

# Determinants of Customers' Intention to Use Online Food Delivery Services: A Study of Generation Z

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*Abstract:* - The objective of the study is to investigate the determinants of the intention of Generation Z customers to use online food delivery services. In this direction, the study aimed to determine the structural relationships between perceived usefulness, perceived ease of use, price and time saving, hedonic motivation, attitude, and behavioral intention. PLS-SEM is used in research analysis. The sample consists of 428 Generation Z customers. Findings obtained as a consequence of the research revealed that perceived ease of use, price and time-saving benefits, and hedonic motivation have positive effects on consumers' attitudes towards OFD services, and in addition, consumers' attitudes towards OFD services have positive effects on their behavioral intentions as well. This research contributes to a more comprehensive understanding of the consumption experience of Generation Z. The findings guide the sectoral representatives to formulate accurate and effective management policies in online food delivery services by analyzing the behavioral intentions of Generation Z. The results are also likely to be beneficial for restaurant managers and entrepreneurs.

*Key-Words:* - Generation Z, online food delivery services, behavioral intentions, tourism, management, technology acceptance model.

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## 1 Introduction

Online food delivery (OFD) platforms are one of the systems that are significantly affected by e-trade and the use of the Internet aimed at conducting online transactions. Processes experienced within the framework of digitalization enabled customers to realize online shopping, online banking, telecommuting, and even online food orders whenever and wherever they desire, [1]. The outbreak of the COVID-19 pandemic in 2020 exacerbated the need of food and beverage enterprises for information and communication technologies, as in many sectors The COVID-19 pandemic forced businesses to face new and

complex challenges, while profoundly altering customers' purchasing behavior and methods. In this context, new laws, regulations implemented, and repeated lockdowns seriously affected the practices of restaurant and catering enterprises as well. In the face of COVID-19 quarantines worldwide, most restaurants and catering enterprises have started to implement OFD services in food ordering and delivery services, [2]. As a consequence of the COVID-19 pandemic, which had profound impacts on all economic fields, the nature of the conventional business world changed fiercely. Restaurants started to place emphasis on delivery and takeout services, which eventually became key drivers of revenue and sales growth. Food retailers

and manufacturers began to attach increased importance to technological innovations that would enable progress in this ever-evolving environment. In parallel with the COVID-19 outbreak, OFD processes are becoming increasingly used, [3].

Along with the rise of online platforms, today, the food industry has experienced a process of remarkable metamorphosis while revolutionizing the ways of satisfying consumers' cravings for food and beverages. The food industry has faced a significant transformation following the popularization of online platforms that fascinate the technology enthusiast generation Z, [4]. Generation Z is conceptualized in conjunction with mobility, social networks, and digitalization. In the context of consumption patterns, Generation Z treasures consuming unique, unlimited, and ethical products. Another characteristic of Generation Z members is that they interact with the newest technology every day, [5]. To put it another way, the superiority of Generation Z in the use of technology affects the way they access information as well as their shopping behaviors. The behavior of this generation to use OFD service apps is an indicator of this situation, [6]. OFD services have gained worldwide popularity among Generation Z. Generation Z individuals find ordering through OFD service providers smart and convenient. Research shows that young people prefer to order food online on a weekly basis, while some prefer to order it daily. Similarly, young people are well-informed about these food delivery systems and trust online payment systems, [7].

This study aimed to determine the factors affecting the intention to use OFD services of Generation Z consumers, which stands out as a customer group to which businesses attach importance for increasing their profitability while making it sustainable. [8], claim that there is restricted research conducted on behavioral intentions towards OFD services. The number of businesses offering OFD services, a sector that is gaining momentum all over the world due to technological advances and the Covid-19 pandemic, has been gradually increasing in Turkey as well. Turkish enterprises operating in this sector have shown a continuous growth trend and have acquired the capabilities to be active in the international market. The pace of progress exhibited by the sector has made it attractive for enterprises in different branches of electronic commerce (such as Trendyol/Hepsiburada) to canalize the OFD services. In fact, the country's largest retail company started offering OFD services in June 2022 [9], which is a great indicator of the prominence of this

market segment in Turkey. On the other hand, Generation Z is the primary generation contributing to the explosion of online shopping today. According to the studies in the literature, it is found out that the two most crucial factors that determine the online shopping behavior of the young generation are price and ease of service, [10]. When the literature is analyzed, it is noteworthy that the consumption behaviors of Generation Z are studied in areas such as tourism and accommodation [11], digital marketing [12], sustainable food [13], luxury brands [14], and digital banking [15]. While research on OFD services of Generation Z often focuses on service quality and customer satisfaction [7], [16], [17], [18], it is understood that research on the factors affecting the purchasing behaviors of OFD services of this generation is still limited. In light of all this information, this study will contribute to the relevant literature by enabling a more comprehensive understanding of the consumption experiences of Generation Z in the context of OFD services. In addition, the practical contribution of the study is to provide industry representatives with insight into the development of accurate and effective management policies by analyzing the behavioral intentions of Generation Z towards this rapidly growing sector.

