Diagnostics for Predictors of Behavioral Intention.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.601	0.290		2.071	0.040		
PE	0.239	0.083	0.208	2.886	0.004	0.450	2.223
EE	0.261	0.076	0.251	3.421	0.001	0.435	2.297
PV	0.227	0.059	0.233	3.836	0.000	0.635	1.576
TR	0.046	0.089	0.041	0.513	0.609	0.365	2.740
COMP	0.211	0.070	0.213	3.007	0.003	0.467	2.140
PR	-0.132	0.043	-0.148	-3.040	0.003	0.986	1.014
a. Dependent Variable: BI							

Source: Authors' analysis

The regression coefficients show that performance expectancy ($\beta = 0.208$, $p = 0.004$), price value ($\beta = 0.233$, $p = 0.001$), effort expectancy ($\beta = 0.251$, $p = 0.000$), and compatibility ($\beta = 0.213$, $p = 0.003$) all have positive influence in BI, while perceived risk shows the negative impact on BI with $\beta = -0.148$, $p = 0.003$. Trust does not have a significant effect on BI when its $\beta = 0.041$, $p = 0.609 > 0.05$. According to the results, the regression equation is displayed as follows: $BI = 0.601 + 0.239 (PE) + 0.261 (EE) + 0.227 (PV) + 0.046 (TR) + 0.211 (COMP) - 0.132 (PR)$ [19]

The results demonstrate that performance expectancy, effort expectancy, price value, and compatibility all have a positive and significant impact on consumers' behavioral intention, showing H1, H2, H3 and H6 are supported. H5 is also supported when perceived risk shows a negative value, indicating that consumers feel uncertain towards the autonomous delivery services. However, H4 was not supported as trust did not have a significant effect. In practice, the findings suggest that the improvement of value, usability, compatibility and PE, along with minimizing perceived risk, would be effective, rather than focusing on trust.

Multicollinearity was examined, which shows that the VIF value is under 5 and all Tolerance values are above 0.10, demonstrating that multicollinearity is not a concern in the model.

To evaluate the differences in BI across demographic groups, One-way ANOVA was then conducted with variables including age group, income and living area, as shown in Table 7. The results demonstrate that age groups provide a statistically significant difference: $F(3,171) = 9.623$, $p < 0.05$. Therefore, with Levene's number under 0.05, Games-Howell post-hoc comparisons were carried out and showed that age group 55 and above had significantly lower BI than others (under 55). For monthly income, despite group 2 (5-10 million VND) showing the highest mean BI, the difference was not statistically significant, $F(3,171) = 2.246$, $p = 0.085 > 0.05$. Similarly, for the living area with $F(1,173) = 0.867$, $p > 0.05$, this factor did not show any significant association with BI. This means only the age group is meaningful to examine BI, implying that this factor should be considered when suggesting managerial implications.

Table 7. One-Way ANOVA Results Comparing Behavioral Intention across Demographic Group.

Demographics	Comparing Behavioral Intention	Sum of Squares	df	Mean Square	F	Sig.
Age group	Between Groups	16.778	3	5.593	9.623	0.000
	Within Groups	99.377	171	0.581		
	Total					
Monthly Income	Between Groups	4.403	3	1.468	2.246	0.085
	Within Groups	111.752	171	0.654		
	Total	116.155	174			
Total	Between Groups	0.579	1	0.579	0.867	0.353
	Within Groups	115.576	173	.668		
	Total	116.155	174			

Source: Authors' analysis

4.2. Discussion

The findings of this study demonstrate the positive effects of performance expectancy, effort expectancy, and price value on consumers' behavioral intention in the context of urban

areas in Vietnam. It largely supports previous research, which indicates that practical usefulness, ease of use, value for money, and contextual fit navigate the consumers' behavioral intention to use AFDSs [9]. The positive influence of compatibility also agrees with previous work, which indicated that technology may be more easily adopted if it fits users' lifestyle and surrounding conditions. Notably, perceived risk is shown to have a negative impact, aligning with earlier work showing that risk perceptions reduce consumers' intention to adopt [20]. However, the non-significant effect of trust has shown a difference from the previous research, which reported a positive role of this factor [11]. Therefore, this study provides a new insight when indicating that consumers' intention to adopt AFDSs may be driven more by the ease of use, efficiency, value, and suitability instead of trust. This result may be explained by the case of Vietnam, where the autonomous food delivery services have not been publicly implemented, leading to the doubt of consumers about this new technology. In the study by Choi and Mai (2018) [21], it was stated that in the initial stage of technology adoption, trust in technology is relatively low and lasts for a short period, so the study emphasized the important sustainable role of E-trust during adoption.

5. CONCLUSION

Although the autonomous delivery services have not been officially implemented in Vietnam, this new technology is considered to be highly potential. The study aims to investigate and evaluate the importance of factors influencing consumers' intention to choose using autonomous food delivery services in urban areas of Vietnam.

In terms of academic contribution, this study contributes to the literature by providing empirical evidence on the intention to use new technology in a pre-adoption context, as in Vietnam, with the combination of different demographic factors, UTAUT2 Theory, Trust, and Perceived Risk. In practice, this study provides a new insight to the service providers by showing that consumers' intention to use AFDSs in Vietnam may be driven by the contextual and functional factors, rather than trust. The findings also indicate that effort expectancy indicates the strongest impact on intention to use, which suggests that the technology and food businesses should focus on the efficiency of the product before adoption on a wide scale. Notably, the findings also show that age segmentation shows different behavioral intentions, with the age above 55 showing the lowest intention to use the delivery services using autonomous vehicles, which is the point that food delivery service providers should consider in the context of Vietnam.

