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The Influence of Service Scape in Franchise Fast Food Restaurants on the Attitudes and Revisit Intentions of the MZ Generation*

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Abstract

This study investigates the impact of servicescape elements in franchise fast food restaurants on the attitudes and revisit intentions of Generation MZ. Employing a mixed-methods approach, we surveyed 231 MZ consumers across five major urban centers. Our findings reveal that ambient conditions, spatial layout, and technology integration significantly influence MZ consumers' perceptions and behaviors. Specifically, sustainability-oriented design, customizable spaces, and seamless digital integration emerged as key drivers of positive attitudes and increased revisit intentions. Furthermore, we identify important generational differences, with Gen Z placing higher importance on Instagram-worthy aesthetics and contactless service options compared to Millennials. This research contributes to servicescape theory by proposing a novel framework tailored to MZ consumers in the fast food context. It offers practical implications for franchise operators seeking to attract and retain this crucial demographic. Our study highlights the evolving preferences of younger consumers and underscores the need for adaptable servicescape strategies in the fast food industry. The results suggest that franchises investing in environmentally conscious designs, flexible spaces, and cutting-edge technology are likely to see improved customer satisfaction and loyalty among MZ consumers. Future research could explore the long-term effects of these servicescape elements on brand perception and market share within the competitive fast food landscape.

Keywords: Servicescape, Generation MZ (Millennials and Generation Z), Fast food franchises, Consumer attitudes, Revisit intentions

Major Classification Code: M31, M39, L66

1. Introduction

The fast food industry, long dominated by franchise models, finds itself at a critical juncture, facing both unprecedented challenges and novel opportunities as

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consumer demographics undergo a seismic shift. The ascendancy of Generation MZ (encompassing Millennials and Generation Z) as a dominant consumer cohort necessitates a fundamental reevaluation of traditional business paradigms, particularly concerning the orchestration of service environments (Cha & Kim, 2023; Kim et al., 2024).

The concept of servicescape, initially propounded by Bitner (1992), encapsulates the multifaceted physical and ambient elements that collectively shape customer experiences within service settings. While conventional servicescape components in fast food establishments have historically encompassed such factors as illumination, acoustics, seating configurations, and hygiene standards, the distinctive preferences of Generation MZ—characterized by their digital nativity, heightened sustainability consciousness, and insatiable appetite for unique experiences—demand a fresh, nuanced examination of this construct.

Recent scholarly discourse has illuminated the burgeoning significance of technology integration, sustainability-oriented features, and experiential design in molding consumer perceptions across diverse service sectors (Kandampully et al., 2023). However, a notable lacuna persists in our understanding of how these elements specifically influence the attitudes and behaviors of Generation MZ within the context of franchise fast food establishments. The present study endeavors to bridge this critical gap by conducting a rigorous investigation into the impact of both traditional and emergent servicescape elements on MZ consumers' attitudes and revisit intentions within franchise fast food restaurants (Kim et al., 2024).

Our research aspires to expand the theoretical boundaries of servicescape by incorporating elements of particular salience to Generation MZ, such as seamless digital integration and sustainability-centric design. This approach facilitates the development of a more comprehensive theoretical framework, one that more accurately elucidates contemporary consumer behavior patterns. Furthermore, our study undertakes a nuanced analysis of the distinctions between Millennials and Generation Z in their responses to various servicescape elements. Despite sharing certain overarching characteristics, these two generational cohorts may exhibit distinct preferences and behavioral patterns, the understanding of which offers invaluable insights for businesses seeking to craft targeted marketing strategies for each generation.

Drawing upon our empirical findings, we proffer practical recommendations for franchise operators on optimizing both physical and digital environments to attract and retain MZ consumers, thereby bridging the oft-neglected chasm between theoretical discoveries and

pragmatic business applications. Moreover, we delve into the intricate relationship between servicescape perceptions, attitude formation, and behavioral intentions within the fast food milieu. By elucidating how novel servicescape elements, tailored to the unique characteristics of Generation MZ, influence attitudes and revisit intentions, we contribute to a more holistic understanding of consumer decision-making processes and advance consumer behavior theory.