## 2 Literature Review

### 2.1 Perceived Usefulness and Perceived Ease of Use

Perceived usefulness (PU), defined as “the degree to which a person believes that technology enhances job performance, is an important precursor of the user's acceptance of technology”, [19]. Perceived ease of use (PEOU) is explained as “the degree to which a person believes that using a particular system will not require effort”, [20]. PU and PEOU are effective antecedents that shape users' attitudes and behavioral intentions [21] and [22]. It can be claimed that both constructs enable attitude to have an influence on behavior, which then leads to behavioural intention, [23]. The studies conducted in the literature have shown that if it is relatively easy to use a system, individuals could be more willing to learn about its features, [24], however, the more difficult it is to use a technology, the lower the interest of individuals in using it and the slower it will be adopted by individuals, [25]. On the other hand, [26] discovered that PEOU had the greatest influence on attitude. Moreover, [27] found out that PU and PEOU in OFD services had significant and

positive relationships with consumers' purchase intentions. Furthermore, [28] determined that only PEOU had a positive and significant impact on the trust of OFD service users. Thus, we proposed the following hypotheses:

H<sub>1</sub>: PU has a significant impact on consumers' attitudes towards OFD services.

H<sub>2</sub>: PEOU has a significant impact on consumers' attitudes towards OFD services.

## 2.2 PriceSaving Benefit

Price can determine the willingness of the customers to pay and their perceptions of OFD services, [29]. Price-saving orientation is a set of habitual and routinized money-saving actions that the customer exhibits consistently, as an individual difference, [30]. Price-saving benefits (PSB) can be achieved through loyalty programs, cashback, rewards, and discounts implemented by the businesses. Such price-saving programs have led to the increasing popularity of OFD services in food purchases, [31]. The price perception of customers in online environments is formed by comparing the prices determined by various sellers. Monetary incentives of OFD services, such as discounting the fee for their customers during this service and sending additional free products to the order, play a key role in achieving customer satisfaction for OFD services, [32]. OFD services offer favorable deals in terms of price, especially for university students, through websites or various applications. Also, going to a restaurant adds additional transportation costs, which generally increases the cost of eating out, [33]. [34], reported that price-saving direction had a positive relationship and a significant impact on attitude in relation to OFD service. In addition, [27], determined that there is a significant and positive correlation between price saving and consumers' purchase intentions in OFD services [35] also found that the previous OFD purchase experience of Generation Z affected the price-saving orientation. Therefore, we proposed the following hypothesis:

H<sub>3</sub>: PSB has a significant impact on consumers' attitudes to the OFD services.

## 2.3 Time-Saving Benefit

The difficulty of shopping from physical spaces such as stores and shopping malls leads to saving time thanks to online purchasing processes and people showing more interest in maintaining this form of service, [36]. Changing consumer lifestyles and the problem of time make it even more difficult

for consumers to experience shopping from physical spaces such as stores and shopping malls. Consumers provide time-saving benefits (TSB) with the intention of "buying time" while turning to online shopping, [37]. When compared to visiting a restaurant and waiting in line, OFD systems have time-saving benefits, [38]. It is clear that in the modern world, individuals experience time constraints in terms of their daily activities. Therefore, individuals tend to consider alternatives that will enable them to save time and complete their work with less effort. In this context, the time-saving benefit is recognized as one of the most crucial factors that direct people to online purchasing behavior, [39]. Generation Z tends to prefer instant and quick shopping experiences, [35]. When individuals realize that there is insufficient time to do day-to-day tasks, they will seek alternatives to save time. Spending time eating out is considered a time-consuming and luxurious activity. Especially university students prefer OFD services that deliver food to customers on time, as these services undertake the mission of acting fast in their delivery processes. In this sense, the studies in the literature claim that saving time is the main determinant of OFD services, [40]. [41], stated the positive effect of time-saving orientation on behavioral intention. [41], indicated that time-saving direction had a positive relationship and a significant impact on attitude in relation to OFD services. Hence, we proposed the following hypothesis:

H<sub>4</sub>: TSB has a significant impact on consumers' attitudes to the OFD services.

