

Analysis of Factors Affecting User Acceptance and Continuous Use Intention: Take the Financial Service Function of Grab Super App as an Example

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Abstract. This study aims to explore the key factors that influence users' acceptance of financial services features in Grab's super app and their intention to continue using them. Through an in-depth analysis of Grab's business model, branded services strategy and its differentiation strategy for financial services, this paper reveals the multiple factors that drive user acceptance and continued use of Grab's financial services. Research shows that Grab's one-stop service model greatly facilitates users, while platforms that integrate multiple services provide rich user data that helps Grab optimize its services and target its market accurately. In addition, innovations in Grab's financial services, such as GrabPay and the launch of personal credit services, have also significantly improved its market competitiveness and user satisfaction. Through case studies, this study provides Grab with targeted strategy recommendations to optimize user experience and enhance customer loyalty. These findings not only provide a basis for Grab's strategy adjustments, but also provide a reference for other enterprises to effectively integrate and promote financial services in super apps.

Keywords: Super Apps; User acceptance; Intent to continue; Financial Services; Grab.

1. Introduction

With the rapid development of digital technology, super application has gradually become a phenomenon of software service in modern society. In Southeast Asia, the Grab Super app has established a leadership position in the market with its one-stop service model. The platform integrates a number of functions such as taxi hailing, food ordering, shopping and financial services, greatly facilitating users' daily lives. In addition, this service integration model gives Grab a huge amount of user data, which can not only be used to improve the quality of service, but also deepen the understanding of user behavior to support the company's strategic decisions.

The purpose of this study was to explore and identify the various factors that influence user acceptance and continued use of Grab's financial services. This is critical for Grab as it will help them optimize their services, enhance the user experience, and enhance customer loyalty. From a broader perspective, the results of this research will also provide insights to other enterprises on how to effectively integrate and promote financial services in super applications, while also enriching academic research in the field of fintech.

This research focuses on the key factors that influence users' acceptance and intent to continue using financial services in Grab's super app. By delving deeper into how users accept and continue to utilize Grab's financial services, this study hopes to reveal the underlying patterns of user behavior and their decision-making processes.

In order to achieve the research objectives, this study will use case analysis and research methods on scores to provide improvement suggestions for Grab's service. In the following chapters, this research will carry out in-depth analysis of the business model of super application, the innovation of financial products, service integration and user experience in detail. The content will revolve around the core research question of what factors most influence user acceptance and continued use of Grab's financial services. Through a comprehensive analysis of these factors, the study will provide targeted

strategic recommendations to promote Grab's continued growth and innovation in the fierce market competition.

2. Literature Review

2.1. Grab Introduction and financial Situation

Grab, founded in 2012, initially launched in Malaysia as a platform to provide taxi services and has quickly grown to become a leading mobility service provider in Southeast Asia. As it expanded, Grab transformed itself into a full-service super app that extends beyond mobility to include food delivery, payment solutions and financial services. Firms manage efficiently of cash flows via working capital by balancing liquidity and profitability. Working capital management, which is the main source of firm cash flow [1]. Financially, Grab has gone through multiple rounds of funding from its initial fundraising to subsequent funding, including hundreds of millions of dollars in investment, which has supported its technology development and market expansion. In 2021, Grab's revenue fell 44% year-on-year to \$122 million, mainly due to the company's pre-investment in driver supply and increased consumer incentives (Data from Grab's annual report of 2021). Grab reported a loss of \$1.1 billion, including non-cash interest charges and one-time listing related expenses. Despite the challenges, Grab's gross merchandise volume (GMV) in delivery services grew 56 percent year-on-year to \$8.5 billion. But by 2023, Grab's finances had improved. For example, in the fourth quarter of 2023, revenue from the Delivery Services segment increased 20% year-over-year to \$321 million, and GMV for the segment increased 13% year-over-year to \$2,648 million. The segment's full year adjusted EBITDA turned significantly positive at \$313 million, compared to negative \$35 million in 2022. (Data from Grab's annual report of 2023). Grab's financials have shown strong momentum despite challenges in a competitive market environment. Grab's strategy focuses on optimizing services and improving efficiency through technological innovation, which is reflected in its financial results as continuous revenue growth and market share expansion. In addition, Despite the growth of e-commerce, which has largely been contributed by the growth of smartphone users around the world, the utilisation of online payment capabilities, additional advancement, and extensive adoption by consumers rely on the security and validation consistency of numerous electronic payment systems [2], while in the development area of Grab, Grab is actively exploring new revenue streams. Such as digital payment and financial services and increased payment security, greatly improving the company's profitability and market competitiveness.