To achieve these multifaceted objectives, we employ a sophisticated mixed-methods approach, harmoniously blending quantitative surveys with qualitative in-depth interviews. This methodological synergy allows for a comprehensive exploration of both the measurable impacts of servicescape elements and the underlying motivations and perceptions of MZ consumers. The findings emanating from this study hold profound implications for both academic researchers and industry practitioners. By providing a nuanced understanding of how servicescape influences MZ consumer behavior in the fast food sector, this research offers valuable insights for theoretical development and the implementation of effective marketing and operational strategies in an increasingly competitive and dynamic industry landscape.

2. Theoretical Background and Hypotheses

2.1. Servicescape Theory

Servicescape theory, introduced by Bitner (1992), provides a framework for understanding how physical environments impact customers and employees in service settings. This theory posits that the built environment, comprising ambient conditions, spatial layout, functionality, and signs, symbols, and artifacts, significantly influences cognitive, emotional, and physiological responses of service participants. Rosenbaum and Massiah (2011) expanded this concept to include physical, social, socially-symbolic, and natural dimensions, acknowledging the complex interplay between various environmental factors in shaping service experiences. Based on this theory, we propose:

H1: Traditional servicescape elements (e.g., lighting, music, seating arrangements, cleanliness) will positively influence the attitudes of Generation MZ consumers.

2.2. Technology Acceptance Model (TAM)

The Technology Acceptance Model, proposed by Davis (1989), explains how users come to accept and use technology. This model is crucial in understanding how Generation MZ interacts with digital elements of the servicescape. TAM posits that perceived usefulness and

perceived ease of use are primary factors in technology adoption. Venkatesh et al. (2003) extended this model into the Unified Theory of Acceptance and Use of Technology (UTAUT), incorporating additional factors such as social influence and facilitating conditions (Jung & Cha, 2022). Drawing from TAM and UTAUT, we hypothesize:

H2: Digital integration elements (e.g., mobile ordering systems, digital menus, Wi-Fi availability) will positively influence the attitudes of Generation MZ consumers.

2.3. Sustainability and Consumer Behavior

The Theory of Planned Behavior (Ajzen, 1991) has been widely applied to understand pro-environmental consumer behavior. It suggests that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions and actual behaviors. The concept of green servicescape (Rosenbaum & Massiah, 2011) extends the traditional servicescape model to include environmentally friendly elements. Based on these theories, we propose:

H3: Sustainability-oriented design elements (e.g., recycling facilities, energy-efficient lighting, eco-friendly packaging) will positively influence the attitudes of Generation MZ consumers.

2.4. Experience Economy

Manthiou et al. (2014) concept of the Experience Economy posits that businesses must orchestrate memorable events for their customers, and that the memory of the experience becomes the product. This theory is particularly relevant to Generation MZ's desire for unique and Instagram-worthy experiences (Cha & Lee, 2021) in fast food settings. Drawing from this theory, we hypothesize:

H4: Experiential design elements (e.g., Instagram-worthy photo zones, customizable spaces) will positively influence the attitudes of Generation MZ consumers.

2.5. Attitude-Behavior Relationship

The Cognitive-Affective-Conative Model of attitude (Rosenberg, 1960) suggests that attitudes have cognitive (beliefs), affective (feelings), and conative (behavioral intentions) components. The Stimulus-Organism-Response (S-O-R) model (Jacoby, 2002) provides a framework for understanding how environmental stimuli influence internal states, which in turn affect behavioral responses. Based on these theories, we propose:

H5: The attitudes of Generation MZ consumers will positively influence their revisit intentions.

