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The Technology Acceptance and use of Tablet Menu among Young Adults: An Empirical Study based on UTAUT 2 Model

Anshul Garg*

Abstract *The hospitality industry has been facing the revolution of technology to sustain its service excellence for many years. In recent time, a number of restaurants have propelled mobile technology centred self-services by substituting their published menus with tablet-based menus. The present research implements extended UTAUT model to study customers' acceptance of tablet-based menus. This new form of ordering system has raised a couple of questions particularly on customers' technology acceptance and behaviour. The current study examines the antecedents that inspire the customer perception of the tablet-based food-ordering system amongst casual dining restaurants in Malaysia. Quantitative data were collected from 185 patrons who dined in the restaurants that use tablet-based ordering system. The Statistical Package for Social Science (SPSS) was used to evaluate the composed data. The findings maintained the thought that the use of technology does offer assistance to advance the service understanding, especially the ordering involvement for the customers. Besides, it was revealed that the info on the menu and the advanced technology in the restaurant have an encouraging influence on consumer gratification. Results recommended that a larger part of the respondents were assertive with modern technologies. Most of the respondents were furthermore delighted with all the things assessing their information gratification level on the tablet-based menu ordering system. This study contributes to the understanding of technology acceptance, particularly within the foodservice domain. This study additionally provides a few pieces of evidence on the success and the ability of the system, which may be valuable as a reference point for other foodservice operations with objectives of including technologies to their current facilities.*

Keywords: *Self-Service Technologies, Technology Acceptance, Behavioural Intention, Tablet Menus, Customer Satisfaction*

INTRODUCTION

The menu or bill of fare is considered as an 'essential' for foodservice businesses (Payne-Palacio & Theis, 2004; Walker, 2014; Warner, 1994). The term 'essential' is utilized to represent the capacity of the menu in catalysing the other capacities in an establishment. Once the establishment's menu has been finalised, the process of procuring, supplying, storing, cooking and serving will begin (Payne-Palacio & Theis, 2004). The harmony of these components will guarantee the progression of the businesses in a due course of time (Zulkifly et al., 2015). The impact of innovation in the food and beverage businesses is not how the items are delivered but moreover how dishes are displayed on the menu (Bitner, 2001). Subsequently, development on the menu is a matter engaging to foodservice managers to investigate. The menu is considered as a promotional instrument and a published announcements it apprises the guests about the dishes offered by the restaurant and inspires them clearly (Kwong, 2005; Reynolds et al., 2005). Likewise, customers, these days would also prefer to see more information about the dishes on the menu, as they are presently more health-conscious and expect dietary information on the menu. However, it is difficult to include complete information about the dishes inside the menu. Space limitation on the menu cards has incited numerous foodservice operations to constrain the utilization of expressive wording and depend upon their servers to explain the menu to the customers.

* Senior Lecturer, Faculty of Social Sciences and Leisure Management, School of Hospitality, Tourism and Events, Taylor's University, Selangor, Malaysia. Email: anshul.garg@taylors.edu.my

Due to these limitations, many restaurants have turned to innovations to enhance the menu ordering and the service delivery system as a whole (Nyheim & Connolly, 2012; Nykiel, 2001; Oronsky & Chathoth, 2007; Wang & Qualis, 2007). The establishment of tablet menus in a restaurant is apparently one of the foremost imperative and highly promoted undertakings within the current modern nature of the hospitality division. The menu is now not in the paper frame but to flourish in a digital form in many restaurants. Rousseau (2011) included that with technological developments, the utilization of electronic and handheld food ordering devices has increased. The use of tablet gadgets such as iPads and Galaxy Tabs, which are also called as tablet-based menu ordering system, was displayed in a more significant way with extra information and visual on menus, their dietary values and source of ingredients. The realities that clients can order their foods, enjoy online games, make payments and view film previews with the devices on the tables (Buchanan, 2011; Wang & Wu, 2013) make it beneficial. The tablet-based menu ordering is furthermore believed as the finest style in combating issues with respect to human mistakes and service disappointments revealed by the conventional strategy of taking and serving the order (Wang & Wu, 2013). For this reason, it is exciting to discover the consumer technology acceptance and behavioural intention to receive a tablet-based menu ordering system where the information on this matter is still limited.