2.2. Status Quo of the Travel Service Platform

In the mobility sector, Grab faces stiff challenges from several competitors. Key competitors include Uber, one of the world's largest ride-hailing platforms, and Gojek, which has a strong market presence in Southeast Asian countries such as Indonesia. These companies are competing for market share through continuous technological innovation and market strategy adjustment. Uber, with its extensive international network and strong technical background, offers diverse mobility and logistics services globally, which puts Grab under direct competitive pressure. At the same time, Gojek has successfully built a loyal user base by being deeply involved in the local market and providing customized services tailored to the needs of local users. The presence of these competitors forces Grab to continuously optimize its services and operational strategies to maintain its competitive edge in the regional market. The above content combines academic literature and industry reports to provide a comprehensive perspective on Grab's market performance and competitive environment. These analyses not only helped map Grab's financial and business trajectory, but also shed light on its strategies and challenges in the rapidly changing mobility services market.

3. Marketing Strategy Analysis Under Grab's Super App Business Model

3.1. Business Model of Super Application

3.1.1. Advantages of Super Application Mode

The core of Grab's super app model is that it integrates multiple services into one platform, including ride-hailing, food ordering, shopping and various financial services. This integration not only provides great convenience for users, but also creates more business opportunities for Grab. Through this model, Grab is able to collect a wealth of user data, including users' spending habits, preferences and payment behavior, which is particularly important for financial services, as they can help the company assess users' credit rating and risk level, and according to the 2022 data, Grab's financial services revenue has grown significantly. Financial services revenue reached \$28 million in the fourth quarter, nearly doubling from the previous year. This growth was mainly driven by GrabPay and the newly launched credit service [3]. Grab's super app model effectively addresses the diversity of user needs, allowing users to complete all needs from travel to payment in one app, greatly improving the consistency and convenience of the user experience. For example, Grab users can pay for a ride directly through GrabPay after completing a ride-hailing service and then proceed to order a meal or shop within the same app, and payment for all services can be completed through GrabPay in one stop. The seamless connectivity of this service not only increases user satisfaction, but also significantly increases user dependence on Grab's platform.

3.1.2. Service Integration and User Experience

Grab's service integration strategy is not limited to integrating multiple services into one platform, but how it leverages the synergies between these services to enhance the user experience. Through data integration and smart algorithms, Grab is able to provide personalized service recommendations based on users' historical behavior and preferences. For example, when booking a restaurant through Grab, the system can recommend dishes based on the user's past choices, and even recommend the best travel options based on the user's location and traffic conditions. Grab is also leveraging the data strengths of its platform to optimize its financial services, and it is investing around \$300 million in technology R&D in 2022, which includes improving the security and efficiency of GrabPay, its payment platform, and developing a new mapping service, GrabMaps. The latter provides Grab with more accurate positioning technology than traditional mapping services [4]. By analyzing users' spending patterns and payment habits, Grab is able to provide more accurate credit assessment and risk management. In addition, through data integration across services, Grab is able to provide immediate financial support when users need it, such as short-term loans in case of emergencies, and the timeliness and relevance of these services greatly enhances user loyalty