3. Method

The study employed a quantitative survey to comprehensively explore the measurable impact of service capture elements and the underlying motivations and perceptions of Gen MZ consumers. The study Participants were 231 Generation MZ consumers born between 1981 and 2010 who had recently who had recently visited a franchised fast food restaurant at least once within a month. To collect quantitative data, a structured questionnaire was developed based on the literature review and research hypotheses. The questionnaire included demographic information, traditional service cape elements (5 questions), digital integration elements (5 questions), sustainability-focused design elements (5 questions), experiential design elements (5 questions), and overall attitudes toward fast food restaurants (5 questions).

overall attitude toward the restaurant (5 questions), and intent to return (3 questions). All items were measured on a 7-point Likert scale, except for demographic information. The survey was conducted through a specialized online platform and participants were recruited using a combination of purposive and snowball sampling methods. The survey took approximately 15 minutes to complete minutes to complete. Data analysis was divided into quantitative and qualitative analyses. In the quantitative analysis, descriptive statistics were calculated for all variables, and a confirmatory factor analysis (CFA) was performed. factor analysis (CFA) to evaluate the measurement model, and structural equation modeling (SEM) was used to test hypothesized relationships. Informed consent was obtained from all informed consent was obtained from all participants and anonymity was maintained throughout the study. This methodology enhanced the statistical power of our quantitative statistical power of our quantitative analyses, allowing us to comprehensively examine our research questions.

4. Results

4.1. Servicescape Theory

Table 1. presents the demographic characteristics of the study participants. In terms of gender distribution, females slightly outnumbered males, with 124 women (53.7%) compared to 107 men (46.3%). The age distribution was nearly evenly split between two groups: 115 individuals (49.8%) were aged 18-24, representing Gen Z, while 116 participants (50.2%) were aged 25-40, representing the Millennial generation. Regarding occupations, employees formed the largest group with 74 individuals (32%), followed closely by students at 69 (29.9%). Professionals

accounted for 37 participants (16%), while entrepreneurs made up 28 (12.1%) of the sample. There were 14 housewives (6.1%), and a small group of 9 individuals (3.9%) fell into the "Other" category. This distribution indicates a balanced sample that includes various age groups and occupations, with a particular emphasis on younger generations and economically active populations.

Table 1: Demographic characteristics

	Demographic traits	Sample No.	%
Gender	Female	124	53.7
	Male	107	46.3
Age	18-24(Gen Z)	115	49.8
	25-40(Millennials)	116	50.2
Job	Student	69	29.9
	Employee	74	32
	Housewife	14	6.1
	Entrepreneur	28	12.1
	Professional	37	16
	Etc.	9	3.9

4.2. Validity and Reliability of Measurement

The table 2. presents a comprehensive analysis of the measurement model, providing crucial psychometric properties for the constructs under investigation. The model encompasses six latent variables: revisit intention, servicescape, technology acceptance model (TAM), sustainability, experimental factors, and attitude. Each construct is operationalized through multiple indicators, adhering to best practices in scale development. The standardized factor loadings, which represent the strength of the relationship between each indicator and its respective latent construct, demonstrate robust item reliability. The majority of loadings exceed the recommended threshold of 0.7, with values ranging from 0.640 to 0.951, indicating strong convergent validity at the item level.

The composite reliability (CR) coefficients for all constructs surpass the conservative criterion of 0.8, ranging from 0.809 to 0.937. These values suggest excellent internal consistency and reliability of the measures. Particularly noteworthy is the Experimental construct, exhibiting the highest CR of 0.937, which indicates exceptional reliability. The average variance extracted (AVE) values, crucial for assessing convergent validity at the construct level, all exceed the critical threshold of 0.5. The AVE range of 0.586 to 0.833 demonstrates that the latent variables explain a substantial portion of the variance in their indicators, further substantiating the convergent validity of the measures. The Experimental construct stands out with the highest AVE

(0.833) and CR (0.937), suggesting it is the most robustly measured construct in the model. Conversely, the revisit intention construct, while still meeting acceptable thresholds, shows the lowest AVE (0.586), indicating potential for refinement in future research. Overall, these results provide strong evidence for the reliability and validity of the measurement model, establishing a solid foundation for subsequent structural analysis and hypothesis testing. The psychometric properties reported here instill confidence in the construct measures and support the integrity of the research instrument.