Addressing customers' technology acceptance is additionally critical for businesses that contribute to technology as customer satisfaction, as well as behavioural intentions affected by customers' technology recognition (Yieh et al., 2012). Curran and Meuter (2005) claimed that the challenge with acknowledgement and fulfilment of any kind of technology is not the technology itself but or maybe its use among clients. Within the technology acceptance domain, numerous experiential studies have been involved in different settings such as airline check-in kiosks, e-learning, e-human resource management, banking technologies and e-shopping. Nonetheless, only a handful of studies (Buchanan, 2011; Wang & Wu, 2013; Zulkifly et al., 2015; Zulkifly et al., 2016) addresses technology acceptance in relation to a tablet-based menu ordering system.

Food and Beverage facilities are an imperative component of healthy planning that inspires personal gratification of diners, especially students (Garg, 2014). From the above discussion, it is obvious that the usage of tablet-based menu ordering has not been empirically examined largely among young adults in both developed and developing nations like Malaysia where the execution of this kind of menu ordering system is still within the early stage. With this crevice, it is in this manner significant to increase through understanding of the system by analysing technology acceptance and consumer info contentment on the tablet-based menu ordering encounters. Such understandings may help restaurant administrators in identifying the significance of guest acknowledgement of novel technologies. For example, preceding works proposes that fast food service restaurants may decrease costs and increase the service delivery by embracing tablets-based menus as the basis of food ordering and making the payment (Chancey, 2009; Parpal, 2015). Based on the performance of the tablet-based menus and the response of guests, administrators can actualize this innovation in new sections of their operations such as the drive-through. Moreover, the present investigation may contribute a groundwork for future investigation to look at the impact of electronic tablets in supplementary capacities of the hospitality industry, for instance, airlines and hotels.

LITERATURE REVIEW

A number of researchers have studied the customer satisfaction in the past. The ability to satisfy clients is essential for restaurants. The notion of customer satisfaction is viewed as a direct pointer of a consumer's future buying objectives. Consequently, the customer's judgement to select a restaurant product or service depends on the capacity of that service or product to carry pleasing customer gratification (Garg & Kumar, 2017). Ordering practice is seen as a pleasing component of the dining experience where consumer's glance through the assortment of food choices to create the possible choice. In an empirical setting, satisfaction may be a conclusion relating to an item or service. The tablet's interactivity and interface with the menu's constituent are motivated by graphics; apparently, improve the ordering expertise (Beldona et al., 2014).

With the aim of addressing the research purpose and to develop the knowledge and understanding in the area of technology acceptance, this study will implement the Unified Theory of Acceptance and Use of Technology (UTAUT) model established by (Venkatesh et al., 2003) and will extend it by incorporating two new constructs self-efficacy and hedonic motivation (Venkatesh et al., 2012). The technology acceptance model (TAM) is a recognized approach created by Davis (1989) and built on the theory of reasoned action (TRA). Preceding researches have documented the acceptance of innovative technology in different environments. For example, user acceptance of information technology (Davis 1989), use of iPad menu (Beldona et al., 2014; Hsu & Wu, 2013; Wang & Wu, 2013; Yepes, 2015), customer acceptance of kiosks (Kim et al.,2013), Mobile

payment technology (Cobanoglu et al., 2015), acceptance of QR code (Kim & Woo, 2016), adoption of mapping apps (Gupta & Dogra, 2017). Researchers revealed that TAM has limitations because of its reduced capability to envisage technology acceptance (Ifenthaler & Schweinbenz, 2013; Ifenthaler & Schweinbenz, 2016; Khlaif, 2018).

Due to the inadequacies in the TAM model, Venkatesh et al., (2003) created the unified theory of acceptance and use of technology (UTAUT) based on a grouping of past models and hypotheses that have been utilized to think about the acknowledgement of technology. Agreeing to Venkatesh et al. (2003), UTAUT proposes four important variables i.e. performance expectancy, effort expectancy, social influence, and facilitating conditions affecting behavioural intentions and usage behaviour of people concerning a specific technology. With the purpose of studying the customers' technology acceptance and behavioural intentions to use a tablet-based menu ordering system, this study explores the influence of performance expectancy, effort expectancy, social influence and facilitating conditions. In addition to this, the study will imply self-efficacy as a new exogenous mechanism to understand a person's confidence about his or her capability to use a tablet-based menu ordering system. The current study will also implicate hedonic motivation as a new endogenous mechanism to examine the impact of hedonic value on users' intents to practice tablets as a menu-ordering tool. These two new constructs will define the behavioural intentions and usage behaviour of customers.

