



FACTORS INFLUENCING GENERATION Z'S BEHAVIORAL INTENTION TO USE FOOD DELIVERY SERVICE IN HO CHI MINH CITY

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ARTICLE INFO	ABSTRACT
<p>DOI: 10.52932/jfmr.v4i1en.1017</p> <p><i>Received:</i> July 09, 2025</p> <p><i>Accepted:</i> November 28, 2025</p> <p><i>Published:</i> March 25, 2026</p> <p>Keywords: Consumer behavior, Behavioral intention, Technology Acceptance model, Food delivery services, Generation Z</p> <p>JEL codes: D91, M31, L81</p>	<p>The outbreak of Covid-19 forced businesses to change their traditional way of operation by trying to apply technology into the modern model of food ordering to cater to the rising needs of consumers. In this context, this research examines hypotheses about 3 factors: time saving, social influence and easy payment method which affect consumer perceived ease to use and perceived usefulness and ultimately influence their intention to use online food delivery (OFD) apps via e-commerce platforms. The researcher has used a quantitative and exploration approach to analyze answers collected from a survey; 300 questionnaires were used, and 287 valid ones were collected to evaluate the testing model applied (Extended TAM and TPB Model) using Partial Least Squares Structural Equation Modeling (Smart-PLS). The results yield that the Easy Payment Method exhibits the strongest impact ($f^2 = 0.333$) whereas Time saving and social influence exhibit weak but significant impacts on behavioral intention to use online food delivery. The model achieved a moderate explanatory power for Intention to Use ($R^2 = 0.481$). Therefore, this research recommends F&B companies prioritize simplified payment systems, streamline time-saving features, and leverage social influence marketing to enhance consumer adoption of online food delivery services.</p>

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1. Introduction

Online food delivery services (OFD) are a crucial component of O2O services, enabling customers to order food conveniently via web pages or intermediary e-commerce apps. Driven by rapid technological advancements, and accelerated by the global COVID-19 pandemic, this service has become increasingly essential and bustling. While the market expansion is evident, a theoretical gap persists in understanding the precise behavioral mechanisms driving the sustained adoption among Generation Z in an emerging market like Vietnam. To capture this interest, companies must thoroughly understand the consumer decision journey and the factors influencing adoption.

For all one knows, a reason for the expansion of OFD is the growth in the usage of smartphones in Vietnam. 93% of the population who has used Mobile phone (any type), that is using Intelligent electronic phone, 75% of whom visit online retail stores on the web, make an online purchase. The total value mounted to \$2.96 billion, an increase of 24% compared with last year's (Kemp, 2020). As the smartphone user rate increases, consumers can shop anywhere they like at any time. More conveniently consumer access Online Food Delivery service via smartphone, more easily they change their habit from traditional offline food purchase to take on modern one (Leung et al., 2025).

In the market of online delivery service, there is a rapid change in term of digitalize transaction and making purchases via mobile websites. The current value of the whole industry can count up to over 97 billion US Dollar worldwide with the significant growth rate of 3.5% the average of 5 years combines (Zhao et al., 2024). Representing for the third largest in the ASEAN area, Vietnam's food service industry with its growth rate annually 15.4% values at 21.3 million USD (in 2015). Companies in Vietnam work culture also lean

to F&B online service, typically, they usually set a budget for their employees for lunch daily and after work drinking monthly. Nine out of ten Vietnamese in workplace said that they often order food and drink through app via Internet and smartphone. In the Hospitality industry, online ordering takes account for more than half of F&B order in big cities (An et al., 2023).

In April, when the whole country entered 22 days of social distancing, 75% of Vietnamese citizens reported ordering online food delivery service to prevent the spread of novel coronavirus. 61% confirmed that O2O services helped them to save time of travelling, having more choices that suit with own taste (51%), save more money through promotions (50%), and using convenient payment solutions (42%) (Tran, 2021).

2. Literature review and research model

2.1. Literature review

In 2019, Anita, Richa and Seena learned the factors that interest consumers when ordering food from some specific mobile food Apps. This study aims to investigate the expectations of consumers while ordering food via a platform. The results showed that most respondents are aware of those apps and use them frequently as Convenience. Besides that, there're also Easy Payment methods, a variety of food and restaurants choices, delivery time, customer services, etc which have positive relationships that can lead to sales pushing.

