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Technology Acceptance and Perceived Value in Gen Z Online Food Ordering Decisions through LINE MAN in Bangkok

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Abstract

Background and Aim: Online food delivery is now embedded in the daily routines of many urban consumers, yet platform choice is not explained by technological convenience alone. This study examined how technology acceptance and perceived value shape Gen Z consumers' decisions to order food through LINE MAN in Bangkok.
Materials and Methods: A quantitative cross-sectional survey was conducted with 385 respondents aged 18–29 who lived or studied in Bangkok, had used LINE MAN during the previous three months, and were recruited through non-probability sampling. Data were collected through an online questionnaire and analyzed using descriptive statistics, reliability testing, multicollinearity diagnostics, and multiple regression.
Results: The eight predictors jointly explained 67.9% of the variance in online food ordering decisions. Performance expectancy, effort expectancy, facilitating conditions, emotional value, functional value, and price value were significant positive predictors. Social influence and social value were not significant. Performance expectancy was the strongest predictor, followed by functional value and emotional value.
Conclusion: Gen Z consumers approached LINE MAN mainly as a practical service rather than a socially symbolic product. Platform efficiency, dependable service performance, ease of use, positive experience, and value for money mattered more than peer pressure or image-related benefits. The findings support an integrated view of technology acceptance and consumer value in explaining food delivery decisions. For platform developers and marketers, the results highlight the importance of prioritizing platform efficiency, service reliability, user experience, and value for money.

Keywords: Technology acceptance; Perceived value; Online food ordering; Generation Z; LINE MAN

Introduction

Mobile food delivery applications have changed the ordinary act of buying a meal. A customer can search for restaurants, compare menus, apply discounts, pay, and follow the rider without leaving a single interface. This convenience has made online food ordering especially relevant in dense urban settings, where travel time and daily schedules often make in-person purchasing less attractive. However, the existence of a technically functional platform does not ensure that consumers will choose it. Users also judge whether the service saves time, feels easy to operate, performs reliably, and offers acceptable value for the money spent.

Technology acceptance research provides one way to explain these judgments. The Technology Acceptance Model established perceived usefulness and perceived ease of use as central beliefs behind users' willingness to adopt information systems (Davis, 1989). The Unified Theory of Acceptance and Use of Technology later brought several adoption perspectives together and identified performance expectancy, effort expectancy, social influence, and facilitating conditions as major determinants of technology use (Venkatesh et al., 2003). Its consumer-oriented extension further showed that technology decisions occur within everyday consumption settings, where price and experience may be as relevant as technical capability (Venkatesh et al., 2012).

Online food ordering also involves a value calculation. Consumers weigh what they receive against what they give up, including money, time, effort, and uncertainty (Zeithaml, 1988). A platform may be useful but still lose users when delivery is inconsistent, fees appear excessive, or the overall experience is unrewarding. The theory of consumption values suggests that functional, emotional, and social benefits can guide consumer choice in different ways (Sheth et al., 1991). Sweeney and Soutar (2001) similarly demonstrated that perceived value is multidimensional rather than a single price-based judgment.

In this study, Generation Z was operationally defined as consumers aged 18–29 at the time of data collection in 2026, consistent with the cohort definition adopted for the study. This distinction is important for

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Generation Z. Members of this cohort are accustomed to digital interfaces, rapid access to information, and mobile transactions. Their familiarity with technology may reduce the novelty of using a food delivery application, but it does not remove the need for efficiency, usability, and dependable service. Studies of online food delivery have shown that convenience, post-use experience, perceived usefulness, and platform-related beliefs contribute to behavioral intentions (Yeo et al., 2017; Cho et al., 2019). Research in Thailand has also found that technology-related and service-related factors remain relevant in explaining online food ordering behavior, including perceived usefulness, time-saving benefits, and price-related benefits (Puriwat & Tripopsakul, 2021; Inthong et al., 2022; Weiler & Gilitwala, 2024).