Based on an evaluation of the existent works, Venkatesh et al. (2003) established UTAUT as complete fusion of previous studies conducted on technology acceptance. UTAUT has four significant concepts (i.e., performance expectancy, effort expectancy, social influence, and facilitating conditions) that affect behavioural intention to use a technology and/or technology use. The author of the current research adapted these concepts and explanations from UTAUT to consumer technology acceptance and use context. Here, Performance expectancy is defined as the "degree to which an individual believes that using e-commerce will help them attain gains in job performance". Effort expectancy is characterized as "the degree of ease related with the usage of e-commerce. This factor alludes to the perceived amount of effort that the user needs to put to learn and operate e-commerce". Social influence is defined as "the degree to which an individual perceives that others, such as bosses, peers, subordinate, etc. believe that he or she should use e-commerce". Facilitating conditions refers to "the support facility for the clients in terms of computer hardware and software essential to work on e-commerce, e-commerce compatibility with the other systems and the clients who are utilizing e-commerce is additionally covered" (Venkatesh at al., 2003). The extended UTAUT model has been employed in various settings and a number of scholars in the past (Baptista & Oliveira, 2015; Chong & Ngai, 2013; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Nair et al., 2015) have empirically proved and widely supported its hypothetical relationships. According to the UTAUT model, performance expectancy, effort expectancy, and social influence are hypothesised to influence behavioural intention to use technology, while behavioural intention and facilitating conditions decide technology use.

In recent times, the concept of self-efficacy has developed within the information technology field. According to Bandura (1994), self-efficacy is characterized as a persons faith about their own proficiency to complete a task that exercises impact over actions. Compeau and Higgins (1995) defined computer self-efficacy as the decision of a person's competence to use an information system. Self-efficacy has been emphatically related to observed ease of use from TAM (Ong et al., 2004) and perceived behavioural control from TPB (Taylor & Todd, 1995). Self-efficacy conviction decides how people think, feel, become inspired, and perform, and it is likely to have a significant effect on the objective to practice information technology and genuine user behaviour (Kohnke et al., 2014). Hedonic motivation is characterized as the pleasure or delight inferred from employing an innovation, and it has been appealed to play a vital part in deciding technology acknowledgement and utilize (Brown & Venkatesh, 2005). In IS studies, such as hedonic motivation has been found to inspire technology acceptance and utilize specifically (Thong et al., 2006; Van der Heijden, 2004). According to Brown and Venkatesh (2005) and Childers et al. (2001) within the customer setting, hedonic motivation has also been found to be acritical element of technology acceptance and use. In this way, hedonic motivation has been included as an indicator of consumers' behavioural intention to use a technology (Venkatesh et al., 2012).

According to Ramirez-Correa et al. (2015), one of the main purposes of technology acceptance models is to study the behavioural intention of novel innovations. Scholars endeavour to illustrate this truth through the recommendation of different models such as TAM (Davis, 1986), UTAUT (Venkatesh et al., 2003), and UTAUT 2 (Venkatesh et al., 2012). In this investigation, behavioural intention (BI) is the dependent variable. BI relates to an individual's subjective possibility to carry out a given behaviour (Venkatesh et al., 2012). Studies conducted in different contexts have shown that intention influences behaviour (Agudo-Peregrina et al., 2014; Ouattara, 2017; Ramirez-Correa et al., 2015; Tan et al., 2014).