The study of My Nguyen about the factors that affect Millennials and Gen Z the decision toward a food delivery service in Vietnam. The results indicated that an app that provides High speed and quality of Delivery, Good Promotion, Social influence and an Easy-to-use system will be that value that can convince the target customer to use an app. Moreover, to strengthen the relationship between Millennials and iGen, Food Delivery companies should concentrate on

social media via which the potential customers can communicate, connect and be aware of the brand's personality (Nguyen, 2019).

According to Suk Won, Hyejin and Hyeon, Habit, Performance expectancy and Social Influence are the strongest factors that impact on continuous intention to use Food Delivery Apps by using Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model, the extend of TAM model. Moreover, there is an indirect effect of information quality on the performance expectancy, which then in turn convince consumers to re-purchase the service via O2O business in the field of F&B service (Lee et al., 2019).

In the research about the relationship between price and time-saving-orientation on consumer behavioral intention toward Food Delivery Apps of (Ayhün et al., 2024). The result indicated that time-saving orientation had a strong effect on consumer behavioral intention towards FDI Services. However, Price-saving orientation did not show any significant relationship. Time-saving orientation is the only factor that has a high impact on online purchase for working people.

In addition, Time Saving Oriented also proved to be an important factor in convincing the behavioral intention to use OFD of Malayxian consumers in the study of (Kajandren et al., 2023). Along with Hedonic motivation and Price saving orientation, those factors share a positive relationship toward customer's attitude. This means that with more convenience in time, the more improvement of customer's attitude about OFD service will be.

In a similar study, the relationship between antecedent factors and behavioral intention toward online food delivery (OFD) services via e-commerce platforms among Malaysian urban citizens was examined (Tan et al., 2024). The result provided that Time Saving orientation, Convenience motivation and Security Privacy

all have positive effects toward behavioral intention of OFD services. Their findings also support the notion that Convenience is on top of many priorities that people find the usefulness of Online food delivery apps.

After reviewing theories concerning the intention to use Food delivery services via e-commerce platform, the researcher proposed a model for this following hypothesis:

Time Saving Orientation

In such an urban area like Ho Chi Minh city, time is always a very luxury element that cannot be wasted in meaningless and unnecessary things. Consumers always have a tendency to "buy time" when they choose an e-commerce platform searching for an Online food Delivery service or online shopping (Arli et al., 2024; Kurniawan et al., 2024). In another research of (Mahpour et al., 2024), the changing lifestyle and shortage of time have led people to harder experiences at physical stores and shopping malls. And as long as online shopping can save their time, the consumer will continue to use the online service. Also, the study of (Dazmin & Ho, 2019) confirmed that if the FDI services include the elements of time saving and convenience, the consumer's attitude will improve.

Hypothesis H1a: Time saving orientation of food delivery apps will significantly influence on the perceived ease to use (TSO1).

Hypothesis H1b: Time saving orientation of food delivery apps will significantly influence on the perceived usefulness (TSO2).

Easy Payment methods (COD payment method)

Vietnamese consumers generally distrust financial institutions in terms of securing, transferring and saving their money because they still mainly use cash for daily transactions and leave any other job related to money to banks. In addition, most of them viewed the transaction fee from credit cards and online banking as an unnecessary cost. The larger the

amount of money being traded via online, the more discouragement that people feel about it. Eventually, this old habit will continue to impede the growth of the Vietnam E-commerce industry. Customer trust would increase if FDI service provides an efficient payment system (Islam, 2024) or the study of (Kedah, 2023) confirms that payment systems which are included in website quality plays a crucial role in building customer trust and satisfaction.

Al-Fahim et al. (2024) found that perceived usefulness and information on online banking on a banking website were the key features influencing online banking acceptance.

Hypothesis H2a: Easy payment methods of food delivery apps will have positive relationships with perceived ease to use (EP1).

Hypothesis H2b: Easy payment methods of food delivery apps will have positive relationships perceived usefulness (EP2).