## 2.4 Hedonic Motivations

The impact of technological advances leads to the inclusion of a different sector in digitalization processes day by day. In terms of marketing strategies, this condition necessitates the examination of the relations between enterprises in the digital world and their customers. Accordingly, it is seen that various models have emerged in the literature that aims to determine the effects of technology on consumer behaviour. One of these models is the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. Unlike previous models, the model proposed by [42] has different constructs. One of these constructs is named hedonic motivation. In the simplest form, hedonic motivation (HM) is defined as "fun or pleasure felt from using a technology". The construct reflects the idea that if the use of technology is pleasurable and fun, users can enjoy

using it, [43]. It is believed that this construct has a positive impact on the adoption of recent technology, and it is also proven to be a factor affecting consumer behavior in the adoption of a certain technology, [44]. In addition, it is argued that hedonic motivation will be more effective in technology services and/or applications in which consumers are voluntarily engaged, [45]. The research conducted on mobile food ordering practices, [46] confirmed that HM has a significant impact on both e-satisfaction and ongoing intention. Besides, [47] found out that HM has the highest impact on customer satisfaction for the enterprises offering OFD services. Thus, we proposed the following hypotheses:

H<sub>5</sub>: HM has a significant impact on consumers' attitudes to the OFD services.

### 2.5 Attitude towards OFD services

Attitude (ATT) refers to “an individual's positive or negative thoughts towards any object or person”, [48]. In other words, attitudes are a learned predisposition to treat a particular object or person in a positive or negative way. At the same time, attitudes are learned and have an impact on purchasing behaviors as well, [49]. According to TAM, general beliefs rather than explicit beliefs are thought to play a key role in shaping attitudes toward using a certain technology, [50]. [51], are of the opinion that the attitude towards technology will be determined by the PEOU. According to [52] PU, PEOU, saving of time, and ordering costs are the determinants of OFD services. [53], stated that attitude and perceived value towards OFD services have a positive impact on consumer's intention to use these services continuously. On the other hand, behavioral attitude is related to customer experience. Customers, who are subject to a positive experience, are more likely to embrace OFD. A customer in favor of limiting personal interaction with others may be willing to prefer online takeaway services, [54]. [50], determined that there is a positive relation between the intention to buy food online and attitudes. Similarly, [55] explained that attitudes towards online delivery influence consumers' behavioral intentions. In summary, consumers will develop a cheerful outlook online food ordering services since these services could facilitate the daily lives of consumers, and these consumers will continue to buy the products in question, [56]. Hence, we proposed the following hypotheses:

H<sub>6</sub>: ATT positively influences the behavioral intention to use OFD services.

### 2.6 Behavioural Intentions

Behavioral intention (BI) refers to the individual's likelihood of acting in the future or the customer's tendency to be involved in the system, [54]. Behavioral intention will influence individual preference for adopting or not adopting OFD in the future, [39]. [8], identified that there is a relationship between attitude and behavioral intention towards the use of OFD services and hedonic motivation, price, and time-saving benefits. [51], remarked that attitude and behavioral intention towards OFD practices are determined by the perception of usefulness, and practicality is, on the other hand, affected by external factors such as HM and TSB. [57], stated that positive online comments, PU, and food safety awareness positively affect the purchasing behavior for OFD services. [58], indicated that customer satisfaction has a strong positive impact on behavioral intentions toward the use of OFD services. [59], put forward that factors influencing the consumer intention to use online food ordering services involve usefulness, ease of use, and consumer enjoyment. [60], clarified the relationship between PU, PEOU, PSB, TSB, and intention to use online food services.