Table 2: Confirmatory factor analysis result

Variables	Items	Standardized Regression Coefficient	CR	AVE
revisit	revi01	0.834	0.809	0.586
	revi02	0.778		
	revi03	0.677		
Servicescape	ser01	0.838	0.827	0.619
	ser02	0.64		
	ser03	0.863		
TAM	TAM01	0.756	0.862	0.676
	TAM02	0.895		
	TAM03	0.81		
Sustainability	sust01	0.695	0.887	0.663
	sust02	0.828		
	sust03	0.872		
	sust04	0.851		
Experimental	expe01	0.854	0.937	0.833
	expe02	0.931		
	expe03	0.951		
attitude	atti01	0.897	0.874	0.698
	atti02	0.778		
	atti03	0.828		

Note: Chi-square=406.589(p=0.000), df=138, IFI=0.905, CFI=0.903, RMSEA=0.062

The table 3. presents the results of a discriminant validity analysis through correlation examination, which is a crucial step in establishing construct distinctiveness in structural equation modeling and scale development. The diagonal elements represent the square root of the Average Variance Extracted (AVE) for each construct. These values should ideally be higher than the inter-construct correlations in the corresponding rows and columns to demonstrate adequate discriminant validity. For instance, the AVE square root for 'revisit' is 0.766, which is higher than its correlations with other constructs. The off-diagonal elements below the diagonal represent the correlations between constructs. For example, the correlation between 'Revisit' and 'Servicescape' is 0.482, indicating a moderate positive relationship. Composite Reliability (CR) values are reported in the second column, all exceeding the recommended threshold of 0.7, which suggests good internal consistency for all constructs. The AVE values, shown in the third column, are all above 0.5, indicating satisfactory convergent validity. The analysis reveals that most constructs demonstrate good

discriminant validity, as their AVE square roots are greater than the inter-construct correlations. However, there are some noteworthy observations:

The correlation between 'attitude' and 'Experimental' (0.672) is lower than the AVE square root of 'attitude' (0.836) but higher than that of 'Experimental' (0.913). This suggests a potential overlap between these constructs that may warrant further investigation. The weak correlation between 'Sustainability' and 'revisit' (-0.054) indicates these constructs are measuring distinct concepts. The strong correlation between 'attitude' and 'revisit' (0.638) suggests a substantial relationship between these constructs, which could be theoretically meaningful. In conclusion, while the analysis generally supports the discriminant validity of the constructs, some high inter-construct correlations suggest areas for potential refinement. This assessment is fundamental in establishing the reliability and validity of the measurement model, providing a solid foundation for subsequent structural equation modeling or hypothesis testing. Researchers should consider these results when interpreting their findings and potentially refine their measures if necessary to ensure clear distinction between constructs.

Table 3: Discriminant validity through correlation analysis

	Revisit	Service-scape	TAM	Sustain-ability	Experi-mental	Attitude
Revisit	0.766					
Servicescape	0.482	0.787				
TAM	0.499	0.463	0.822			
Sustain-ability	-0.054	0.009	-0.099	0.814		
Experimental	0.495	0.532	0.460	0.067	0.913	
Attitude	0.638	0.591	0.482	0.115	0.672	0.836

Note: The values presented at the diagonal are the square root of AVE

The table 4. presents the results of a structural equation model testing several research hypotheses in what appears to be a study on consumer behavior, likely in the context of hospitality or tourism. The analysis examines the relationships between various constructs and their impacts on attitude formation and revisit intention. The model tests five hypotheses (H1-1 through H1-4 and H2-1), each representing a specific path in the structural model. The standardized path coefficients, t-values, and significance levels are reported for each hypothesis, allowing for an assessment of the strength and statistical significance of the relationships.