Social influence

Online food delivery services is a service in which customers can order food from their favorite restaurants, choose cuisine, through a web page or intermediaries e-commerce apps on mobile. They can also choose the food to be delivered at any time and any place as long as they want. Those things seemed to be impossible in the past but are now becoming possible in the context of technological advances. Moreover, when the world witnesses an outbreak of pandemic Covid-19, the food delivery service has been growing stronger and becoming bustling than ever reflected. To seize these opportunities, companies in the F & B industry must capture the interest of potential customers, understand their decision journey to facilitate their advantage.

Hypothesis H3: Social influence of food delivery apps will have positive relationships perceived usefulness (DO).

Perceived Ease to Use

In TAM, it said that there are many reasons which can affect the way people get used to technology, one of which is the ease to use perceived. This is a degree to evaluate the difficulty to understand or use of an innovation (Foroughi et al., 2024). To change the attitude and behavioral intention of consumers, it is important to be notified if businesses want to establish the consumer's acceptance toward technology usage (Lee et al., 2023). Teo et al. (2024) stated that there is a positive influence of PEU on the continuous intention to use Web-based learning. Based on the above affirmation, there is hypothesis that:

Hypothesis H4a: Perceived ease to use of food delivery apps will have positive relationship with perceived usefulness (PEU1).

Hypothesis H4b: Perceived ease to use of food delivery apps will have positive relationship with attitude toward food delivery apps (PEU2).

Perceived Usefulness

Besides the Perceived ease to use in the TAM model, perceived usefulness also affects consumer's attitude toward e-commerce adoption. In the exploration of (Bahari et al., 2024) the result showed that perceived usefulness is the key factor influencing the intent to use a website for purchasing goods online.

Hypothesis H5: Perceived usefulness will affect the attitude toward OFD (PU).

Hypothesis H6: Attitude toward OFD will have an impact on intention to use OFD (AT).

2.2. Proposed research model

With the combinations of all the Six Factors in the Literature review, the proposed model is discovered as:

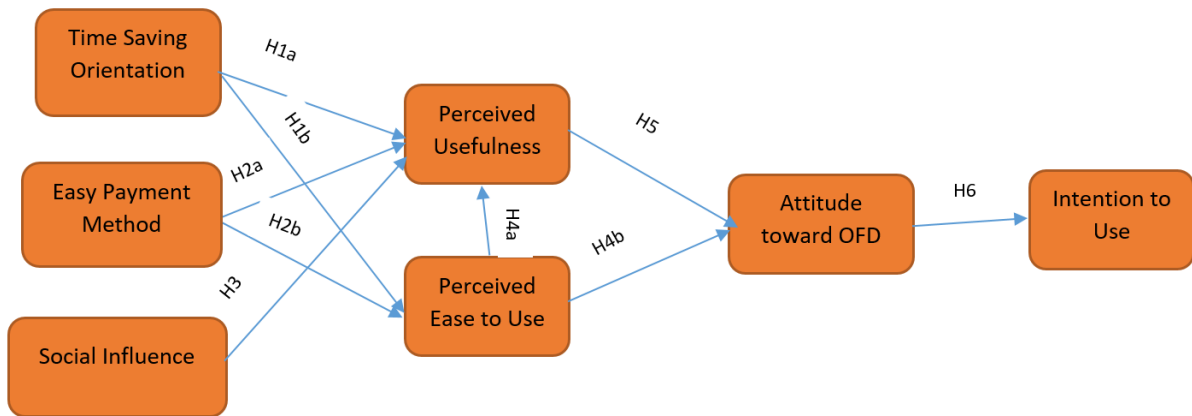


Figure 1. Research Model

3. Research methodology

3.1. Measure of construction

The survey questionnaire is divided into 2 parts: Part 1 of items measuring the theoretical constructions, part 2 of questions of the respondents' demographics. There are 24 items in the first part using a five-point Likert scale (1: strongly disagree, 5: strongly agree). The measurement constructs include Time Saving Orientation (4 items), Easy Payment Method (3 items), Social Influence (3 items), Perceived Usefulness (4 items), Perceived Ease to Use (4 items), Attitude toward Food Delivery Apps (3 items), and Intention to Use (3 items). Detailed measurement items and their sources are presented in Appendix A. All measurement items were adapted from established literature (as detailed in Appendix A) and were subjected to a rigorous back-translation process to ensure their conceptual equivalence and validity within the Vietnamese cultural and linguistic context, particularly for the target Gen Z demographic.