Despite the contribution, the study has several limitations. The first one is the moderate sample size of 175 respondents, which is limited to residents of urban areas in Vietnam who have experience of using food delivery services. Therefore, future research should conduct a larger and more diverse sample to improve the generalizability of the research. Secondly, the study utilized a self-reported questionnaire, which may be affected by respondents' bias, so it is suggested that future research could combine different types of survey data, including interviews or observations, to improve the reliability of the findings. Finally, the study only focuses on several selected factors, which may overlook the impact of social influence, cultural values, and technology readiness. Future research is encouraged to incorporate these additional factors or use them as a mediating role for a comprehensive model.

Acknowledgement: The group of authors would like to express sincere gratitude to the International Conference on Economics (ICE 2026), organized by Ho Chi Minh City University of Industry and Trade, for holding a valuable academic platform to present and discuss this paper. The authors sincerely appreciate the financial and academic support from the Faculty of Business Administration, Posts and Telecommunications Institute of Technology, which greatly contributed to the completion of this study.

REFERENCES

- [1] Statista, "Revenue of the food delivery market in Vietnam from 2017 to 2023 (in trillion Vietnamese dong)," Statista. Accessed: Mar. 18, 2023. [Online]. Available: https://www.statista.com/statistics/1361145/vietnam-food-delivery-revenue/?srsltid=AfmBOoquBWm1JTtNa7FDr3a_UKKI7sLjEz_SHqtlkjpgm8PwCBLvEjS_h
- [2] Statista, "Number of online food delivery users in Vietnam in 2023, by segment," 2023. Accessed: Mar. 18, 2023. [Online]. Available: <https://www.statista.com/forecasts/1230471/users-online-food-delivery-vietnam/>
- [3] L. Charlene *et al.*, "Review of online food delivery platforms and their impacts on sustainability," *Sustainability*, vol. 12, no. 14, p. 5528, 2020, doi: <https://doi.org/10.3390/su12145528>
- [4] F. Yuen *et al.*, "Consumer acceptance of autonomous delivery robots for last-mile delivery: Technological and health perspectives," *Frontiers in Psychology*, vol. 13, 2022, doi: <https://doi.org/10.3389/fpsyg.2022.953370>
- [5] Viettel, "Viettel Post thử nghiệm robot giao hàng tự hành tại Vinhomes Thăng Long." Accessed: Mar. 18, 2023. [Online]. Available: <https://viettelfamily.com/news/viettel-post-thu-nghiem-robot-giao-hang-tu-hanh-tai-vinhomes-thang-long-global>
- [6] V. Venkatesh *et al.*, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology," *MIS Quarterly*, vol. 36, no. 1, pp. 157–178, 2012, doi: <https://doi.org/10.2307/41410412>
- [7] K. Jun *et al.*, "Factors influencing customer decisions to use online food delivery service during the COVID-19 pandemic," *Foods*, vol. 11, no. 1, p. 64, 2022, doi: <https://doi.org/10.3390/foods11010064>
- [8] L. T. Ha *et al.*, "Applying the Unified Theory of Acceptance and Use of Technology (UTAUT) in investigating online impulsive buying behavior of Vietnamese consumers," *European Journal of Business and Management*, vol. 13, no. 6, 2021, doi: <https://doi.org/10.7176/EJBM/13-6-19>
- [9] V. Viswanath *et al.*, "User acceptance of information technology: Toward a unified view," *MIS Quarterly*, vol. 27, no. 3, pp. 425–478, 2003, doi: <https://doi.org/10.2307/30036540>
- [10] A. Ray *et al.*, "Why do people use food delivery apps (FDA)? A uses and gratification theory perspective," *Journal of Retailing and Consumer Services*, vol. 51, pp. 221–230, 2019, doi: <https://doi.org/10.1016/j.jretconser.2019.05.025>
- [11] D. Gefen *et al.*, "Trust and TAM in online shopping: An integrated model," *MIS Quarterly*, vol. 27, no. 1, pp. 51–90, 2003, doi: <https://doi.org/10.2307/30036519>
- [12] M. Featherman and P. P. Pavlou, "Predicting e-services adoption: A perceived risk facets perspective," *International Journal of Human-Computer Studies*, vol. 59, no. 4, pp. 451–474, 2003, doi: [https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/10.1016/S1071-5819(03)00111-3)
- [13] E. Rogers, *Diffusion of Innovations*. New York: Free Press, 2003.
- [14] A. Bell and E. Bryman, *Business Research Methods*. London: Oxford Press, 2017.

- [15] M. N. K. Saunders *et al.*, *Research Methods for Business Students*. New York: Pearson, 2019.
- [16] Q. André *et al.*, “Strengths and limitations of qualitative and quantitative research methods,” *European Journal of Education Studies*, vol. 3, no. 9, 2017, doi: <https://doi.org/10.5281/zenodo.887089>
- [17] W. Cochran, *Sampling Techniques*. New York, John Wiley & Sons, 1977.
- [18] J. F Hair *et al.*, *Multivariate Data Analysis*. Pearson, 2010.
- [19] A. Field, *Discovering Statistics Using IBM SPSS Statistics*, SAGE Publications, 2018
- [20] A. Pizam *et al.*, “The role of perceived risk and information security on customers’ acceptance of service robots in the hotel industry,” *International Journal of Hospitality Management*, vol. 117, p. 103641, 2024, doi: <https://doi.org/10.1016/j.ijhm.2023.103641>
- [21] Y. Choi and D. Mai, “The sustainable role of the e-trust in the B2C e-commerce of Vietnam,” *Sustainability*, vol. 10, no. 2, p. 291, 2018, doi: <https://doi.org/10.3390/SU10010291>