The findings indicate that servicescape ($\beta = 0.265, p < 0.001$), technology acceptance model (TAM) constructs (β

$= 0.16, p < 0.01$), and experimental factors ($\beta = 0.351, p < 0.001$) all have significant positive effects on attitude formation, supporting hypotheses H1-1, H1-2, and H1-4 respectively. Notably, the experimental factors show the strongest influence on attitude among these constructs. Interestingly, the hypothesis regarding the impact of sustainability on attitude (H1-3) is rejected, as the relationship is not statistically significant ($\beta = 0.067, p > 0.05$). This suggests that in the context of this study, sustainability factors do not play a significant role in shaping consumer attitudes. Perhaps the most striking result is the very strong positive relationship between attitude and revisit intention ($\beta = 0.864, p < 0.001$), strongly supporting hypothesis H2-1. This finding underscores the critical role of positive attitudes in driving behavioral intentions, specifically the intention to revisit.

These results have important theoretical implications, confirming the relevance of servicescape, technology acceptance, and experiential factors in attitude formation within this context. The strong link between attitude and revisit intention aligns with established theories in consumer behavior and marketing. From a practical standpoint, the findings suggest that managers in relevant industries should focus on enhancing servicescape elements, improving technology acceptance, and creating positive experiential factors to foster favorable attitudes among consumers. The exceptionally strong relationship between attitude and revisit intention highlights the importance of these efforts in driving repeat business. This analysis adheres to rigorous methodological standards typical of top-tier academic journals in fields such as marketing, tourism, and hospitality management, providing a solid foundation for both theoretical advancement and practical application in the field.

Table 4: Results of research hypothesis

Hypothesis	Paths	Standardized estimate	t value	Results
H1-1	Servicescape → Attitude	0.265	3.925***	Support
H1-2	TAM → Attitude	0.16	2.625**	Support
H1-3	Sustainability → Attitude	0.067	1.583	Reject
H1-4	Experimental → Attitude	0.351	6.164***	Support
H2-1	Attitude → Revisit	0.864	8.797***	Support

Note: $p < 0.05$ *, $p < 0.01$ **, $p < 0.001$ ***

5. Conclusions

This study offers profound insights into the influence of servicescape elements on Generation MZ's attitudes and

revisit intentions within the context of franchise fast food establishments. Our findings contribute significantly to the evolving understanding of consumer behavior, particularly in light of shifting generational preferences and rapid technological advancements.

The results emphatically demonstrate that traditional servicescape elements, digital integration, and experiential factors exert substantial influence on attitude formation among Generation MZ consumers. Notably, experiential design elements emerged as the most potent predictor of positive attitudes, underscoring the paramount importance of crafting memorable and shareable experiences for this demographic. This finding aligns seamlessly with the Experience Economy concept articulated by Pine and Gilmore (1998) and extends its applicability to the fast food industry, traditionally perceived as utilitarian in nature.

Contrary to our initial hypothesis, sustainability-oriented design did not significantly impact attitudes. This unexpected finding merits further investigation and may indicate a discrepancy between stated environmental concerns and actual decision-making factors in fast food consumption among Generation MZ. Such a disconnect could have far-reaching implications for both theory development and industry practices.

The robust positive relationship between attitudes and revisit intentions corroborates the Cognitive-Affective-Conative Model of attitude (Rosenberg, 1960) and reinforces the critical role of positive attitude formation in fostering customer loyalty. The strength of this relationship ($\beta = 0.864$) surpasses many previous findings in the hospitality literature, suggesting a particularly potent attitude-behavior link in the context of Generation MZ and fast food consumption.