Much of the existing discussion treats technology acceptance and perceived value as separate explanations. However, this separation may overlook the hybrid nature of online food delivery, in which consumers evaluate both a digital interface and the physical service outcome delivered through it. A user may find LINE MAN easy to operate but reject it because of weak price value, or may appreciate discounts while becoming dissatisfied with unreliable delivery. The present study therefore combines four UTAUT dimensions with four perceived-value dimensions in a single model. It focuses on Gen Z users in Bangkok and compares the unique contribution of each factor to their reported online food ordering decisions. In addition to identifying significant predictors, the study pays particular attention to whether social influence and social value retain explanatory power after practical and experiential factors are considered. By examining both sets of factors simultaneously, the study addresses the limited understanding of their relative predictive roles in the post-adoption food delivery decisions of Gen Z users in Bangkok.

Objectives

The study had two objectives.

1. To examine the predictive relationships of performance expectancy, effort expectancy, social influence, and facilitating conditions with Gen Z consumers' online food ordering decisions through LINE MAN in Bangkok.

2. To investigate the predictive relationships of emotional value, social value, functional value, and price value with those decisions.

Literature review

Gen Z Online Food Ordering Decisions

In this study, online food ordering decision refers to a consumer's overall platform-choice orientation toward LINE MAN, reflected in preference, repeated selection, recommendation, and willingness to continue using the platform. These related indicators are treated as components of the same decision-oriented construct in the present analysis. This is more specific than general technology adoption because the application connects several service actors: the customer, platform, restaurant, payment provider, and delivery rider. The final decision therefore reflects both digital interaction and service performance. Yeo et al. (2017) found that consumer experience and attitudes play a meaningful role in behavioral intention toward online food delivery services. Cho et al. (2019) further showed that food delivery app perceptions differ across household contexts, indicating that convenience and expected benefits are interpreted through consumers' daily living conditions. Recent research has also shifted attention from initial adoption to post-adoption behavior, showing that continued use of food delivery applications depends on consumers' accumulated evaluations and trust in the platform and associated service providers (Raza et al., 2023).

For Gen Z, the platform is not unfamiliar technology. These consumers have grown up with smartphones, online reviews, digital payments, and rapid comparison between alternatives. Their platform decision is therefore likely to be selective rather than merely exploratory. They may respond to promotions and social media, but they also expect simple navigation, accurate information, timely delivery, and transparent costs. In Thailand, Puriwat and Tripopsakul (2021) applied UTAUT to food delivery application adoption, while Inthong et al. (2022) reported that several technological, service, and behavioral factors contributed to online food ordering intentions. More recently, Srichroen et al. (2024) found that food quality, convenience and service reliability, and price were important to the online food delivery experiences of Generation Z consumers in Thailand. These findings support the need to examine the practical and value-based evaluations made by users in a specific platform setting.

Technology Acceptance

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UTAUT was developed by integrating several established theories of technology adoption. The model proposes that performance expectancy reflects the expected usefulness of a technology, effort expectancy concerns the ease associated with its use, social influence captures perceived expectations from important others, and facilitating conditions represent the resources and support available for use (Venkatesh et al., 2003). Later work extended the theory to consumer settings and emphasized that adoption decisions may be shaped by consumption-related considerations such as price value and hedonic motivation (Venkatesh et al., 2012). The framework has remained influential because it can be adapted without losing its core focus on the user's practical assessment of technology (Venkatesh et al., 2016).

The present study retains the four core UTAUT constructs because its purpose is to capture users' assessment of platform usefulness, ease of use, social influence, and enabling conditions. Price value is examined separately within the perceived-value domain to distinguish consumers' evaluation of the service exchange from their evaluation of the technological system. Hedonic motivation and habit from UTAUT2 were therefore outside the scope of the present model.

In food delivery, performance expectancy concerns whether the application enables a consumer to order more effectively, obtain suitable choices, and save time. Effort expectancy refers to how easily the user can learn new functions, understand the ordering process, and operate the platform fluently. These dimensions are closely related to usefulness and ease of use in the earlier Technology Acceptance Model (Davis, 1989), but UTAUT places them within a broader set of social and infrastructural conditions.

Social influence is relevant when recommendations, advertising, peer behavior, or platform reputation shape the consumer's choice. Yet its effect may be weaker for routine technologies that users can evaluate independently. Facilitating conditions include access to a suitable device and internet connection, system stability, user support, and other resources that allow the transaction to proceed. Evidence from technology-enabled payment and food delivery settings suggests that practical readiness and perceived usefulness can contribute to adoption and recommendation intentions (Oliveira et al., 2016; Puriwat & Tripopsakul, 2021).

