

Consumer cancellation behavior in Korean on-demand service platforms

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Abstract

On-Demand service, in which goods or services are delivered immediately to meet consumer needs, is growing rapidly in the world. In 2020, the global pandemic phenomenon has increased on-demand service in non-face-to-face. Such as food ordering, VOD (Video on Demand), and driving service are the on-demand service types. There are two waiting times - long or short - depending on the type of on-demand services. This research examines the effect of two waiting times on consumer cancellation behavior. The results of the research suggest theoretical expansion research on whether information on waiting time via mobile can be controlled by consumers' subjective cognition, based on an attention-based model. Keywords: on-demand service, time perception theory, waiting time, mobile apps, VOD

Keywords:

Track: