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Motivating Factors Influencing Gen Z's Preference for Online Food Delivery Over Restaurant Visits

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ABSTRACT

This research examines the issues that influence the behavioral intention of Gen Z customers to utilize online food delivery (OFD) services. This research focuses on the specific demographic of Gen Z clients who currently use online food delivery applications. In this regard, structural equation modeling (SEM) was employed to analyze the data collected from respondents. A purposeful sampling approach was used due to the characteristics of the research object. The findings demonstrate that convenience, hedonic motivation, indifference to the dining environment, service availability in unconventional hours, and time-saving significantly affect Gen Z customers' intention to choose OFD service. Therefore, this study might be crucial for app distribution operators, governmental and non-governmental entities, enterprises, and scholars to formulate policies and strategies that foster consumer engagement at a collective level. Finally, the findings of the present study provide valuable information for entrepreneurs and policymakers seeking to develop similar services.

Keywords: Online Food Delivery (OFD) Service, Gen Z Customers, Structural Equation Modeling (SEM).

JEL Code: M31, L81, O33.

I. Introduction

Due to technological advancements and the widespread use of smartphones, people are now more interconnected than ever. The massive expansion of Internet services due to technological advancements has altered lifestyles and society (Sjahroeddin, 2018). Customers no longer need to go to restaurants because they can quickly and smoothly order the meals they want from the comfort of their homes (Mehroliya et al., 2021). As such, Gen Z customers are increasingly using the online food delivery (OFD) service. Customers may quickly and conveniently browse and order meals from restaurants without the inconvenience of traveling there due to the OFD service's real-time connectivity. Furthermore, the OFD service has progressed due to the proliferation of internet providers and the increasing prevalence of smartphone use (Kapoor & Vij, 2018). Due to its rapid globalization, the OFD market has a significant possibility for future growth. Statista predicts that the global OFD service industry will reach 1.8 trillion US dollars in revenue by 2028 (Statista, 2024). Bangladesh is experiencing a daily increase in online technology applications due to the nation's ongoing digitalization trend (Asheq et al., 2022; Rahaman et al., 2022). Due to the increasing use of technological tools and online services, more clients are using mobile application technology as a convenient and streamlined method of



placing food orders. Due to the Internet's increasing popularity, most Bangladeshi households now regularly use cell phones. Due to this shift, there is a significant demand from customers for online meal delivery services, which provide a reliable and easy option for customers to purchase food via a smartphone (Saad, 2021). Customers are drawn to the ease of online shopping because they may purchase at their convenience, in the comfort of their own homes, and at their own pace (Jiang et al., 2013). The increasing demand for convenient food delivery options among city dwellers has led to the rapid growth of online food delivery businesses (Chai & Yat, 2019). Due to the growing number of working people and their hectic work-life schedules in metropolitan areas, meal delivery is rapidly gaining traction (Das & Ghose, 2019). Because ordering food online eliminates the irritation of inclement weather or traffic, customers of online meal delivery services value ease and convenience (Ha, 2013). Several online meal delivery services offer the ability to pay using a digital wallet, making the process even more convenient and time-saving (Yeo et al., 2017).

Additionally, there is no longer a need to carry cash or wait for a hard copy of the bill. Owners of restaurants and other food businesses who work with these technology providers may be able to interact with more customers and grow their current clientele. Moreover, by reducing wait times and offering choices for better food stock management, online meal delivery services can increase the efficiency of restaurant operations. This could improve client satisfaction and enjoyment and encourage repeat online orders (Gupta & Duggal, 2021). Although there is a wide range of online services accessible in general, academic research on online food delivery (OFD) services is scarce (Lee et al., 2017; Okumus et al., 2018). The broad adoption of food delivery platforms and apps has facilitated worldwide engagement between food producers and clients. These platforms and apps provide practical and easy online ordering and offline delivery of products and services (Zhao & Bacao, 2020). Nevertheless, the increasing demand for food delivery services is mainly driven by the convenience of cashless transactions, the need for food transparency, the ability to have products delivered at any time and place, and the ease of customer payment. These factors significantly influence consumer behavior, leading them to rely on online meal delivery services (Pop et al., 2022). All stakeholders must comprehend and recognize the elements that drive the selection of online meal delivery services. Several studies have been undertaken to investigate these aspects among clients belonging to the Gen Z demographic. The research will examine the reasons that motivate Gen Z consumers to prefer online food delivery (OFD) services over visiting restaurants in person by addressing these gaps.