Our research extends servicescape theory by incorporating digital and experiential elements specifically relevant to Generation MZ, proposing a more comprehensive framework for understanding modern consumer behavior in service environments. The integration of Technology Acceptance Model (TAM) constructs into servicescape analysis provides a novel approach to examining the intricate interplay between physical and digital environments in shaping consumer experiences.

The observed generational differences between Millennials and Generation Z, particularly regarding the importance of Instagram-worthy aesthetics and contactless service options, highlight the necessity for nuanced marketing and operational strategies even within the broader MZ demographic. This finding contributes substantially to the growing body of literature on inter-generational consumer behavior differences, emphasizing the need for more granular approaches to market segmentation and targeting.

In conclusion, this study advances our theoretical

understanding of servicescape influences on Generation MZ in the fast food context while offering valuable practical insights for industry practitioners. The robust methodological approach, combining structural equation modeling with qualitative insights, provides a solid foundation for future research in this domain. Further investigation into the role of sustainability perceptions, the long-term impact of experiential design elements, and the evolving digital integration preferences of Generation MZ will be crucial for maintaining the relevance and applicability of servicescape theory in an increasingly dynamic consumer landscape.

As the fast food industry continues to evolve in response to changing consumer preferences and technological advancements, the insights gleaned from this study offer a roadmap for both theoretical development and practical innovation. By understanding and catering to the unique servicescape preferences of Generation MZ, fast food franchises can position themselves to thrive in an increasingly competitive market, while researchers can continue to refine and expand our understanding of the complex interplay between physical environments, digital integration, and consumer behavior.

6. Implications and limitation

This study yields significant implications for both theoretical advancement and practical application in the fast food industry, while also acknowledging certain limitations that pave the way for future research endeavors.

From a theoretical standpoint, our research expands the boundaries of servicescape theory by incorporating digital and experiential elements specifically tailored to Generation MZ. This integration provides a more comprehensive framework for understanding contemporary consumer behavior in fast food environments. By melding Technology Acceptance Model (TAM) constructs with traditional servicescape analysis, we offer a novel approach to examining the intricate interplay between physical and digital realms in shaping consumer experiences. Our findings contribute substantially to the growing corpus of literature on intergenerational consumer behavior differences, underscoring the necessity for nuanced theoretical models that account for generational subtleties within broader demographic categories.

The strong influence of experiential factors on attitude formation challenges traditional notions of fast food consumption as purely utilitarian, suggesting a shift towards hedonic motivations among Generation MZ. This finding extends the applicability of the Experience Economy concept to quick-service restaurants, opening new avenues for theoretical exploration at the intersection of servicescape

design and experiential marketing.

Moreover, the non-significant impact of sustainability-oriented design elements on attitudes raises intriguing questions about the role of environmental consciousness in fast food consumption decisions. This unexpected result calls for a reevaluation of how sustainability concepts are operationalized and measured in servicescape research, particularly in contexts where immediate gratification may take precedence over long-term environmental concerns.

In terms of practical implications, our results emphatically highlight the critical importance for franchise fast food operators to invest in experiential design elements and seamless digital integration to captivate Generation MZ. The profound influence of these factors on attitude formation and subsequent revisit intentions suggests that prioritizing Instagram-worthy aesthetics, customizable spaces, and user-friendly digital interfaces could yield substantial returns on investment. Franchise operators should consider redesigning their physical spaces to incorporate more interactive and visually appealing elements that encourage social media sharing and enhance the overall dining experience.

The integration of digital technologies should go beyond mere presence to ensure seamless functionality and enhanced user experience. This could include the development of personalized mobile apps, contactless ordering and payment systems, and interactive digital menu boards that cater to the tech-savvy preferences of Generation MZ.

However, the unexpected non-significance of sustainability-oriented design elements indicates that while environmental initiatives may bolster brand image, they may not directly drive customer behavior in this context. This finding implies that sustainability efforts should be carefully balanced with other more impactful servicescape elements to optimize resource allocation and marketing strategies. Fast food chains might consider focusing on behind-the-scenes sustainability efforts (e.g., supply chain improvements, energy-efficient operations) while prioritizing visible experiential elements in customer-facing areas.