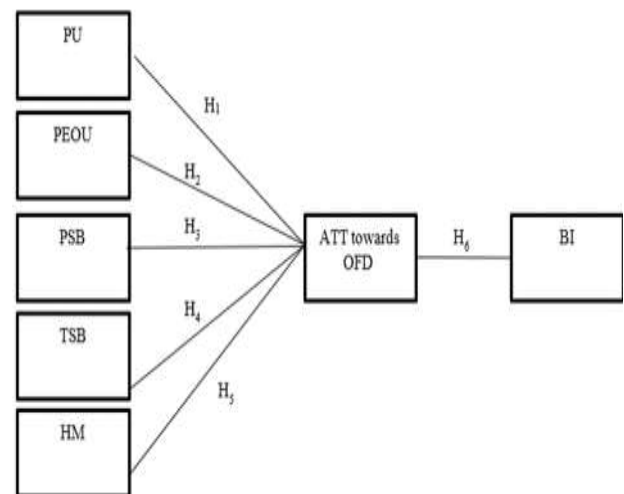


Fig. 1: Conceptual Model

### 3 Methodology

The theoretical framework of the study was designed based on the Technology Acceptance Model (TAM). OFD services are considered a contemporary and inventive way to buy food and stand out as a key technology that meets the social and personal needs of consumers, [61]. Many

researchers have utilized the TAM in OFD and examined the factors affecting consumers' attitudes towards behavioral intention to use a technology [50], [62], [63], [64]. TAM suggests that perceived ease of use and perceived usefulness together determine attitude, leading to the intention to use a new system or technology, [26]. On the other hand, there are studies on OFD services that include time and price-saving variables as well, [8], [41], [60]. Accordingly, the variables of price saving and time-saving benefit in the [65] attribution theory were added to the study with the aim of investigating the way price and time factors affect consumer behaviors. Moreover, [50] argues that hedonic motivation in the tourism industry is a critical factor affecting the service quality assessment of customers. In the research conducted, the authors revealed that the more consumers believed that using OFD services was exciting, fun, and enjoyable, the more positively they favored those services. Therefore, the present study added the hedonic motivations variable to the research design in line with the understanding that it is important to enjoy while receiving service from the OFD companies (Figure 1).

The authors of this study, investigating the determinants of Generation Z customers' intention to use OFD services in Turkey, adopted a quantitative method in which a cross-sectional research design is applied. In this direction, the study aimed to determine the structural relationships between PU, PEOU, price and time saving, hedonic motivation, attitude, and behavioral intention. As part of the study, a questionnaire form was formulated based on the findings and theory obtained because of the literature review. There are a total of twenty-three items in the questionnaire form used in the study. The items of PU (3 items), PEOU (3 items), PSB (3 items), and TSB (3 items) in the questionnaire were adapted from the study of [62]. The items of hedonic motivations (3 items) and attitude to the OFD services (4 items), on the other hand, were adapted from the study of [9]. Lastly, four items were adapted from the study of [66] to measure behavioural intentions. Participants were asked to respond to these items within the framework of a 5-point Likert scale. The questionnaire also included questions about the socio-demographic information of the participants.

The scope of the current study involves Generation Z consumers. According to the literature, those born in 1995 and after are called Generation Z, [67]. However, the population consists of Turkish citizens between the ages of 18-27, who use OFD services, since it is foreseen in the

research that the participants should have access to the payment system in OFD services. In the study, the data were collected through a convenience sampling method by answering an online questionnaire developed on the Google Forms platform. Before the participant starts to answer the questionnaire, they are required to read the cover letter that informs them of the purpose of the study. The cover letter includes a description of OFD services and the names of enterprises operating in Turkey. In addition, the participants were informed that the questionnaire was for academic purposes. Moreover, it was verified by the research expert before the implementation of the online questionnaire and then pre-tested with twenty-five participants before the last questionnaire was created in the Google Forms. The online questionnaire application remained open for the answers from 1-31 May 2023 and 428 utilizable questionnaires were retrieved.

## 4 Results

### 4.1 Respondents' Profile

Information on the demographic characteristics of the respondents in the study is given in Table 1.

Table 1. Socio-Demographic Information

Item	Description	Freq.	%
Gender	Female	244	57
	Male	184	43
	Total	428	100
Working Status	Student	250	58
	Working	178	42
	Total	428	100
Marital Status	Single	380	89
	Married	48	11
	Total	428	100
Average monthly expenditure	10\$ and less	56	13
	11\$-20\$	92	22
	21\$-30\$	91	21
	31\$ and more	189	44
	Total	428	100
Frequency of ordering Sector Type	Once per month	57	13
	Twice per month	51	12
	Three times per month	92	21
	Four times per month and above	228	54
	Total	428	100

When Table 1 is analyzed, it is understood that the majority of the participants are female (57%), their marital status is single (89%), and their education life continues (58%). Also, it was

determined that the participants spent an average of 31\$ or more on OFD services. Finally, it was found that the frequency of ordering from OFD services of the participants was four times or more per month.