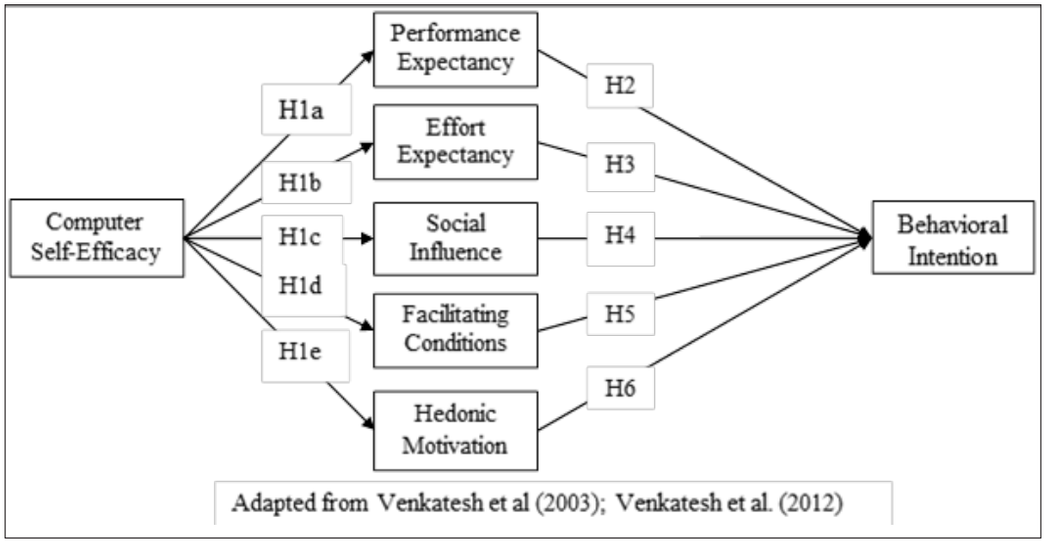

Fig. 1: Proposed Research Framework

RESEARCH METHODOLOGY

Research Design and Sampling Technique

The current study is driven by a positivist paradigm approach, whereby it examines the antecedents that affect the customer perception of the tablet-based food-ordering system amongst semi-casual restaurants in Malaysia. The objective of conducting a positivist study is to investigate a social or human subject is to achieve a comprehensive explanation of the phenomenon (Zhang, 2009). The positivist paradigm is additionally mentioned to as systematic, empiricist, quantitative or deductive. The aggregate populace of this study comprised of young adults who were in the age range of 18 to 30 years. A stratified random probability sampling method was used so that every participant of the populace has an identical and recognized chance of being nominated. The mechanism consists of two segments, first with demographic and broad descriptive comparisons covering the frequency to dine in a casual dining restaurant like Sakae Sushi or Yayoi Japanese Teishoku and the most significant reason to dine in this casual dining. The next segment was combined to gather information about the diverse variables of the study. The dimension scales of the questionnaire for all items in the second segment was established on the 5-point agreement Likert scale. Segment two included a total of 46 items for independent variables such as computer self-efficacy (4 items), performance expectancy (12 items), effort expectancy (6 items), social influence (5 items), facilitating conditions (11 items) and hedonic motivation (8 items) to evaluate one dependent variable behavioural intention (8 items). All items were adapted from the preceding studies (Gupta & Dogra, 2017; Kim & Woo, 2016; Venkatesh et al., 2003; Wang & Wu, 2013). Accordingly, six different hypotheses were derived from the above model. For the present research, 185 survey questionnaires were disseminated to the young adults who dine in the Sakae Sushi or Yayoi Japanese Teishoku in Kuala Lumpur and Selangor in Malaysia and all 185 questionnaires were found to be useful. Based on the studies conducted by researchers in the past, young adults, which are also referred to as Generation Y is, characterised as confident and relaxed individuals. Pendergast (2009) noticed that this generation of people is the most educated ever. It is the first generation born into the Information Age, and for this reason, members are known as digital natives (Prensky, 2006). The core of this generation is called millennials, which means that Generation X or Generation Z does not influence their trait. The prime factors on the value system of young adults are ample access to new technology and constant problem-solving attitude (Dembkowski, 2009).

DATA ANALYSIS AND RESULTS

Reliability of the Study Variables

Table 1 exhibits that the complete reliability of the study was found to be Cronbach Alpha value 0.719, was believed

acceptable (Churchill, 1979; Nunnally, 1978), which recommends that the "measures were free from random error and thus reliability coefficients estimate the amount of systematic variance" (Churchill, 1979). When the individual reliability of the study variables was observed, all the variables exhibited the Cronbach Alpha value of more than 0.70 at the cumulative level (Churchill, 1979; Nunnally, 1978). The higher Cronbach Alpha values showed that all the items were internally consistent, and the higher Cronbach Alpha for the overall scale specifies that convergent validity was met (Parsuraman et al., 1991).