II. Literature Review and Hypothesis Development

3.1. Online Food Delivery Service (OFD)

Online food delivery is a cutting-edge innovation that helps people with food shopping requirements. (Cho et al., 2019). Moreover, OFD describes a combined method of ordering food online and having it delivered to a particular address offline, either directly from a restaurant or via several restaurant intermediaries via websites or meal delivery apps. Food delivery applications (FDAs) were created as downloadable mobile apps to function as online food ordering platforms within the larger framework of OFD (Alalwan, 2020; Zhao et al., 2020).

People's lives are becoming increasingly hectic, making it harder for them to cook at home or go out to eat. This has increased the popularity of ordering meals online (Chen & Hsieh, 2017). Pigatto et al. (2017) define internet meal delivery services as businesses that facilitate taking orders, processing payments, and tracking processes without cooking the meals themselves. Smartphone apps, internet-based messaging services (email, chat, and SMS), or company websites where customers may search, retrieve, and make purchases are gradually replacing in-person encounters in the online retail sales industry (Cai & Jun, 2003). Chen et al. (2009) assert that to succeed in the marketplace, companies must differentiate themselves from the competition by providing superior value to their customers and using innovative delivery methods.

The meal delivery sector, responsible for transporting meals from restaurants to clients' residences, is now experiencing significant turmoil as several online platforms vie for customers and global markets. With

just a few taps of their smartphone, consumers can place orders from many restaurants thanks to online meal delivery services, which offer them more convenience and variety (Hirschberg et al., 2016). Vinaik et al. (2019) researched the key factors consumers consider when ordering via a particular app and the various methods and standards that may be used to compare food apps. Chandrasekhar et al. (2019) examined how consumers were affected by online meal delivery services such as Swiggy, Foodpanda, Zomato, and others, and it was shown that consumers mainly valued distinction to price, excellence, and timeliness. Das (2018) conducted comparison research to examine how consumers perceive Zomato, Swiggy, UberEats, and Foodpanda, four online platforms for ordering and delivering meals. Sethu and Saini (2016) researched the impact of online food delivery services on students in India and found that these services enhance students' time management skills by making it easier for them to get the food they want. In another study, Kedah et al. (2015) investigated the determinants that impact the process of placing orders for clients in Malaysia, including aspects like website credibility, customer satisfaction, and loyalty. In 2019, Chai and Yat endeavored to develop an integrated model that examines the relationship between antecedents and the behavioral intent of Malaysian urban individuals towards online food delivery (OFD) services. In their study, Daud and Yoong (2019) examined the impact of price and time on the behavioral intention of Malaysian consumers to use online food delivery intermediary (FDI) services. They found that only time had a statistically significant influence. Correea et al. (2018) analyzed data from Bogot-based online meal delivery service customers to determine how traffic affected critical performance indicators. The internet food delivery industry is relatively young. Everyone must work together to create a welcoming atmosphere for online food delivery services and restaurants, as well as affected government agencies, consumers, and the general public (Lan et al., 2016).

3.2. Convenience

Ozturk et al. (2016), Xu et al. (2019), and Shah et al. (2022) found that convenience had a significant impact on users' continuing intention in their earlier studies on routes and mobile applications. According to Xu et al. (2019), convenience is a perceived benefit of mobile apps. Regarding mobile food delivery applications, customers can access the app from anywhere to place an order. Additionally, the food is subsequently brought to their homes. These factors urge the user to utilize the application again occasionally. Hence, the following theory is being put forward:

H₁: Convenience has a significant impact on choosing an online food delivery service.

