**MKT04**

# Cognitive vs. Affective Attachment: Drivers of Customer Retention in Food Delivery Apps

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**Abstract**

This study explores customer retention in food delivery app usage, focusing on cognitive and affective attachments. Grounded in Trust-Commitment Theory and the Theory of Planned Behavior, we hypothesize that cognitive attachment—formed through trust in the app's functionality and reliability—positively influences app use frequency and order size. Additionally, we propose that affective attachment, driven by emotional satisfaction and enjoyment of the user experience, has a stronger impact on these outcomes than cognitive attachment. Preliminary findings suggest that while both attachment types enhance retention, affective attachment plays a more significant role in driving consistent usage and higher spending per order.

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