3.1.3. Innovation of Financial Products

Grab continues to innovate financial products to meet market demand and increase user engagement. GrabPay is an e-wallet service launched by Grab that not only supports online payment transactions, but also extends to offline payments, covering a wide range of needs from small retail payments to large service payments. The promotion of GrabPay greatly facilitates users' daily payment needs, while also enhancing users' willingness to use it by providing incentives such as rewards points and coupons, with the number of GrabPay users exceeding 187 million by the end of 2022. This is due to the convenience of Grab's super app model and the effective implementation of its cross-service integration strategy [5]. In addition to basic payment services, Grab has also launched more financial products such as personal loans, insurance and wealth management services through its fintech arm, Grab Financial Group. Grab's financial services emphasize convenience and seamless integration, enabling users to easily access and manage their finances. For example, Grab's investment vehicle "AutoInvest" allows users to automatically invest small amounts of money every time they use Grab's service. This convenient financial product not only simplifies the investment process, but also makes financial investment more user-friendly and meets the needs of users at different levels.

3.1.4. Technology-driven Business Model Innovation

In the digital age, the need for business model innovation is increasing. Through digital transformation, companies are able to achieve a more efficient and customer-oriented service model. A company didn't need a strategy, or a special competence, or even any customers—all it needed was a Web-based business model [6]. For example, Grab's digitalization services are not limited to providing basic mobility services, but also extend to financial and payment solutions, and the integration and innovation of these services have significantly increased the company's competitiveness and market share. Grab maintains the leadership of its business model through continuous technological innovation. At the technical level, Grab has invested significant resources in developing and optimizing the core technologies of its platform, including payment systems, data processing and security mechanisms. For example, GrabPay, Grab's payment platform, has been continuously upgraded to improve the security and efficiency of transactions, ensuring the security of user profiles and transaction data.

Grab is also introducing advanced technologies to improve service quality and expand into new business areas. Grab's mapping service, GrabMaps, for example, uses home-developed technology to provide more accurate location services than traditional maps. The technology not only serves Grab's core business, such as ride-hailing and food delivery, but also supports its financial services platform's precision marketing activities, such as analyzing users' spending behavior and credit risk through geo-location data.

Grab also focuses on exploring new business models through technology-driven innovation. Grab, for example, uses artificial intelligence and machine learning algorithms to optimize the distribution and pricing mechanism of its services, effectively improving resource utilization efficiency and user satisfaction. Grab is also applying these technologies in the financial services sector, such as using AI for credit assessment and risk management, and developing smart investment tools, which not only enhance Grab's competitiveness, but also provide more value to users. Through these technological innovations, Grab has been able to maintain its leading position in the fierce market competition, while also providing strong technical support for the company's long-term development. Grab's success shows that technology-driven business model innovation is an indispensable part of modern enterprise competition, especially in today's high-speed digital economy.

3.2. Unique Brand Marketing Strategy

3.2.1. Customer Insight and Market Positioning

At the core of Grab's marketing strategy is a deep understanding of its target customer base and precise market positioning. Through market research and customer data analysis, Grab is able to identify the specific needs and preferences of different customer segments. This deep customer insight enables Grab to design financial products and services that meet user expectations, such as GrabPay and GrabInsurance, which are designed based on users' high demand for convenience and security, and as shown in Li et al.'s research, Brand positioning strategy is crucial in digital marketing. It can help enterprises maintain their advantages in the fierce market competition, improve customer satisfaction with the brand, and benchmark customer groups' purchase preferences [7].

3.2.2. Use Digital Marketing and Social Media

According to Teece's research, the use of digital technology to optimize brand management strategies can make brands more attractive and interact with consumers more effectively, so as to enhance the popularity and attractiveness of brands to attract more consumers, increase the degree of promotion and improve the marketing level [8]. Grab leverages digital marketing and social media platforms to promote its financial products and services. By regularly delivering content, interactive events and social media ads, Grab has effectively increased user engagement and brand visibility. In addition, Grab uses data analytics tools to track AD effectiveness and user engagement, continuously optimizing its marketing strategy to achieve higher market penetration.