3.3. Hedonic Motivation

Hedonic motivation, which is innate, is a significant factor influencing customers' intention to utilize new technology and do so going forward (Alalwan, 2020; Brown & Venkatesh, 2005). Lin et al. (2022) discovered that hedonic motivation positively affects customer satisfaction and the use of online meal delivery services. Customers will be more likely to utilize OFD services frequently to place food orders if they believe the services can be enjoyable (Yeo et al. 2017). Hedonic motivation, which raises engagement, is linked to the desire for playfulness and enjoyment (Prabowo & Nugroho, 2019). The good or service's multimodal, creative, and emotional aspects are related to hedonic motivation (Venkatesh et al., 2012). Mobile food delivery apps are connected to customers' satisfaction, inclination, and joy after using the products or services (Akdim et al., 2022). Customers can order food using an application and enjoy their favorite meals without leaving their homes or places of employment, according to the perspective of a mobile food delivery app. The impact of hedonic motivation on consumers' happiness with the OFD platform has been empirically demonstrated (Alalwan, 2020). When users love using the food delivery program, they are urged to utilize it repeatedly. Thus, it was hypothesized that:

H₂: Hedonic motivation has a significant impact on choosing an online food delivery service.

3.4. Indifference to the Dining Environment

The importance of creating an aesthetically pleasing physical environment has been strongly emphasized by numerous researchers and restaurant managers, who view it as a crucial aspect of enhancing and maximizing customer happiness within the hospitality business (Ryu & Han, 2010). The physical environment plays a vital role in creating a distinct client experience through a pleasant and comfortable ambiance for a restaurant (Canny, 2014). Previous studies have shown that the physical atmosphere of a restaurant positively influences customer satisfaction (Nasir et al., 2014). Young consumers prefer dining in a tranquil setting that offers solitude, even when the restaurant is at total capacity. However, large crowds and long lineups during peak hours negatively impact customer satisfaction.

Additionally, the busy urban working population finds it inconvenient to visit shopping malls. Food and grocery delivery services see rapid growth in demand (Polas et al., 2022; Poon & Tung, 2024). OFD platforms collect consumer orders and transmit the information to restaurants and delivery personnel. In recent years, online food delivery (OFD) has gained increasing popularity on a global scale by offering consumers an innovative method to access a diverse array of meal options through a variety of platforms (Hong et al., 2021; Poon & Tung, 2024; Troise et al., 2020). Prior studies have predominantly focused on examining the attributes of mobile applications, conventional retail, and e-commerce habits, with limited attention given to OFD consumers and much less consideration given to the utilization of mobile applications for ordering meals from restaurants (Cho et al., 2019; Rodríguez-López et al., 2020; Suhartanto et al., 2019; Yeo et al., 2017). Nevertheless, the decision-making process and new behavior associated with the emergence of food delivery culture are not well understood (Poon & Tung, 2024). The debate then arises as to whether the importance of a restaurant's dining environment is diminished by this new trend of choosing an online platform.

H₃: Indifference to the dining environment has a significant impact on choosing an online food delivery service.

3.5. Service Availability in Unconventional Hours

Gen Z, having been raised in the digital era, is renowned for their adeptness with technology and inclination to adopt cutting-edge solutions that simplify everyday routines (Pramezwarly et al., 2023). The seamless integration of technology and food delivery is in ideal harmony with the fast-paced and digitally immersed lifestyles of Generation Z, allowing customers to order food at any time and from any location (Banerjee et al., 2019; Chen & Hung, 2015; Francioni et al., 2022). Consequently, the availability of online food delivery services during unconventional hours by providing convenient access can determine their decision-making process. Access convenience refers to the simplicity and efficiency clients may approach a shop (Shankar & Rishi, 2020). If the client cannot access the shop, they cannot utilize the service, which is why access convenience is an essential component of retail convenience (Lina et al., 2022). However, in the context of the Internet, the physical location of a store is irrelevant (Jebarajakirthy & Shankar, 2021). Nevertheless, the impact of online convenience on consumer reaction is still at an early stage in online shopping, and there is currently no complete framework available. Therefore, it is imperative to examine the level of convenience provided by online platforms in the context of online retailing (Lina et al., 2022).