#### 4.2 Analysis of the Research Design

SmartPLS 4.0 was used to evaluate the research model using Partial Least Squares (PLS-SEM). PLS-SEM analysis is preferred in exploratory studies and complex and multilayer models. In addition, this analysis is not parametric like regression and there is no assumption of normal distribution, [68]. PLS-SEM has recently become a frequently used tool in multivariate analyses in the tourism literature, [69]. In addition, the SmartPLS program can include single or two-item variables in the analysis and can analyzed with small samples, [70]. Because of these characteristics, it has gained popularity in marketing research in recent years [71].

#### 4.3 Assessment of the Measurement Model

In SmartPLS, analyses occur in two steps. In the first step, the internal consistency reliability and convergent validity values of the measurement model are examined. For internal consistency reliability, Cronbach's alpha, and Composite Reliability (CR) values must be over 0.70. For convergent validity, the outer loading value must be at least 0.708 and the Average Variance Extracted (AVE) value must be greater than 0.50, [72]. Thus, all the variables are valid. Table 2 reports the corresponding results.

According to [70], it should be calculated whether the factor loads of the indicators in the model are statistically significant after performing the validity and reliability tests. In the study, the p value of the Perceived usefulness variable was removed from the research design because it was greater than 0.05 in the resampling analysis for the factors. Therefore, the H1 hypothesis was not evaluated.

In the SmartPLS program, there are three reports used to determine discriminant validity. These are, respectively, cross-loadings, the Fornell-Larcker criterion, and the HTMT ratio. The first of these is the control of cross-loadings. Cross-loadings occur when a variable shows loadings on multiple factors. Cross-loading means that a variable loads highly on a factor other than its main factor. According to cross-loadings, if a cross-loaded item is detected, it should be removed from the measurement model, [70].

In the Intention variable, two items of this variable were removed from the measurement

model because of the overlapping. After removing cross-loaded items (overlapping), the evaluation of the other two criteria can proceed. The first of these is the method suggested by [73]. In this method, the square root values of AVE must be higher than the correlation coefficients in their own row and column. The values in parentheses are the square root AVE values of the scales. The second method is the HTMT coefficients suggested by [74].

Tablo 2. Results of the assessment of the measurement model

Constructs/Items	Outer Loadings
<b>HM <math>\alpha=0.859</math>; CR=0.914; AVE=0.780</b>	
I believe it is fun to use OFD services.	0.868
I find it enjoyable to shop online through OFD services.	0.892
Using OFD services is quite enjoyable.	0.889
<b>PEOU <math>\alpha=0.781</math>; CR=0.873; AVE=0.696</b>	
It's easy to find anything you want through OFD services.	0.787
Interaction with OFD services is clear and understandable.	0.855
It's easy to master navigating the OFD services.	0.859
<b>PSB <math>\alpha=0.785</math>; CR=0.875; AVE=0.700</b>	
OFD services help me save money.	0.814
OFD services offer cheap food deals.	0.844
Get my money's worth when using OFD services.	0.851
<b>TSB <math>\alpha=0.863</math>; CR=0.916; AVE=0.785</b>	
Using an OFD service saves you time.	0.814
Using an OFD service helps me get things done faster in the food-buying process.	0.931
It is important for me to process my order as quickly as possible using the OFD service.	0.909
<b>Attitude towards OFD services <math>\alpha=0.838</math>; CR=0.892; AVE=0.673</b>	
Purchasing food/beverages through OFD services is a wise choice.	0.827
It is good to purchase food/beverages through OFD services.	0.798
It is safe to purchase food/beverages through OFD services.	0.841
Purchasing food/beverages through OFD services feels rewarding.	0.815
<b>Intention <math>\alpha=0.826</math>; CR=0.8920; AVE=0.852</b>	
Will recommend others to use OFD systems in the future.	0.921
OFD systems would be among my favorite technologies.	0.925

According to this criterion, the average of the correlations of all variables in the HTMT research is the same. It expresses the ratio of the correlations between the variable expressions and the geometric averages. According to the authors, the HTMT

value should be less than 0.90 for concepts with similar content and less than 0.85 for concepts with very different content. HTMT coefficients are calculated between 0.443 and 0.860. It was determined that discriminant validity was achieved in the data set (Table 3).