Perceived Value

Perceived value is commonly understood as the consumer's overall evaluation of what is received relative to what is given (Zeithaml, 1988). The evaluation is not limited to price. Consumers may value the quality and performance of a service, the feelings it produces, and the social meaning associated with its use. Sheth et al. (1991) described consumer choice as potentially driven by functional, social, emotional, epistemic, and conditional values. Sweeney and Soutar (2001) later developed a multidimensional measure that distinguished emotional value, social value, functional quality, and value for money. Drawing on these complementary perspectives, the present study focuses on functional, emotional, social, and price value because these dimensions directly reflect the performance, experiential, social, and monetary evaluations involved in routine food delivery transactions. Epistemic and conditional value were not included because the study focused on general platform evaluation rather than novelty-seeking or situation-specific consumption.

Functional value in online food ordering concerns whether the platform and the food obtained through it perform well. It includes food quality, safety, reliability, and the extent to which the service justifies the user's time and effort. Emotional value arises from satisfaction, enjoyment, excitement, and a generally positive experience while selecting and ordering food. These two dimensions capture different aspects of the same transaction: functional value addresses what the service accomplishes, whereas emotional value addresses how the user feels during and after the interaction.

Social value refers to whether platform use improves a person's image, provides a sense of modernity, or signals membership in a desired lifestyle group. Price value reflects the perceived fairness of service charges, the usefulness of discounts, and the comparison between delivery and purchasing food in person. In consumer technology, price value can be important because users directly compare monetary costs with the convenience and benefits obtained (Venkatesh et al., 2012). In online food delivery, the perceived balance between fees, promotions, food quality, and saved effort may therefore influence the final platform decision.

Conceptual Framework

Conceptual Framework

The framework treats the four technology-acceptance dimensions and four perceived-value dimensions as parallel predictors of online food ordering decisions. This structure allows the analysis to

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estimate the unique contribution of each predictor while the other factors are held constant. A parallel direct-effects structure was adopted to compare the unique predictive contribution of the eight factors within the same model. The study therefore focuses on relative direct relationships rather than proposing mediation or moderation mechanisms.