H₄: Service availability in unconventional hours has a significant impact on choosing an online food delivery service.

3.6. Time-Saving

One of the most critical aspects of Internet shopping is time savings. Customers' most valuable asset while shopping in physical shops or on the Internet is their time. (Bhatnagar et al., 2000). Compared to traditional shopping, browsing the online catalog while making an online purchase saves time and lowers stress. A review of previous research on the subject found that consumers' time awareness and the presence of time-saving features were positively associated with adopting and utilizing online shopping (Chang et al., 2005). Compared to traditional offline buying, Sultan and Uddin (2011) discovered that many respondents believed that internet shopping took less time since it saved them from wasting time traveling. One argument for why online shopping can save time while making purchases and reduce the need to travel to brick-and-mortar stores is provided by Rohm and Swaminathan (2004). According to Morganosky and Cude's (2000) findings, customers who had previously purchased groceries online cited time savings as their primary motivator. Therefore, one of the main draws of online buying is the time it may save. Hence, the following theory is being put forward:

H₅: Time-saving has a significant impact on choosing an online food delivery service.

Figure 1 below shows the conceptual framework of the study.

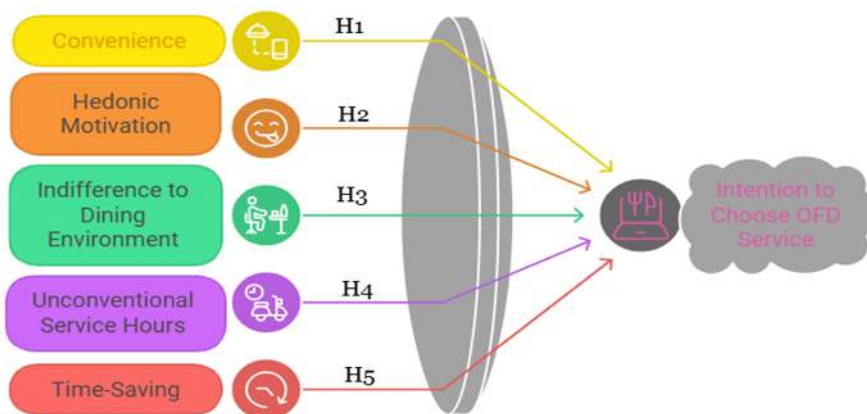


Figure 1. Conceptual Framework of the Study

III. Research Method

3.1. Research Design

This study employs a quantitative research design utilizing descriptive statistics and structural equation modeling (SEM) to develop a comprehensive conceptual framework for motivating issues influencing Gen Z's preference for online food delivery over restaurant visits. The methodological approach involves collecting and analyzing data from a structured questionnaire to capture various dimensions of convenience, hedonic motivation, indifference to the dining environment, service availability in unconventional hours, and time-saving.

3.2. Data Collection

a. Population and Sample

This study's target population includes Gen Z from various cities across Bangladesh. A stratified random sampling method will ensure representation from different towns. The sample size has been

determined based on the SEM guidelines, which typically recommend a minimum of 200 respondents (Kline, 2015). This research distributed five hundred questionnaires, and 478 valid responses were collected, yielding a 95.60% response rate.

b. Instrument

A structured questionnaire has been developed, incorporating validated scales from existing literature to measure the constructs of interest. The questionnaire includes sections on:

- 1) Intention to Choose OFD Service: Items evaluating intention to choose online food delivery service (Bhattacharjee, 2001; Zhao and Bacao, 2020).
- 2) Convenience: Items included the convenience elements (Ozturk et al., 2016; Xu et al., 2019; Shah et al., 2022).
- 3) Hedonic Motivation: Items representing the hedonic motivation (Venkatesh et al., 2003).
- 4) Indifference to the Dining Environment: Items measuring dining ambiance, restaurant environment, and interior decoration (Polas et al., 2022; Poon and Tung, 2024).
- 5) Service Availability in Unconventional Hours: Items representing the service availability in unconventional hours (Banerjee et al., 2019; Chen and Hung, 2015; Francioni et al., 2022).
- 6) Time-Saving: Items assessing the time-saving issue (Chang et al., 2005; Morganosky and Cude, 2000).