Table 1: Reliability of the Study

Variables	Cronbach Alpha (α)	Number of Items
Computer Self-efficacy	0.441	4
Performance Expectancy	0.806	12
Effort Expectancy	0.877	6
Social Influence	0.850	5
Facilitating Conditions	0.882	11
Hedonic Motivation	0.875	8
Behavioural Intention	0.908	8
Overall	0.719	54

The Demographic Breakdown of the Sample

The graphs below demonstrate that from a total sample size of 185 respondents, 58.4% of respondents were female as compared to 41.6% of male respondents. It also specifies that 69.7% of the respondents were aged between 21 to 23 years, followed by 15.7% were aged between 24 to 26 years, and 13% were aged between 18 to 20 years while only 1.6% of respondents were aged between 27 to 30 years old. Results also depict that majority of the respondents had Chinese ethnicity (63.2%) which proves that Sushi is one of the favourite food among the East Asian. Respondents were asked to specify their frequency of dining in a restaurant that uses a tablet menu and it was found that majority (67%) of respondents preferred to dine in either of these two restaurants at least 1-2 times in a month. The others preferred to dine there 2-4 times (21.1%) or more than 5 times (11.9%) in a month. The results also revealed that the most significant reason for the respondents to dine a restaurant that uses a tablet menu was found to be the 'food' (39.5%), followed by service quality (17.3%) and restaurant environment (16.2%). Surprisingly, for the ordering experience using the tablet menu, only 16.2% of respondents found it the greatest noteworthy motive for them to dine.

Table 2: Details of Demographics (n-185)

	Frequency (F)	Percentage (%)
Gender		
Female	108	58.4
Male	77	41.6
Age		
18-20	24	13
21-23	129	69.7
24-26	29	15.7
27-30	3	1.6
Ethnicity		
Malay	9	4.9
Chinese	117	63.2
Indian	8	4.3
Others	51	27.6
Frequency to dine in a restaurant that uses a tablet menu		
1-2 times a month	124	67
2-4 times a month	39	21.1
5 or more times a month	22	11.9
A most significant reason to dine in a restaurant that uses a tablet menu		
Food	73	39.5
Service Quality	32	17.3
Business Meeting	1	0.5
Promotion	3	1.6
Price	11	5.9
Restaurant Environment	30	16.2
Celebration	5	2.7
Ordering Experience	30	16.2

Regression Analysis

Regression analysis is "the technique used to derive an equation that relates the criterion variables to one or more predictor variables; it considers the frequency distribution of the criterion variable, when one or more predictor variables are held fixed at various levels" (Churchill, 1995, p. 887). Table 2a to 2e demonstrates that the regression analysis, where computer self-efficacy was the independent variable and performance expectancy, effort expectancy, social influence, facilitating conditions and hedonic motivation were the dependent variables respectively.

Table 2a indicates that the value of R^2 was 0.030, F value at 5.592, β value at 0.171 and the p-value was 0.019. For Table 2b, R^2 was 0.014, F value was 2.512, the β value was 0.116 and the p-value was 0.115. Similarly, for Table 2c, R^2 was 0.004, F value was 0.757, β value at 0.064 and the p-value was 0.385. Table 2d depicts that R^2 was 0.017, F value at 3.143, β value at 0.130, and the p-value was 0.078 and for Table 2e, R^2 was 0.025, F value at 4.684, β value at 0.158, and the p-value was 0.032. This illustrates that hypotheses 1a and 1e were found significant; however, hypotheses1b, 1c and 1d were not significant. Therefore, this shows that self-efficacy significantly influences performance expectancy and hedonic motivation and has a great impact on customers' while deciding to use a tablet-based menu ordering system.

Table 2a: Regression Analysis

Dependent Variable: Performance Expectancy				
Independent Variables	**β**	**t-Value**	**p-Value**	**Hypothesis**
Computer Self-efficacy	0.172	2.365	0.019	H1a - Accepted

Notes: $R^2 = 0.030$, $F = 5.592$, $p \leq 0.05$

Table 2b: Regression Analysis

Dependent Variable: Effort Expectancy				
Independent Variables	**β**	**t-Value**	**p-Value**	**Hypothesis**
Computer Self-efficacy	0.116	1.585	0.115	H1b – Rejected

Notes: $R^2 = 0.014$, $F = 2.512$, $p \leq 0.05$

Table 2c: Regression Analysis

Dependent Variable: Social Influence				
Independent Variables	**β**	**t-Value**	**p-Value**	**Hypothesis**
Computer Self-efficacy	0.064	0.870	0.385	H1c - Rejected