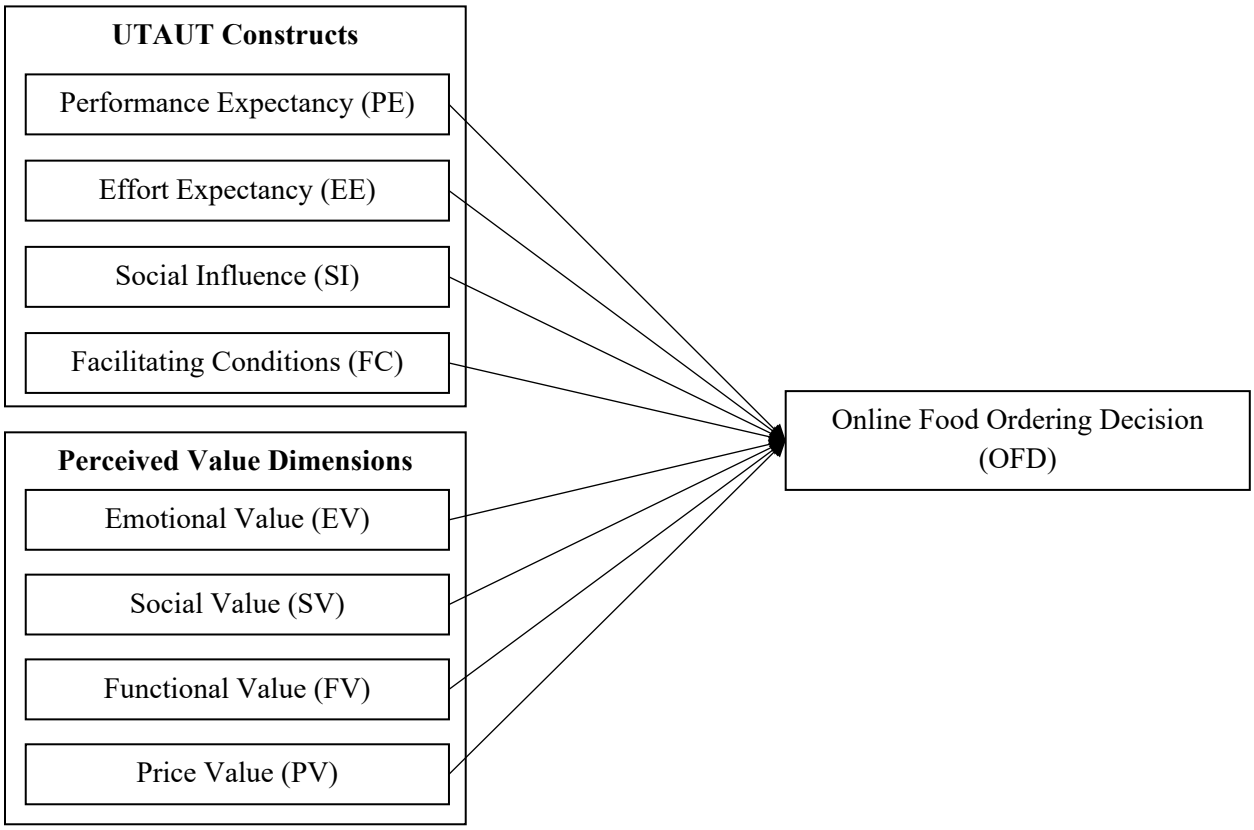


Figure 1 Conceptual Framework

Research Hypotheses

Based on UTAUT, consumers are more likely to select a digital platform when it improves task performance, requires limited effort, is supported by favorable social expectations, and is accompanied by adequate facilitating conditions (Venkatesh et al., 2003). In the food delivery context, these factors represent practical and social evaluations that may remain relevant even among experienced users. Accordingly, H1–H4 examine the predictive roles of the four UTAUT constructs.

H1: Performance expectancy positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H2: Effort expectancy positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H3: Social influence positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H4: Facilitating conditions positively predict Gen Z consumers' online food ordering decisions through LINE MAN.

Perceived-value theory suggests that consumers evaluate services through functional outcomes, emotional responses, social meaning, and the balance between benefits and monetary sacrifice (Sheth et al., 1991; Sweeney & Soutar, 2001). These evaluations are particularly relevant to food delivery because users

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assess both the ordering experience and the service received. Accordingly, H5–H8 examine the predictive roles of the four perceived-value dimensions.

H5: Emotional value positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H6: Social value positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H7: Functional value positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

H8: Price value positively predicts Gen Z consumers' online food ordering decisions through LINE MAN.

Methodology

Research Design

The study used a quantitative, cross-sectional survey design. An online questionnaire was selected because the target respondents were active users of a mobile platform and could be reached through digital channels. IBM SPSS Statistics Version 32.0 was used for data processing and hypothesis testing. Given its cross-sectional design, the study examines statistical associations and predictive relationships rather than establishing causal effects.

Population and Sample

The target population consisted of Generation Z consumers aged 18–29 who lived or studied in Bangkok and had ordered food through LINE MAN at least once during the three months before completing the questionnaire. Because the exact population size was unknown, Cochran's formula was used as a sample-size planning guideline, producing a target of approximately 385 respondents under conventional 95% confidence and 5% precision assumptions (Cochran, 1953). Because the final sample was obtained through non-probability procedures, these assumptions should not be interpreted as establishing population representativeness.

Participants were selected through non-probability procedures. This approach was used to reach eligible recent users of a specific commercial platform through relevant online channels. However, the resulting convenience-based sample limits the statistical generalizability of the findings to the wider Gen Z population. Eligibility was established through purposive screening questions, while the questionnaire link was distributed conveniently through Facebook pages and LINE groups associated with consumers and online food delivery. Respondents were also permitted to forward the link to other eligible users. All 385 cases included in the analysis met the age, location, and recent-use criteria.

Research Instrument

The questionnaire contained screening questions, demographic items, technology-acceptance measures, perceived-value measures, and online food ordering decision items. All construct items used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument included three items each for performance expectancy, effort expectancy, and social influence; seven items for facilitating conditions; four items each for emotional, social, functional, and price value; and three items for online food ordering decision. The construct definitions were adapted from UTAUT and perceived-value literature and contextualized for LINE MAN (Venkatesh et al., 2003; Sweeney & Soutar, 2001).

Before the main survey, the questionnaire was tried with 30 respondents who had characteristics similar to the target sample. Cronbach's alpha values ranged from .797 to .979 across the nine constructs, indicating acceptable to very high internal consistency.