The questionnaire has been pre-tested with a small sample of respondents to ensure clarity and reliability. Based on the pilot test's feedback, the necessary modifications have been made.

3.3. Data Analysis

- a. Descriptive Statistics: Descriptive statistics were used to summarize the demographic characteristics of the sample and the responses to the questionnaire items.
- b. Structural Equation Modeling (SEM): SEM was employed to test the hypothesized relationships between the constructs in the conceptual framework. SEM is particularly suitable for this study as it allows for the simultaneous analysis of multiple dependent relationships and includes latent variables (Byrne, 2016).
- c. Model Specification: The conceptual framework was translated into a structural model, specifying the expected relationships between the latent variables: intention to choose OFD service as the dependent variable and convenience, hedonic motivation, indifference to the dining environment, service availability in unconventional hours, and time-saving are independent variables.
- d. Measurement Model: To validate the measurement model, confirmatory factor analysis (CFA) ensured that the observed variables adequately represented the latent constructs. The measurement model's fit was assessed using fit indices such as the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI) (Hu & Bentler, 1999; Henseler et al., 2014).
- e. Structural Equation Model (SEM): Once the measurement model was validated, the structural model was tested to examine the direct effects of the independent variables on the intention to choose OFD service. Path coefficients have been estimated to determine the strength and significance of the hypothesized relationships.

This methodological approach ensures a rigorous and comprehensive examination of motivating issues influencing Gen Z's preference for online food delivery over restaurant visits.

3.4. Testing Model Fit

Before testing the structural equation model (SEM), the model fit was assessed using two fit indices: the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). The SRMR represents the discrepancy between the observed correlation matrix and the model-implied correlation matrix, where values below 0.08 indicate a good model fit (Hu & Bentler, 1999). Henseler et al. (2016) introduced the SRMR as a goodness-of-fit criterion for partial least squares SEM (PLS-SEM) to prevent model misspecification. The second index, the NFI, is an incremental fit measure that evaluates the Chi-square value of the proposed model against a baseline model, with values above 0.90 generally indicating an acceptable fit (Bentler & Bonett, 1980). Given that the model tested in this study was fully saturated, with no free parameters, the fit indices for the saturated (measurement) and estimated (structural) models were identical. In this study, the SRMR value of 0.060 (< 0.08) and the NFI value of 0.912 (> 0.90) suggest that the data provide an adequate fit to the model.

IV. Result and Discussion

4.1. Analysis Result

The results for item loadings, Cronbach's alpha, composite reliability, and average variance extracted are shown in Table 1. The scales in the questionnaire were excellently used, adhering to the generally established standards for validity and reliability. To confirm if each factor had a significant factor loading with the variables, we examined the factor loading values. Their value must be more than 0.40 for a sample size of more than 200 (Hair et al., 2006). Cronbach's alpha and CR have minimal acceptable limits of more than 0.70 (Hair et al., 2010; Hair et al., 2013). Additionally, AVE needs to be greater than 0.50 (Na-Nan, 2020; Hair et al., 2014). All indicators satisfied the assumed requirements, according to the analysis's findings. This indicates that the study's use of the structural equation model was suitable.

Table 1. Convergent Validity

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
Convenience	CN1	0.812	0.825	0.772	0.583
	CN2	0.750			
	CN3	0.767			
	CN4	0.823			
Hedonic Motivation	HM1	0.816	0.786	0.861	0.608
	HM2	0.778			
	HM3	0.805			
	HM4	0.834			
Indifference to the Dining Environment	IDE1	0.832	0.789	0.863	0.612
	IDE2	0.881			
	IDE3	0.752			
	IDE4	0.794			
Service Availability in Unconventional Hours	SA1	0.795	0.751	0.845	0.580
	SA2	0.818			
	SA3	0.764			
	SA4	0.843			
Time-Saving	TS1	0.768	0.828	0.886	0.660
	TS2	0.748			
	TS3	0.847			
	TS4	0.860			