Table 3. Discriminant Validity

F&L Criterion	ATT	HM	BI	PEOU	PSB	TSB
ATT	<b>(0.821)</b>					
HM	0.650	<b>(0.883)</b>				
BI	0.583	0.464	<b>(0.923)</b>			
PEOU	0.694	0.585	0.477	<b>(0.834)</b>		
PSB	0.655	0.602	0.358	0.556	<b>(0.837)</b>	
TSB	0.719	0.673	0.497	0.711	<b>0.600</b>	<b>(0.886)</b>
HTMT Criteria	ATT	HM	BI	PEOU	PBS	TMS
ATT						
HM	0.761					
BI	0.702	0.547				
PEOU	0.850	0.756	0.593			
PSB	0.804	0.735	0.443	0.706		
TSB	0.835	0.784	0.581	0.860	0.741	

#### 4.4 Structural Model

Following the acceptance of the validity and reliability tests of the measurement model, the structural model was analyzed (Figure 2). Among the critical values that should be reported in the structural model are measuring the explanatory power of the model, the determination coefficient  $R^2$ , the effect size ( $f^2$ ) coefficient, and the VIF (Variance Inflation Factor) coefficient are included to ensure that there is no problem with multicollinearity between the variables. For the calculation of the multi-collinearity, path coefficients,  $R^2$ , and impact size ( $f^2$ ) of the research design the PLS algorithm was implemented. Table 4 shows VIF,  $R^2$ , and  $f^2$  coefficients.

In the literature, it is stated that  $R^2$  values; 0.25 and more reflect a weak explanation rate, 0.50 and more reflect a medium explanation rate, and 0.75 and more reflect a strong explanation rate.

Table 4. Research Design Coefficients

Variables		VIF	$R^2$	$f^2$
HM	ATT towards OFD	2.101	0.648	0.036
PEOU		2.174		0.096
PSB		1.816		0.093
TSB		2.647		0.078
ATT towards OFD	Behavioral Intention	1.000	0.340	0.516

Similarly, the  $f^2$  coefficient; 0.02 and more is regarded as low, 0.15 and more is regarded as medium, and 0.35 and more is regarded as high. Finally, it is emphasized that the VIF coefficient should be below 5, [68]. When the  $R^2$  values were analyzed, it was determined that 65% of the attitude variable and 34% of the intention variable were explained. Moreover, the impact size ( $f^2$ ) coefficients were examined, and it was observed that the attitude to the OFD services had a low level of impact size, however, the behavioural intention had a high level of impact size. Lastly, within the acceptable scope without significant multicollinearity issues ( $VIF < 5$ ). (Table 4).

Structural model significance was assessed through path coefficients, t-values, and standard errors. The hypotheses of the direct relationship of this study were also analyzed through the bootstrapping procedure in Smart PLS 4, [75].

Bootstrapping was used to assess the significance of the PLS path coefficient with 5,000 subsamples of size 428. Direct effect coefficients calculated with the resampling method are presented in Table 5.

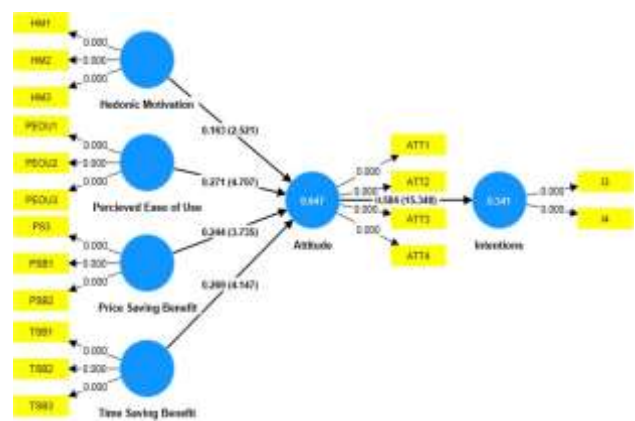


Fig. 2: Structural Equation Model

Accordingly, it is understood that HM has positive impact on consumers' attitudes towards OFD services ( $\beta=0.161$ ;  $p<0.05$ ), PEOU has positive impact on consumers' attitudes towards OFD services ( $\beta=0.271$ ;  $p0.01$ ), PSB has positive

impacts on consumers' attitudes towards OFD services ( $\beta=0.244$ ;  $p<0.01$ ), TSB has positive impacts on consumers' attitudes towards OFD services ( $\beta=0.269$ ;  $p<0.01$ ), and consumers' attitudes towards OFD services has positive impacts on behavioral intentions ( $\beta=0.584$ ;  $p<0.01$ ). In light of these outcomes, hypotheses 2, 3, 4, 5, and 6 of the study were supported.

H<sub>2</sub>: PEOU has a significant impact on consumers' attitudes towards OFD services.