Notes: $R^2 = 0.004$, $F = 0.757$, $p \leq 0.05$

Table 2d: Regression Analysis

Dependent Variable: Facilitating Conditions				
Independent Variables	**β**	**t-Value**	**p-Value**	**Hypothesis**
Computer Self-efficacy	0.130	1.773	0.078	H1d - Rejected

Notes: $R^2 = 0.017$, $F = 3.143$, $p \leq 0.05$

Table 2e: Regression Analysis

Dependent Variable: Hedonic Motivation				
Independent Variables	**β**	**t-Value**	**p-Value**	**Hypothesis**
Computer Self-efficacy	0.158	2.164	0.032	H1e - Accepted

Notes: $R^2 = 0.025$, $F = 4.684$, $p \leq 0.05$

Table 3 displays the regression analysis where the behavioural intention was the dependent variable while performance expectancy, effort expectancy, social influence, facilitating conditions and hedonic motivation were the independent variables. The results in Table 3 indicate that R^2 value was 0.262, F value of 12.727. Results also displayed that for performance expectancy, the p-value was 0.102 and β value = 0.120 while for effort expectancy, the p-value was 0.627 and β value = -0.037 at the significance level of $p \leq 0.05$. This depicts that both performance expectancy and effort expectancy exerts a negative effect on behavioural intention of the respondents, thus rejecting the hypothesis H2 and H3. This also shows that these two constructs do not have any effect on the behavioural intention of the respondents to use a tablet-based menu ordering system. However, Table 3 also depicted that for social influence (β = 0.176), facilitating conditions (β = 0.217) and hedonic motivation (β = 0.224), the p-value was 0.025, 0.004 and 0.002 respectively at the significance level of $p \leq 0.05$. This demonstrates that hypotheses H4, H5 and H6 was found significant as social influence, facilitating conditions and the hedonic motivation positively impacts the behavioural intention of the respondents to use a tablet-based menu ordering system.

Table 3: Regression Analysis

Dependent Variable: Behavioural Intention				
Independent Variables	**β**	**t-value**	**p-value**	**Hypothesis**
Performance Expectancy	0.120	1.643	0.102	H2 - Rejected
Effort Expectancy	-0.037	-0.487	0.627	H3 - Rejected
Social Influence	0.176	2.267	0.025	H4 - Accepted
Facilitating Conditions	0.217	2.949	0.004	H5 - Accepted
Hedonic Motivation	0.224	3.119	0.002	H6 - Accepted

Notes: $R^2 = 0.262$, $F = 12.727$, $p \leq 0.05$

FINDINGS

The present study employed the UTAUT 2 model to study customers' technology acceptance and behavioural intention

to use a tablet-based menu ordering system. Since there are very inadequate studies investigating this subject, the current research contributes a healthier understanding of customer's desires and necessities related to the technology acceptance and intentions to use the tablet-based menu in the restaurants.

The results of this research recommend that social influence, facilitating conditions and hedonic motivation are the strongest predictors of behavioural intention to use tablet-based menus. These results are in line with the findings of the previous studies (Baptista & Oliveira, 2015; Venkatesh et al., 2012). These three constructs are important factors of behavioural intention and were found to be a more imperative driver as compared to the performance expectancy and effort expectancy used in this study. Hence, it is suggested that the restaurateurs must incorporate the choice of fun and joy within the tablet menus that will assist the customers to keep active while they wait for their food to reach their table. As hedonic IS are omnipresent within the customer information technology market, such as games provided on phones, hedonic motivation demonstrates a critical part in anticipating intentions for hedonic IS (Van der Heijden, 2004). The results suggested that facilitating conditions was another very significant antecedent of behavioural intentions which coincides with the results of previous research (Escobar-Rodriguez & Carvajal-Trujillo, 2014; Venkatesh et al., 2012). The results revealed that there was no substantial connection between behavioural intention with performance expectancy and effort expectancy. It was found that performance expectancy did not have any influence on the behavioural intentions of consumers. This finding was inconsistent with past studies (Antunes & Amaro, 2016; Kim et al., 2008). The results of effort expectancy correspond with the outcomes of previous studies (Baptista & Oliveira, 2015; Zhou et al., 2010). This is perhaps due to the advanced use of added mobile technologies that consumers find it very easy to function and get used to it very rapidly.