Table 1. Pilot-test reliability of the research instrument (n = 30)

Construct	Code	Items	Cronbach's α
Performance expectancy	PE	3	.979
Effort expectancy	EE	3	.931
Social influence	SI	3	.954
Facilitating conditions	FC	7	.914
Emotional value	EV	4	.931

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Construct	Code	Items	Cronbach's α
Social value	SV	4	.954
Functional value	FV	4	.882
Price value	PV	4	.913
Online food ordering decision	OFD	3	.797

Data Analysis

Frequencies and percentages were used to describe respondents, while means and standard deviations summarized the study constructs. Reliability was assessed using Cronbach's alpha. Tolerance and variance inflation factor (VIF) values were examined before regression to identify potential multicollinearity. The eight predictors were then entered simultaneously into a multiple regression model, with online food ordering decision as the dependent variable. Statistical significance was evaluated at $p < .05$.

Results

Respondent Characteristics

Women accounted for 58.4% of the sample, men for 38.2%, and LGBTQ+ respondents for 3.4%. Nearly half of the participants were aged 22–25 (47.3%), followed by those aged 18–21 (41.0%). Most were studying at or had completed the bachelor's level (81.0%). Almost half reported a monthly income below 25,000 baht (49.1%), and private-sector employees formed the largest occupational group (46.7%). LINE MAN use was frequent: 52.2% ordered through the platform at least three times per week, while 40.5% used it one or two times per week.

Table 2. Selected respondent characteristics (N = 385)

Characteristic	Category	Frequency	Percentage
Gender	Female	225	58.4
	Male	147	38.2
	LGBTQ+	13	3.4
Age	18–21 years	158	41.0
	22–25 years	182	47.3
	26–29 years	45	11.7
Education level	Bachelor's degree	312	81.0
	Master's or doctoral degree	45	11.7
	Other/currently studying	28	7.3
Monthly income	Below 25,000 baht	189	49.1
	25,001–50,000 baht	134	34.8
	50,001–70,000 baht	42	10.9
	70,001–100,000 baht	20	5.2
	100,001 baht or above	0	0.0
Occupation	Student	100	26.0
	Private-sector employee	180	46.7
	Government officer/state enterprise employee	26	6.8
	Self-employed/freelancer	55	14.4
	Homemaker	14	3.6
	Other	10	2.5
Frequency of ordering through LINE MAN	Less than once per week	28	7.3
	1–2 times per week	156	40.5
	3 or more times per week	201	52.2
Total		**385**	**100.0**

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Descriptive Statistics and Reliability

Performance expectancy recorded the highest construct mean (M = 4.28), followed by effort expectancy (M = 4.15). Functional value and emotional value both averaged 4.09, while price value averaged 3.95. Social influence was moderately positive (M = 3.82), but social value was the lowest-rated predictor (M = 3.38). The mean for online food ordering decision was 4.19, suggesting a generally strong preference for choosing and continuing to use LINE MAN. All reliability coefficients exceeded .79.

Table 3. Descriptive statistics and internal consistency

Construct	Mean	SD	Cronbach's α
Performance expectancy	4.28	.65	.979
Effort expectancy	4.15	.71	.931
Social influence	3.82	.82	.954
Facilitating conditions	3.65	.78	.914
Emotional value	4.09	.75	.931
Social value	3.38	.88	.954
Functional value	4.09	.75	.882
Price value	3.95	.80	.913
Online food ordering decision	4.19	.58	.797

Regression and Hypothesis Testing

The multicollinearity diagnostics did not indicate a serious problem. Tolerance values ranged from .598 to .721, and VIF values ranged from 1.387 to 1.672. The eight-predictor model was statistically significant, $F(8, 376) = 86.542$, $p < .001$. The model produced $R = .824$, $R^2 = .679$, and adjusted $R^2 = .671$, indicating that the predictors jointly explained 67.9% of the variance in online food ordering decisions.

Six hypotheses were supported. Performance expectancy had the largest standardized effect ($\beta = .268$, $p < .001$), followed by functional value ($\beta = .251$, $p < .001$) and emotional value ($\beta = .186$, $p < .001$). Facilitating conditions ($\beta = .168$, $p < .001$), effort expectancy ($\beta = .147$, $p < .001$), and price value ($\beta = .134$, $p < .001$) also had significant positive effects. Social influence ($\beta = .045$, $p = .261$) and social value ($\beta = .030$, $p = .412$) did not have significant unique effects after the other predictors were included.