Table 5. Research Design (Hypothesis Tests)

Variables		Standardized $\beta$	Standard Deviation	t Value	P Values
HM	Attitude towards OFD	0.163	0.065	2.521	0.012
PEOU		0.271	0.058	4.704	0.000
PSB		0.244	0.065	3.735	0.000
TSB		0.269	0.065	4.147	0.000
ATT towards OFD	Behavioral Intention	0.584	0.038	15.348	0.000

Within the framework of technology acceptance models (TAM), perceived ease of use is a critical factor for the acceptance and adoption of a service or technology. Services that are easy to use are adopted faster and more widely by consumers. In this context, it has been revealed that the easier and more understandable Generation Z consumers find OFD services to use, the more positive their attitudes towards these services are. In other words, features such as user-friendly interfaces, simple ordering processes, and fast access positively affect Generation Z customers' perception of OFD services. H<sub>3</sub>: PSB has a significant impact on consumers' attitudes to the OFD services.

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Price savings increase the value the service provides to consumers. Being able to access the same or higher quality at lower costs helps consumers develop a positive perception of the service. In this context, when Generation Z consumers can save money through OFD services, they develop a more positive attitude towards these services. In other words, price savings help

Generation Z customers find more economical options and use their budgets more efficiently. Considering that this generation is mostly students, the importance of price savings increases even more.

H<sub>4</sub>: TSB has a significant impact on consumers' attitudes to the OFD services.

Nowadays, time is one of the most valuable resources for people. Due to the busyness of work, school, and/or daily life, many people struggle to find time to cook and eat out. Here saving time helps solve this problem. Online food delivery services allow consumers to order the food they want without having to spend time. This causes Generation Z consumers to approach these services with a more positive attitude and use them frequently. In other words, time savings are an important factor influencing Gen Z consumers' attitudes towards online food delivery services.

H<sub>5</sub>: HM has a significant impact on consumers' attitudes to the OFD services.

Hedonic motivation refers to behaviors driven by the desire for pleasure and enjoyment. Since Generation Z is a generation that has generally grown up with digital technologies, online food delivery services may be preferred by Generation Z as a result of hedonic motivation. In addition, Generation Z is often in search of variety and innovation. Therefore, the use of online food delivery services to enjoy and discover new flavours may constitute the effect of hedonic motivation. In addition, online food delivery services usually offer user-friendly applications. Therefore, ordering food through an easy application and facilitating the user experience may contribute to Generation Z consumers' positive attitude towards these services.

H<sub>6</sub>: ATT positively influences the behavioral intention to use OFD services.

Online food delivery services are often offered through user-friendly apps and ordering is easy. Generation Z consumers prefer these services where they can quickly order food and have it delivered to their doorstep. In addition, Generation Z is often looking for variety. The opportunity to try different flavors and have new dining experiences encourages Gen Z consumers to use these services. In addition, Gen Z is a generation that has grown up with digital technologies, and they see these technologies as an integral part of their daily lives. Easily ordering



food through an app can increase Gen Z consumers' interest in these services. Therefore, Generation Z consumers' positive attitudes toward using online food delivery services may increase their intention to use these services.

## 5 Discussion

The purpose of this study is to investigate the determinants of the intention of Generation Z customers to use OFD services in Turkey. In this direction, the study aimed to determine the structural relationships between PU, PEOU, PSB, TSB, HM, attitude, and behavioral intention. Accordingly, our study determined that PEOU had positive impacts on consumers' attitudes towards OFD services, and the H2 hypothesis was confirmed. When we analyze the literature, it is seen that [24] reported that if a system is easy to use, individuals would be more willing to learn its features, [26] indicated that PEOU has the greatest impact on attitude, [27] reported that PEOU has a meaningful and positive relation with consumers' purchase intentions, [28] stated that PEOU has a positive and meaningful impact on the trust of OFD service users, [21] and [22] remarked that PEOU is the effective antecedent that shapes users' attitudes and behavioral intentions. In this context, we can declare that the study findings are alike the results obtained in the literature.