Intention to Choose OFD Service	IC1	0.769	0.771	0.853	0.593
	IC2	0.798			
	IC3	0.882			
	IC4	0.756			

Recent criticism has emerged regarding the Fornell-Larcker (1981) criterion, which is unreliable in detecting the absence of discriminant validity in everyday research contexts (Henseler et al., 2015). Henseler et al. (2015) proposed an alternative approach based on the multitrait-multimethod matrix, known as the heterotrait-monotrait ratio of correlations (HTMT), to assess discriminant validity. Their Monte Carlo simulation study demonstrated the superior performance of this method. Accordingly, we have employed this recommended approach to test discriminant validity, with the results presented in Table 2. According to Kline (2015), HTMT values exceeding 0.85, or 0.90 according to Gold et al. (2001), indicate potential issues with discriminant validity. As all HTMT values in this study were below the 0.90 threshold (Gold et al., 2001) and the 0.85 threshold (Kline, 2015), as shown in Table 2, discriminant validity has been confirmed.

Table 2. Discriminant Validity (HTMT Ratio)

	1	2	3	4	5	6
1. CN						
2. HM	0.503					
3. IDE	0.559	0.798				
4. SA	0.654	0.743	0.591			
5. TS	0.634	0.635	0.669	0.685		
6. IC	0.579	0.569	0.568	0.591	0.679	

Note: CN =Convenience, HM=Hedonic Motivation, IDE = Indifference to the Dining Environment, SA = Service Availability in Unconventional Hours, TS = Time-Saving, IC = Intention to Choose OFD Service

Table 3. Structural Model

No.	Path	Mean	STDEV	T statistics	p-values	Remarks
H1:	CN -> IC	0.312	0.042	7.364	0.000	Supported
H2:	HM -> IC	0.278	0.053	5.281	0.013	Supported
H3:	IDE -> IC	0.401	0.049	8.220	0.000	Supported
H4:	SA -> IC	0.195	0.059	3.283	0.021	Supported
H5:	TS -> IC	0.487	0.045	10.852	0.000	Supported

Note: CN =Convenience, HM=Hedonic Motivation, IDE = Indifference to the Dining Environment, SA = Service Availability in Unconventional Hours, TS = Time-Saving, IC = Intention to Choose OFD Service

The outcomes of the hypothesis testing in Table III provide nuanced information on the motivating issues influencing Gen Z's preference for online food delivery over restaurant visits. Five hypotheses were tested: convenience, hedonic motivation, indifference to the dining environment, service availability during unconventional hours, and time-saving. All of these hypotheses were accepted. This study shows a significant relationship between convenience, hedonic motivation, indifference to the dining environment, service availability in unconventional hours, and time-saving toward the intention to choose the OFD service.

4.2. Discussion

The study's results confirmed that convenience significantly influences Gen Z's intention to choose Online Food Delivery (OFD) services, supporting the hypothesis. As expected, the data reveal that convenience is crucial in preferring OFD over traditional dining experiences. This finding is consistent with previous research, highlighting convenience as an essential determinant of consumer behavior in the digital

catering industry (Chai & Yat, 2019; Sari et al., 2023; Wiastuti et al., 2022). In the context of OFD applications, convenience can be understood as the ease with which consumers can choose food without going to a physical restaurant. Many conveniences, such as ordering meals from home or on the go, ordering through mobile apps, and quick-serve meals, resonate strongly with Gen Z consumers. Hedonic motivation, or the pursuit of pleasure and emotional satisfaction, emerged as a critical factor influencing Gen Z's preference for OFD services. This generation values the experience of trying new and varied foods, which OFD events can offer conveniently. The variety and innovation these platforms offer cater to their curious appetites and desire for unique culinary experiences. In addition, personalized recommendations and the excitement of receiving food deliveries add to the hedonic appeal. This finding is consistent with previous studies showing that experiential and entertainment components play a more prominent role in the younger demographic (Josiam & Henry, 2014; Kim & Kang, 2023).