Table 4. Multiple regression and hypothesis testing

Hypothesis	Path	B	β	p	Decision
H1	PE → OFD	.285	.268	< .001	Supported
H2	EE → OFD	.156	.147	< .001	Supported
H3	SI → OFD	.048	.045	.261	Not supported
H4	FC → OFD	.179	.168	< .001	Supported
H5	EV → OFD	.198	.186	< .001	Supported
H6	SV → OFD	.032	.030	.412	Not supported
H7	FV → OFD	.267	.251	< .001	Supported
H8	PV → OFD	.142	.134	< .001	Supported

Discussion

1. Technology Acceptance Factors

Performance expectancy was the strongest predictor in the model. This result suggests that the central question for Gen Z users was not whether they could operate a food delivery application, but whether the platform made the task meaningfully better. LINE MAN was more likely to be selected when users believed that it helped them obtain suitable food, improved the ordering process, and delivered an overall outcome that justified using the platform. This is consistent with the logic of perceived usefulness in TAM and performance expectancy in UTAUT (Davis, 1989; Venkatesh et al., 2003), as well as recent evidence that

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perceived usefulness remains important in Bangkok consumers' use of online food delivery services (Weiler & Gilitwala, 2024). Familiarity with smartphones does not make usefulness irrelevant. It may instead raise the standard against which a platform is judged. Because the respondents were existing LINE MAN users, this finding is better interpreted as evidence of continued platform selection rather than initial technology adoption. This post-adoption perspective is consistent with recent online food delivery research that has increasingly examined consumers' continued purchase and continued platform-use intentions (Raza et al., 2023).

Effort expectancy also had a significant effect, although its coefficient was smaller. Gen Z users may learn digital interfaces quickly, but they still notice unnecessary steps, confusing updates, and cumbersome ordering procedures. Ease of use is therefore better understood as a minimum expectation rather than a novelty. The result supports prior evidence that usability remains linked to consumer evaluations of online systems (Tandon et al., 2017). For frequent users, even small amounts of friction may reduce the attractiveness of continuing to select the same application.

Facilitating conditions contributed positively to the decision as well. Access to the internet and appropriate devices is widespread among the target cohort, yet the construct also covered system stability, resources, and assistance when problems occurred. Its significance indicates that adoption is not only a matter of user skill. Consumers depend on the wider service infrastructure to complete payment, receive updates, and resolve errors. This interpretation is consistent with UTAUT's emphasis on enabling conditions and with evidence from other mobile transaction settings (Venkatesh et al., 2003; Oliveira et al., 2016).

2. Perceived Value Factors

Functional value was the second strongest predictor. Food delivery is a hybrid service: the customer evaluates both the application and the meal that arrives. Functional value therefore includes food quality, safety, dependable fulfillment, and the extent to which the service saves effort. The relatively large effect indicates that a smooth interface cannot compensate indefinitely for weak delivery outcomes. This finding complements online food delivery research linking service experience and perceived benefits with consumer responses (Yeo et al., 2017; Inthong et al., 2022). It is also consistent with recent evidence among Thai Gen Z consumers showing that food quality, convenience, and service reliability are important components of the online food delivery experience (Srichroen et al., 2024).

Emotional value ranked third. Respondents were more inclined to choose LINE MAN when the ordering experience produced satisfaction, enjoyment, and positive feelings. The effect was weaker than performance expectancy and functional value, but it remained distinct after the practical variables were controlled. This matters because food choice is not purely instrumental. Browsing menus, discovering options, and receiving a desired meal can create a small but meaningful reward. Sweeney and Soutar's (2001) multidimensional view helps explain why the emotional response is not simply another measure of usefulness.

Price value also had a positive effect. Price value also had a positive predictive relationship with online food ordering decisions. This suggests that service charges, promotions, and the balance between monetary cost and convenience remained relevant to respondents' evaluations. The coefficient was smaller than those for performance and functional value, which implies that price was important but did not operate alone. Discounts may attract attention, yet users still require the platform to work well and the delivered product to meet expectations. This pattern supports the broader view that perceived value is an overall trade-off between benefits and sacrifices rather than a judgment based only on the lowest price (Zeithaml, 1988).