3.2. Procedure and data collection

This study primarily uses qualitative methodology together with quantitative methodology. Qualitative research methodology is performed by group discussion with 2 groups of 5 students each, aged 18 to 22. Through the group discussion, the authors evaluate how

the surveyed people understand the content of factors and investigate the items of factors, then form scales of these factors.

Quantitative research methodology is used to evaluate the reliability of the scales of factors, test the research model and research hypotheses. The questionnaire drafts were given to 30 respondents to check how testers understand before the actual data collection (Churchill, 1979). Then the official questionnaires are formed through Google Form and sent to young individuals through Email, Zalo, Messenger on Facebook (Evans & Mathur, 2018). To choose the right respondents, the questionnaire clearly shows "if you are in the age of 16 to 28 and have used food delivery apps, please continue to answer the survey questions below". There are 300 questionnaires distributed, 13 of them are unusable. So, there are 287 acceptable responses in total to be used for the analysis, which meets the analysis requirement by PLS. (Hair et al., 2016).

3.3. Statistical method

The tool of the Partial Least Squares (PLS) by means of Smart PLS version 3.0 is applied in this research (Hair et al., 2013). The two-stage approach was used in PLS analysis, as proposed by (Anderson & Gerbing, 1988).

Stage one, the analysis of the measurement model is to evaluate reliability, convergent validity, and discriminant validity. In this step, composite reliability (CR), factor loading, average variance extracted (AVE), cross loading are analyzed (Hair et al., 2016). The purpose of this step is to make sure the reliability and validity of the measures before examining the structural model.

Stage two is the assessment of the Structural Model. First, portion of variance explained is chosen to examine the explanation level of indicators for the model (Cohen, 1988). Next, blindfolding procedure is done to check cross-validated redundancy and aims to identify the predictive relevance. Then, non-parametric bootstrapping is run to test the structural model and only accept indicators with sig value not above 0.05 (Chin, 1998).

4. Research results

4.1. Data analysis

The data analysis followed a two-step approach. First, Examine the reflection and formation of the measurement mode if the results gains are acceptable, then the measurement model is supported. This stage contains indicator's reliability, internal consistency reliability, convergence validity and Discriminant validity. Second, Includes testing the proposed hypotheses and investigating the relationship between the latent variables: Collinearity, R^2 explanation of latent variables, predictive relevance Q^2 , p^2 significant and relevance of path coefficients, check for f^2 and q^2 which stands for the effects size of path coefficient (see Appendix 2).

4.2. Evaluation of measurement model

Internal consistency reliability

The higher composite reliability reflects higher level of reliability. Hair et al. (2017) said that the value that falls into range (0.60 - 0.70) will be considered as "acceptable in exploratory"

while results (0.70-0.95) demonstrate "Satisfactory to good" on the reliability scale. The composite reliability of 7 indicators all have results higher than 0.7, shows that their internal consistency reliability exhibits a satisfactory degree of acceptable. (see Appendix 3)

Convergent validity

Convergent Validity is explained by the average variance extracted (AVE) of all items in the construct model or can be referred to as community. AVE is the means of squared loading of each indicator related to the hypothesis construct. This level indicates, on average, this construct represents 50% (or more than) the variances of its items. From the Appendix 4 (see Appendix 4), the AVE of 7 indicators are higher than 0.500 shows that they have the convergent validity (Hair et al., 2017).

Discriminate validity

This is the final step of construct measurement is testing its discriminant validity. This analysis examines the distinct of this construct with others constructed by how correlate between it and other one and how distinctly its indicators represent in this construct. From the traditional point of view, the discriminant value of the scale is based on two indicators: Cross Loading and Fornell-Larcker.