These results propose that if the perceived usefulness of the technology is more, then the consumer's aims to use the tablet menus are greater. Looking at the overall results on the state of respondents' behavioural intention towards the system, this ordering system can be a success or a big hit in the future. People are getting used to technologies like never before in the country thus investing in this kind of technology would be beneficial to restaurants. The system will not only solve the issues of labour costs, service failures, customer indecision and waiting time but also serves as a statement of intent that restaurants are keeping pace with the technologies to meet their customers' requirement and expectation.

These findings deliver valuable understandings for researchers as accepting the significant theories of technology acceptance can be supportive in creating and filtering innovative technologies, which can result in higher acknowledgement amongst customers in the restaurants. This study furthermore-complements to the prevailing works by providing a novel understanding of the elements affecting the acceptance of tablet menus among customers. One hypothetical contribution of the present study is extending the UTAUT model and testing its validity and applicability in Malaysian casual dining context. The study determined the factors that inspire the client behavioural intention to use tablet menus. The restaurateurs can consider the following recommendations to use tablet menus in their restaurants that will make dining a pleasant and novel experience. (1) Allowing consumers to select ingredients for their dishes from the tablet menu. (2) Empowering clienteles to enhance their formations to the menu, and disseminating them with networks on social media platforms like Facebook and Twitter. (3) Engaging patrons with amusing games in the tablets and stimulating them to eat or drink longer. (4) Permitting customers to read online news and access various social media apps. (5) Inspiring straight communication with consumers by social media platforms. (6) Providing consumers motives to join your restaurant on social media with exciting competitions and by incentivizing them to log in on Facebook, Instagram and so forth.

IMPLICATIONS OF THE STUDY

Based on the outcomes of this study, the subsequent implications, related to Industry and academia were identified. With the implementation of tablet menus, the restaurants can take an extra stride in offering excellent service to their customers. The use of tablet menus can also ensure no service failures, which will reduce guest complaints. The use of a tablet menu will also provide a novel experience to the customers, thus providing them with a sense of uniqueness. The restaurants can also sell advertising space to producers or suppliers as it will provide the suppliers with wide publicity. The restaurants can offer their customers with more engaging activities in the tablets. For instance including computer games, facilities to check emails and social network websites, reading e-newspapers. The restaurants can also offer wireless features in the tablets like proving an online ordering option, allowing customers to 'summon waiter', adding 'bring bill' button and to make online payments. For academia, the present study sets the foundation for future research on the electronic menu. Future researchers may examine the customer readiness towards technology acceptance, examine customer understanding on menu labelling or nutritional information, or study the pros or cons of the tablet-based menu and paper-based menus.

CONCLUSION, LIMITATIONS AND FUTURE STUDIES

Since consumer gratification is very much associated with the restaurant profits, restaurant administrators must be

acquainted with the technology enhancement and implement it to restaurant operations. The present research investigated how advanced restaurant technology affects consumer gratification. The findings of this research recommend that the development of technologies related to the restaurant industry and the way the food dishes and beverages are presented in a tablet menu had a favourable impact on consumer gratification. As an expansion of menu presentation, the tablet-based menu offers amazing prospects for restaurant management to think about additional prospective pertinence in restaurant operation. Since innovation plays a vital part in operation and administration of restaurant business, it is useful, and important, for supervisors, managers as well as academicians and scholars to remain updated about the improvement of restaurant technology and its applications (Law et al., 2012). Despite its contributions, the present study also contains some limitations that could be addressed in future studies. One of the biggest limitations of this study was that the sample size included a big portion of students, thus the results may not be generalised. Another limitation was that the study focussed only on young adults. Consequently, they might not represent the various segments of the clients which include the other age groups as well. Future studies should include the larger population size and investigate the effects of moderating variables like gender, age, prior experience, perceived compatibility on UTAUT 2 constructs. Furthermore, future researches may possibly prolong the present investigation by evaluating the multicultural transformation in determining the reasons that affect a consumer's objectives to practise the tablet menu in the restaurant. The present study was carried out in casual dining restaurants, therefore, further investigation can be carried out to investigate the possibility of using the tablet-based menu as a food-ordering device at fine dining restaurants. In conclusion, tablet-based menu proposes an amazing potential for the restaurant businesses and will definitely be a feature that many patrons will anticipate to experience them. Effective applications of innovation to the dining experience will not only offer assistance in reducing a restaurant's monetary liability but also enhancescustomer satisfaction (Kimes, 2008).

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