3. Nonsignificant Social Factors

Neither social influence nor social value was significant. The absence of a unique social-influence effect does not mean that respondents never saw advertising or discussed delivery platforms with friends. The descriptive mean for social influence was above the midpoint. Rather, once performance, effort, facilitating conditions, and perceived value were considered, external opinions did not explain additional variance in the decision. LINE MAN may have become familiar enough for users to form judgments from direct experience instead of relying on others. Routine food ordering is also a relatively private and frequently repeated choice, which can weaken the role of explicit social pressure. This result differs from evidence in Thailand reported by Inthong et al. (2022), where subjective norms contributed significantly to consumers' behavioral intentions toward online food ordering. One possible explanation is that the present study focuses specifically on existing LINE MAN users in Bangkok, for whom repeated direct experience with the platform may reduce reliance on external social expectations.

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Social value was both the lowest-rated predictor and statistically nonsignificant. Ordering through a particular platform may signal modern digital behavior, but the platform itself is not highly visible to others. Unlike fashion, travel, or publicly displayed consumption, the identity benefit of choosing one food delivery application over another may be limited. The finding is therefore compatible with consumption-value theory: a value dimension can be conceptually relevant without driving every type of choice (Sheth et al., 1991). For this sample, LINE MAN appeared to function mainly as a practical service rather than a status-bearing product.

4. Theoretical Implications

The study contributes theoretically by showing that technology acceptance and perceived value provide complementary explanations. Rather than proposing a new theoretical mechanism, the study shows how these established perspectives provide complementary predictive information within a specific Gen Z food delivery context. UTAUT captures the user's assessment of the platform as a technological system, while perceived value captures the service outcome and consumption experience. The strong effects of performance expectancy and functional value demonstrate that these domains overlap in everyday judgment but are not interchangeable. One asks whether the platform helps the user complete the task; the other asks whether the delivered service is worth the user's time, money, and effort.

5. Practical Suggestions

For management, the ranking of the predictors suggests a practical order of priorities. LINE MAN should first protect the basic promise of efficient ordering: fast search, clear menu information, short transaction paths, stable payment, and accurate status updates. Service reliability should be managed across restaurants and riders because functional value depends on the whole delivery chain. The platform can strengthen emotional value through an interface that feels responsive and through recommendations that reduce search fatigue rather than simply increase choice. Promotions should be transparent and realistically usable, especially for younger consumers with limited disposable income.

6. Academic Suggestions and Future Research

The nonsignificant social factors do not imply that social media communication should be abandoned. These findings concern only the unique direct relationships of social influence and social value with the dependent variable; social media may still affect awareness, engagement, trial, or promotional responses through mechanisms not examined in this study. They indicate that awareness-oriented communication is unlikely to substitute for a weak service. Influencer activity, advertising, and referral programs may bring users to the application, but continued platform choice is more likely to depend on direct evidence of usefulness, reliability, and value. Marketing claims should therefore be tied to operational improvements that consumers can observe in their own orders.

Conclusion

This study examined Gen Z consumers' online food ordering decisions through LINE MAN in Bangkok by integrating four UTAUT factors with four dimensions of perceived value. The combined model explained 67.9% of the variance in the dependent variable. Performance expectancy, effort expectancy, facilitating conditions, emotional value, functional value, and price value had significant positive effects. Social influence and social value did not show significant unique effects.

The findings portray the platform decision as primarily practical and experiential. Gen Z respondents valued an application that helped them order effectively, required little effort, operated within a dependable support environment, produced a positive experience, delivered functional quality, and offered reasonable value for money. The strongest influences were performance expectancy and functional value, indicating that platform utility and service performance remained more decisive than social visibility. Digital familiarity did not make technology-related beliefs disappear; it made efficient performance an expected part of the service.

The study is limited by its cross-sectional self-report design, non-probability sampling, possible self-selection and common method bias, and its focus on one platform and one metropolitan area. The results should not be generalized automatically to all Thai consumers or to other age groups. Future research could compare LINE MAN with competing applications, examine regional differences, or follow users over time. Trust, satisfaction, perceived risk, service recovery, and continuance intention may also help explain how an initial ordering decision develops into platform loyalty. Despite these limitations, the integrated model

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offers a useful account of why practical value, emotional experience, and technological performance work together in Gen Z food delivery choices.

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