With Cross Loading, the observed variable must have the highest outer loading for the scale it reflects against any other scale. For instance, the TSO1 scale has outer loading= 0.842 in factor "Time Saving Orientation" higher than the value from others scale (0.61; 0.411; 0.564; 0.514; 0.537; 0.528 respectively). Similarly, all the scales reflect discriminant value (see Appendix 5).

With the Fornell- Larcker index, we can see the comparison between the square of AVE of an indicator with the correlation index of others. More specifically, the square of AVE of a factor must be higher than the maximum correlation of any other factors (see Appendix 6).

4.3. Evaluation of structural model

Collinearity issues (VIF)

The model does not have the phenomenon of multi-collinearity as all the VIF indexes are smaller than 5 (Hair et al., 2017). All the values are indicative of collinearity of all the predictor constructs (Sarstedt et al., 2017) (see Appendix 7).

Coefficient paths (p-value)

In this step, the statistical significance and relevance of the indicator weight will be tested by running bootstrapping. From using 5000 subsamples with data replacement, researchers can compute the bootstrap error and determine the statistical meaning of original indicator weight (Sarstedt et al., 2017).

Table 1. Coefficient paths

Hypotheses	Original Sample (O)	P Values	Conclusion
H1a 1. Time Saving Orientation -> 4. Perceived Usefulness	0,296	0,1%	Accept
H1b 1. Time Saving Orientation -> 5. Perceived Ease to Use	0,155	2,6%	Accept
H2a 3. Social Influence -> 4. Perceived Usefulness	0,278	0,0%	Accept
H2b 3. Social Influence -> 5. Perceived Ease to Use	0,212	0,1%	Accept
H3 2. Easy Payment Method -> 5. Perceived Ease to Use	0,526	0,0%	Accept
H4a 5. Perceived Ease to Use -> 4. Perceived Usefulness	0,337	0,1%	Accept
H4b 5. Perceived Ease to Use -> 6. Attitude	0,459	0,0%	Accept
H5 4. Perceived Usefulness -> 6. Attitude	0,330	0,0%	Accept
H6 6. Attitude -> 7. Intention	0,694	0,0%	Accept

The p value is normally used to determine the level of significance whereas Original Sample indicates the degree of influence. P value is understood as the probability of error in rejecting a hypothesis. In an exploratory research, researchers use p value = 10% as a threshold to determine a hypothesis is acceptable.

Next, we need to examine the impact of independent variables on the dependent one by using original sample (O). For instance, the hypothesis H1a (Time Saving Orientation of Food Delivery Apps will significantly influence on the Perceived Ease to Use) is supported with the p value = 0.1%. Changing 1 unit in the factor "Time saving orientation" would lead to an increase of 0.296 unit of "Perceived usefulness".

Coefficient of determination – R² value

The value of R² ranges from 0 to 1, the higher the value is, the higher the accuracy of the model's prediction proves. Determining how much R² is acceptable is really not easy when it depends on the complexity of the model and research context. In the consumer sector, the value R² = 0.2 is considered high. According to (Hair et al., 2011) or (Henseler et al., 2009) values of R² = 0.75, 0.50 and 0.25 are considered significant, moderate and weak respectively.

In the research model, the R² value of 4 dependents factors almost reach the moderate degree (see Appendix 8). To evaluate a construct does have any substantive impact on the endogenous construct, just remove that construct and compare the R². This procedure is referred to as the f² effect size.

Effect size f^2 determination

Besides the evaluation of the R^2 values of the dependent variables, the change of the R^2 value when removing 1 independent variable from the research model was also used. This procedure is used to evaluate the effect of that independent variable on the dependent variable. In accordance with (Cohen, 1992), the f^2 value = 0.02, 0.15 and 0.35 are considered as small, moderate and significant effects. In case the value is smaller than 0.02 values no relationship between independent variables with the dependent one. "Time Saving Orientation", Social Influence" and "Perceived Ease to Use" influent on the "Perceived Usefulness" moderately. "Easy payment method" has a significant effect on "Perceived Ease to use" (see Appendix 9).

Cross-validated redundancy Q^2

This is another method used to measure the model's predictive accuracy recommended by (Geisser, 1974) and (Stone, 1974). The Q^2 value, which is depressed from the blindfolding process, is larger than zero would show that this construct can satisfy the path model's predictive accuracy. The parameters in the table show that the independent variables are significant when considered in the research model (see Appendix 10).