In the study, it was found that the price-saving benefit had positive impacts on the attitudes of consumers toward OFD services and the H3 hypothesis was confirmed. In the literature, [32] claimed that monetary incentives could be important elements of customer satisfaction regarding OFD services. [33], argued that going to a restaurant adds additional transportation costs, which generally increases the cost of eating out. [41], reported that the PSB has a positive relationship and a significant impact on the ATT towards OFD service, [27] found that there is a significant and positive correlation between price saving and consumers' purchase intentions in OFD services, and [35] determined that the previous OFD purchase experience of Generation Z affects the price saving orientation. Therefore, it can be claimed that the study findings are connate the results obtained in the literature. It was determined that TSB had positive impacts on the attitudes of consumers towards OFD services and the H4 hypothesis was confirmed. The literature [39] reported the positive impact of TSB on behavioral intention, [40] indicated that time-saving is the main determinant of OFD services, [41] expressed that TSB has a positive relationship

and a significant impact on the ATT towards OFD service. Thus, it can be stated that the study findings are similar to the results obtained in the literature. The study identified that HM had positive impacts on consumers' attitudes towards OFD services and the H5 hypothesis was confirmed. In the literature, [44] found that HM has a positive impact on the adoption of new technology, [46] determined that HM has a significant impact on both e-satisfaction and ongoing intention in the research conducted on mobile food ordering applications, and [47] similarly found out that HM has the highest impact on customer satisfaction for the enterprises providing OFD services. Thus, it can be stated that the study findings are parallel to the results obtained in the literature. Study findings determined that consumers' attitudes towards OFD services had positive impacts on their behavioral intentions and the H6 hypothesis was confirmed. [53], reported that attitudes towards OFD services and perceived value have a positive impact on consumer's intention to use them continuously, [48] noted that there is a positive relation between the intention to buy food online and attitudes, [55] also reported that attitudes towards online delivery influence consumers' behavioral intentions. Thus, it can be stated that the study findings are allied to the results obtained in the literature.

## 6 Conclusion

OFD service platforms are more popular than ever thanks to the rise of the sharing economy, the expansion of e-commerce, the promotion of third-party payment options, and the expansion of the stay-at-home economy. Consumers can connect to local restaurants and food suppliers via websites or applications of these enterprises offering OFD services. Thanks to the quick search functions offered by these websites or mobile applications, today, consumers can put the foods they want to order in their grocery trollies and take the delivery from the specified locations. Similarly, consumers can also use the smart tracking function to follow the progress of their orders after placing an order. In addition, enterprises offering OFD services can record the preferences of the consumers [76]. On the other hand, enterprises can offer different service alternatives to consumers in their new orders through all the data they collect. In other words, they are adapting the data they collect to their marketing efforts.

Understanding the factors affecting Generation Z's intention to use OFD services, which is the main subject of this study, is important in terms of

attracting and retaining customers with unique characteristics, such as Generation Z, to businesses. OFD services perfectly match the digital lifestyle of Generation Z. Understanding the factors that influence Generation Z's intention to use OFD services allows restaurants to improve their menu options and services offered. Thus, restaurant managers and entrepreneurs can diversify their menus and improve their online ordering systems. Moreover, identifying the factors affecting Generation Z's intention to use OFD services enables restaurant managers and entrepreneurs to conduct competitive analysis. Thus, it is important to understand how other restaurants cater to this target group. Thus, restaurant entrepreneurs and managers can gain a competitive advantage by applying differentiation strategies. The results of this research will provide guidance in developing target marketing strategies for businesses providing OFD services. It also helps other businesses whose target audience is Generation Z to understand the purchasing preferences of this generation. In other words, the study results are informative for practitioners in terms of developing marketing strategies for Generation Z.

Additionally, this study adds in a number of ways to the literature on management and tourism. The study's findings offer current information on Generation Z's beliefs and practices toward OFD services. Furthermore, it offers fresh insights into the ways in which variables like perceived ease of use, cost and time savings, and hedonic motivation impact perceptions of OFD services. Stated differently, the findings of the study add to the theoretical framework that helps explain how Generation Z behaves when it comes to digital services. The research findings in this context give the study of generational variations more depth. In a similar vein, the study offers fresh data to scholars who want to carry out investigations pertaining to consumer behavior theories generally (especially technology acceptance models and hedonic consumption theories).

The study has limitations. First, this research is based on Turkish generation Z OFD consumers. Attitudes towards OFD services may vary in different countries or across different generations. Another limitation of the research is that the research data was obtained by the convenience sampling method. In future research, the framework of the present study can be expanded in terms of different online applications within the tourism industry. In addition, the research can be conducted on different generation groups as well as taking qualitative methods into consideration.

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**Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)**

The authors equally contributed in the present research, at all stages from the formulation of the problem to the final findings and solution.

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**Conflict of Interest**

The authors have no conflicts of interest to declare.

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