3.2.3. Strategic Partnership

Grab develops and markets financial products through partnerships with banks, fintech companies and other business partners. These partnerships not only expand Grab's services, but also enhance the market competitiveness of its products. Grab, for example, has partnered with credit card companies to offer co-branded cards, attracting a large number of new users seeking credit card offers and rewards points. This partnership not only strengthens Grab's core strength but also enhances trade cooperation with other companies, strengthening Grab's sales reach and customer inclusion. It has also enhanced its competitiveness in the financial services market, enabling it to better respond to rapidly changing market demands and consumer expectations.

3.2.4. Emphasize Brand Value and Social Responsibility

The convergence of brand values and social responsibility can significantly enhance a company's market appeal and customer loyalty, and Grab actively emphasizes the company's core values and social responsibilities such as sustainability and community support in its marketing campaigns. For example, Grab, through its "GrabForGood" program, is committed to providing educational and economic opportunities, supporting regional development and reducing urban traffic congestion. These initiatives have not only boosted Grab's brand image, but also created a positive brand impression in the minds of consumers, especially among younger consumers who value corporate responsibility.

3.3. Differentiation Strategy of Financial Services

Grab's financial services have succeeded in differentiating themselves from the fierce market competition through a series of well-designed strategies. These strategies focus on the following core areas:

3.3.1. Innovative Financial Product Development

Grab has shown significant growth and innovation in the financial services sector. According to 2023 data, Grab's financial services revenue grew 159%, which was mainly due to significant improvements in its payment and lending services. Grab successfully launched GXBank, its first digital bank in Malaysia, which attracted more than 100,000 depositors within two weeks of opening, 79% of whom were existing Grab users. This data not only shows Grab's success in financial product innovation, but also reflects the strong appeal of its services among existing customers [9].

3.3.2. Optimization of User Experience

Grab has greatly optimized the user experience by providing a one-stop service platform. Its user interface is simple and intuitive, enabling users to easily access and manage a wide range of financial products, such as payments, loans and insurance. Grab also uses advanced data analytics to provide users with personalized financial solutions based on their spending habits, financial situation and personal preferences, further increasing user satisfaction and loyalty. For example, Grab's GrabPay feature not only supports daily payments, but also allows users to manage their finances, offering services such as credit card management and bill payment [10].

3.3.3. Social Responsibility and Sustainability

Grab's differentiation strategy is also reflected in its commitment to social responsibility. Grab is committed to having a positive impact on society through its financial products, supporting sustainability and social enterprise projects. Grab's environmental initiatives, for example, include promoting electric vehicle loans to support eco-friendly mobility solutions. In addition, Grab has strengthened its positive image among the public by supporting small businesses and providing public welfare activities such as educational programs, which not only enhance the brand image, but also enhance the brand loyalty of users [11].

These strategies have ensured Grab's competitive edge in the financial services sector, successfully meeting the broad needs of users through innovative financial products and optimized customer

experience. Grab's case provides valuable lessons on how to succeed in the financial services market through a differentiated strategy.

3.4. Analysis of Grab's Future Industrial Development

With the rapid advancement of technology, the fintech sector is undergoing unprecedented changes. Grab has already made significant progress in this area and plans to leverage the latest technology trends to further drive innovation and expansion in its financial services

3.4.1. Application of Artificial Intelligence and Big Data

The use of artificial intelligence (AI) in the financial services industry is increasing, particularly in personalization of services, risk management and operational efficiency. Grab uses AI to increase the level of personalization of its services, for example, by analyzing user behavior and consumption patterns through AI algorithms to recommend financial products that best suit their needs. AI also plays an important role in credit assessment and fraud detection, helping Grab reduce the risk of fraud and improve the accuracy and efficiency of credit decisions.