Predictive relevance q^2

If researchers analyze the f^2 effect, they would also do the same thing with the q^2 effect size, representing the change of Q^2 when omitting an external construct from the model. The q^2 values of 0.02, 0.15 and 0.35 show that external construct has a small, medium or significant predictive relevance for specific internal construct (Hair et al., 2016) (see Appendix 11). The q^2 value in table indicates that the "Easy Payment Method" is predicted to have a medium effect on "Perceived Ease to Use" while "Time Saving Orientation" only has small effect

on the "Perceived Usefulness" and "Perceived Ease to Use".

4.4. Discussion

The research indicated that Time saving orientation, easy payment method and Social Influence are considered as the requirement for user intention to use OFD while Perceived Ease to Use (PEU) and Perceived Usefulness (PU) from the TAM model act as determinant to why one E-platform with it online delivery service is preferred over another one. Based on this research, an extension of the TAM Model can be drawn which include another 3 extra variables which have different impacts on the main determinants: PEU and PU.

Davis (1989) posited that Perceived Ease to Use and Perceived Usefulness influence users' attitudes toward technology. The results further confirm the validity of this foundational theory. Crucially, the Easy Payment Method emerged as the strongest predictor, demonstrating a substantial effect size ($f^2 = 0,333$) on Perceived Ease to Use. This finding holds significant relevance in the Vietnamese context. Despite Gen Z's high digital literacy, Vietnam remains a cash-dominant market where consumers exhibit caution regarding online financial security. This result confirms that offering flexible payment options and ensuring a frictionless payment process (e.g., seamless Cash on Delivery (COD) and e-wallet integration) is the single most critical factor for overcoming the initial barriers to technology adoption in this market. This suggests that reducing perceived financial friction is a stronger driver of ease of use than benefits like time-saving. Therefore, H2a and H2b have been accepted.

Base on the previous research on how the OFD can save consumer time in finding a place for dining out staurant (Sultan & Uddin, 2011), they can access to a platform that offer them a variety of food choice from many different restaurant nearby with affordable price and

attractive promotions at anywhere and anytime by OFD service (Paudel et al., 2024). The results have shown that the aim of cutting time in the purchasing process consumer will have an indirect relationship with attitude through the perceived usefulness and perceived ease to use. Consumers' perception will improve if the service is able to provide them easy accessibility at anytime and anywhere, they want, this also occurs in research of: when an OFD service can save the user time, they are more likely to have high possibility to use it. Thus, H1a and H1b are accepted.

The results also express that users are influenced by their peers when deciding which app to use. The significant impact of Social Influence on Perceived Usefulness aligns well with Vietnam's collectivist culture and Gen Z's high reliance on digital platforms. For this demographic, social endorsement is interpreted primarily as an informational cue (as justified in Section 2.2). When peers or Key Opinion Leaders (KOLs) recommend an OFD service, Gen Z users rationally infer that the service is highly useful and reliable, which then boosts their performance expectancy (PU). This relationship has also been supported by (Katebi et al., 2022; Toros et al., 2024).

The research results have contributed to reinforcing 2 theories of TAM and TPB theories: Wanting a person to adopt a new technology platform needs to satisfy two factors: Perceived Ease to Use and Perceived Usefulness. Thanks to advanced technology, people can perform daily tasks easier than ever before. Modern systems help them to reduce time and can easily access the pool of information needed.

5. Conclusions and implications

5.1. Conclusions

This study examined the factors influencing Generation Z's behavioral intention to use food delivery services in Ho Chi Minh City, Vietnam.

Using an extended Technology Acceptance Model (TAM) incorporating Theory of Planned Behavior (TPB) elements, the research tested nine hypotheses through data collected from 287 respondents aged 18-28.

The findings reveal that all proposed hypotheses were statistically supported ($p < 0.05$). Easy Payment Method emerged as the most significant factor, demonstrating a strong effect ($f^2 = 0.333$) on Perceived Ease to Use, which subsequently influences behavioral intention. Time Saving Orientation and Social Influence showed moderate impacts on both Perceived Usefulness and Perceived Ease to Use, confirming their relevance in the Vietnamese context.