The hypothesis that Gen Z customers show indifference towards the restaurant when choosing OFD service was also supported. Unlike previous generations, who may place more value on outdoor dining and lifestyle experiences, Gen Z seems more focused on convenience and efficiency of food consumption. This apathy can be attributed to their digital native environment, where virtual communication and home-based activities abound. The preference for convenience over the status quo means that traditional restaurants may need to be creative in appealing to this demographic through digital communications (Okumus, 2021; Chan and Li, 2022). This study provides a novel finding by confirming that service availability throughout unconventional hours drastically impacts Gen Z's goal to pick out OFD services. Unlike preceding research, which often targeted comfort and hedonic factors, this finding highlights the developing significance of extended operational hours in shaping the consumption behaviors of Gen Z. This generation values flexibility and has access to offerings beyond traditional meal times. For Gen Z, flexibility and accessibility are a fundamental way of life possibilities, and the potential to access food shipping services beyond conventional meal times—whether or not past due at night, early in the morning, or all through off-peak hours—is a crucial element in shaping their behavioral intentions. Unlike conventional eating places with constant working hours, OFD services provide 24/7 availability or prolonged late-night options that cater to this era's demand for on-call solutions in all regions of lifestyles.

Saving time was another accepted hypothesis, emphasizing the importance of efficiency and convenience for Gen Z. This generation leads a busy life, balancing study, work, and social activities, making time valuable (Berkup, 2014). The OFD service offers a practical solution to time constraints by providing quick and easy meal delivery without traveling, waiting, or cooking (Ray et al., 2019; Humaidi et al., 2024). The emphasis on time management reflects the broader societal shift towards faster lifestyles and the increased demand for services to meet this need. Restaurants and OFD events can utilize this by streamlining their operations to ensure faster delivery and less customer inconvenience. This study has far-reaching theoretical implications for understanding consumer behavior, mainly how digital technology influences Generation Z preferences and adoption. This study also contributes to the broader discussion of technology adoption by investigating how convenience, time savings, and immediate gratification influence Gen Z customers in Bangladesh to favor online food delivery (OFD) offers. It also deepens our know-how of generational intake styles, presenting insights into how this digitally local cohort interacts with the technology of their day-to-day lives. Furthermore, the research refines current models like the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) based on the context of the particular technology setting. In addition, this study is not only limited to online food delivery but also cross-cultural research that can use local cultural and economic factors to explain global trends like OFD adoption.

This research offers significant perspectives to multiple stakeholders in terms of practical implications. Online food delivery providers should leverage the data to enhance their marketing and advertising campaigns, emphasizing elements that appeal to Generation Z the most, like expediency, ease of use of apps, and speedy delivery timeframes. For restaurant owners, the study guides how to respond to the digital revolution by improving partnerships with delivery systems and offering various online deals. It also demonstrates how service design may be adjusted to meet the needs of tech-savvy Generation Z customers.

Furthermore, the research has policy implications, providing insights into the financial and social effects of the OFD quarter and issues relating to job and concrete mobility. Finally, the paper advises digital entrepreneurs on creating focused campaigns that employ social media, peer recommendations, and gamification to capture the interest and allegiance of Gen Z clients.

V. Conclusion

This study reveals that hedonic motivation, indifference to the dining environment, and time-saving are vital issues in Gen Z's preference for OFD service over traditional meals. Understanding these drives can help businesses tailor their offerings to meet the needs of this influential demographic, ensuring continued engagement and satisfaction in a competitive marketplace. It is important to note that this research did have certain limitations. Firstly, the limited data collection among Gen Z in Bangladesh raised concerns about the data's generalizability. Future studies should try to survey more people to confirm the theoretical associations studied here. Secondly, the sample size of 478 respondents was relatively small compared to the total number of Gen Z living in Bangladesh, which could potentially impact the findings. This could also impact the way we present the findings. Plenty of additional ideas exist to expand upon the present paradigm even more. It is possible to test the study design with users from various generations to see whether it can accurately measure people's intention to utilize OFD services. For optimal outcomes, a thorough assessment procedure is required. The likelihood that consumers in a broader region would choose OFD services over competing products and services is another potential subject for further study.

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