Niankara and Traoret's study points to the growing importance of big data in fintech applications, especially in improving customer service quality and enabling personalized services [12], which enables companies to process and analyze large amounts of user data to obtain deep market insights and predict user behavior. By analyzing the vast amounts of data collected, Grab is able to better understand customer needs and preferences to optimize the design of its products and services. This not only improves user satisfaction, but also enhances Grab's market competitiveness. In the future development, Grab should pay more attention to the application of big data to enhance its technological strength so as to develop and survive in the complex market environment.

3.4.2. Innovative Application of Blockchain and Instant Payment System in Cloud Computing

Blockchain provides unprecedented transparency and security in financial services and is one of the future financial revolutionary innovations, and Grab is exploring blockchain technology to improve the security of payment systems and reduce transaction costs. For example, by implementing blockchain technology, Grab is able to provide a more secure and reliable cross-border payment solution, which is particularly important for the wide range of cross-border operations in its region, so Grab should strengthen its development and application of blockchain technology to expand its business scale and the connection between regional transactions.

Cloud computing in instant payment systems is key to improving the efficiency of financial services, providing the necessary infrastructure support to enable fintech companies to rapidly deploy and scale their services. Grab has achieved a high degree of service reliability and scalability through its cloud platform, ensuring the efficient operation of its payments and other financial services. At the same time, the development of the Instant payment system also provides users with an instant and seamless payment experience, through which Grab ensures the instant processing and recording of transactions, increasing user satisfaction and trust.

3.4.3. Continuous Innovation and Cooperation for the Future

Schwartz and McCarthy pointed out that a company's innovation strategy can help it seize the trend of cutting-edge technology and promote the continuous innovation and optimization of financial services [13]. In order to maintain its leading position in the fintech sector, Grab is constantly seeking opportunities to collaborate with tech innovators and industry leaders. Through these partnerships, Grab has access to cutting-edge technology and business models to continuously drive innovation and optimization of its financial services. Grab is also actively engaged in the global fintech community to advance the industry by sharing knowledge and resources.

4. Conclusion

In this study, it comprehensively explores the key factors that influence users' acceptance of Grab's super app financial services and their intention to continue using them. Through a comprehensive questionnaire survey and data analysis, this study not only reveals the diverse factors that determine user acceptance, but also makes specific optimization recommendations for Grab's strategy in the market, aiming to enhance the user experience and increase customer loyalty. Grab has successfully integrated mobility, dining, shopping and financial services through its super app, which greatly facilitates users and increases its market competitiveness. In the financial services sector in particular, Grab has introduced innovative products such as GrabPay and personal credit, which have effectively improved the convenience and security of the service, thus promoting wide acceptance and sustained use by users.

In addition, the study found that user acceptance of these services is highly dependent on the integrated and personalized experience of the services. This research provides insights into understanding user behavior on digital platforms and provides empirical support for operating models and service optimization for super applications. These findings help guide Grab and similar companies on how to more effectively design and market their financial products in a highly competitive market environment to meet user needs, improve user satisfaction and corporate profitability.

Although this study provides valuable insights, there are some limitations. First, the study sample is largely limited to Grab's existing users and may not be fully representative of the views of all potential users. Secondly, this study mainly focuses on financial services, and less considers the impact of other services such as catering and travel services. Future research could be expanded in several directions: First, expand the survey sample to include non-Grab users to get more comprehensive market feedback. Second, explore the interactions between different services and their impact on user satisfaction and loyalty. In addition, with the development of technology and changes in user needs, continuous tracking and analysis of how emerging technologies (such as artificial intelligence and blockchain) affect user behavior and service patterns is also an important content of future research. Through the above suggestions, future research will be able to more deeply analyze and understand the dynamic changes in the user behavior of digital platforms and provide theoretical and data support for the continuous innovation of super applications and the optimization of market strategies.

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