The extended TAM model explained substantial variance in key constructs: Perceived Ease to Use ($R^2 = 0.612$), Perceived Usefulness ($R^2 = 0.596$), Attitude ($R^2 = 0.526$), and Intention to Use ($R^2 = 0.481$), indicating moderate to good explanatory power. The research validates that Generation Z consumers in Vietnam prioritize payment convenience, time efficiency, and social recommendations when adopting food delivery applications.

These findings contribute to the understanding of technology acceptance in emerging markets, particularly demonstrating how cultural factors such as cash-preference and social influence shape digital service adoption among young Vietnamese consumers.

5.2. Business practices implications

The result from this research can provide varieties of recommendations to managers from the F&B industry by understanding the relational factors that can affect user intention to use food delivery apps and provide an in-depth insight for F & B industry administration to develop strategies for their businesses and eventually remain competitive in the market. For OFD providers to have a better

understanding of what the indirect factors that influence online purchasing process really are: an Ease to use payment e- platform,

First, comparing the f square, Easy payment method seems to be the strongest determinant for users to perceive a Food Delivery app is easy to use. An easy payment method was experienced as a fast and easy process whose procedure only took a few steps with no extra effort to complete. Such as automatic information filling based on history experience is considered to enable the Perceived Ease to Use. Moreover, if an e-payment method is too complicated to set up, it will be abandoned even before the user tests it, as an easier payment method would replace it. Furthermore, if an app only offers paying by cash as a paying solution instead of online paying or just suggests a link to few certain banks, customers are likely to not have any intention to experience a brand new app. a Payment system which is designed for simplicity, takes few steps to make a payment, fast process, effortless exhibits a significant degree of Ease to Use. Also, to be highly useful to customers, it should offer different types of payment solutions, suggesting a wide array of options.

Secondly, the result indicates that customers will be attracted to technology that provides them with a service that can either save time or effort, better can be both. Therefore, marketers from O2O companies in the F&b industry should notice to make the web platform be user friendly and able to satisfy customers' requests as quickly as possible because this can help them to complete each transaction at a gallop. In a nutshell, time saving factor is an important dimension that motivates consumers to have intention to use OFD as it provides them with a reasonable lead time waiting for food to be served, which would be less than if they buy the food on their own.

Thirdly, beside above the line marketing activities, delivery app providers should also try traditional ways of marketing: Word-of-

mouth (Peng et al., 2024). It is obvious that the age range 18-30 takes account for bigger than 86% of OFD apps users via social network, so that companies should proactively pursue these groups in order to enhance their purchasing power as the core user base (Lin et al., 2024).

5.3. Limitation and future research

The findings of this research, while contributing valuable insights, are subject to several limitations that should be addressed in future studies.

Firstly, the sampling methodology introduces inherent bias. The data collection process was conducted solely through online surveys. This approach primarily targets technologically savvy consumers and may exclude individuals with low digital literacy or those who rarely use OFD services, thereby leading to a selection bias phenomenon. Future research should investigate different data collection methods to mitigate these biases.

Secondly, the sample size and geographical scope were constrained. The study was conducted with a limited number of 287 respondents, drawn exclusively from consumers in Ho Chi Minh City. Since consumption behavior and digital preferences can vary significantly across different provinces in Vietnam, the results may not be fully representative of the entire national population.

Finally, the focus on a specific demographic (Generation Z, ages 18-30) narrows the research scope. While this age group is crucial for technology adoption, future research should extend the sample to include older demographics, such as Generation Y (Millennials), to compare the behavioral mechanisms across different age cohorts.

For future research, based on the finding that the young generation nowadays pursues a healthy lifestyle which could impede the demand for fast-food consuming, scholars should explore more latent variances that

consumers expect from OFD service, especially those related to health and sustainability.

Declaration for using AI

During the preparation of this manuscript, the authors partially used Grammarly to

assist with language editing. The authors have carefully reviewed and revised the content and take full responsibility for the final version of the articles.

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