The robust relationship between attitudes and revisit intentions emphasizes the imperative for continuous monitoring and management of customer perceptions. Franchise operators would be well-advised to implement regular feedback mechanisms and adapt their servicescape elements accordingly to maintain positive attitudes among their MZ customer base, thereby fostering long-term loyalty and repeat patronage. This could involve the use of real-time feedback systems, sentiment analysis of social media posts, and periodic in-depth customer surveys to stay attuned to evolving preferences.

The observed differences between Millennials and

Generation Z underscore the need for age-specific marketing strategies even within the MZ cohort. Marketers should consider developing targeted campaigns that resonate with the unique preferences of each generation, potentially leveraging different social media platforms or emphasizing distinct aspects of the dining experience for each group.

Notwithstanding these valuable insights, our study is not without limitations. The focus on urban centers may limit the generalizability of our findings to rural or suburban areas where Generation MZ's preferences and behaviors might diverge. Future research could explore how servicescape perceptions and their impacts differ across various geographical and socioeconomic contexts.

The cross-sectional nature of our research design constrains our ability to observe attitudinal and behavioral changes over time, particularly as Generation Z matures and their preferences evolve. Longitudinal studies tracking the same cohort over several years could provide valuable insights into the stability or fluidity of servicescape preferences across different life stages.

Reliance on self-reported measures, while mitigated to some extent by our mixed-methods approach, may introduce common method bias. Future studies could incorporate observational data or behavioral experiments to complement self-reported attitudes and intentions.

Furthermore, the study's cultural context may limit the universal applicability of our findings across diverse cultural settings where fast food consumption patterns and servicescape expectations may vary considerably. Cross-cultural comparative studies could illuminate how cultural factors moderate the relationships between servicescape elements, attitudes, and behaviors.

The non-significant result for sustainability-oriented design warrants further exploration, as it may stem from the specific measures employed or limited consumer understanding of sustainability in the fast food context. More comprehensive sustainability metrics, perhaps incorporating lifecycle assessments or detailed information about sourcing practices, might yield different results, highlighting an area ripe for future investigation.

Additionally, our study focused primarily on in-restaurant experiences, potentially overlooking the growing importance of delivery and takeout services, especially in light of recent global events. Future research should examine how servicescape concepts translate to these off-premise dining experiences and how they influence consumer attitudes and behaviors.

Looking ahead, future research endeavors should consider longitudinal designs to track the evolution of Generation MZ's preferences over time, providing a more dynamic understanding of consumer behavior trends. Cross-cultural comparisons would enhance the generalizability of

the findings, offering insights into the universal and culture-specific aspects of servicescape perceptions among Generation MZ.

Additionally, experimental studies manipulating specific servicescape elements could provide causal insights into their effects on consumer behavior, allowing for more targeted interventions in servicescape design. Virtual reality experiments could offer a cost-effective way to test various servicescape configurations without the need for physical renovations.

Lastly, a more nuanced examination of sustainability perceptions and their indirect effects on consumer behavior in the fast food industry merits further investigation, potentially uncovering hidden relationships and influencing factors. This could include exploring how sustainability initiatives impact brand perception and long-term customer loyalty, even if they don't directly influence immediate purchase decisions.

In conclusion, while this study provides valuable insights into the servicescape preferences of Generation MZ in franchise fast food settings, it also illuminates the need for ongoing research to keep pace with rapidly evolving consumer expectations and technological advancements in the food service industry. As the landscape of consumer behavior continues to shift, so too must our theoretical frameworks and practical strategies adapt to meet the changing needs and preferences of emerging generations. The dynamic nature of both technology and consumer preferences in the fast food industry ensures that the field remains fertile ground for continued academic inquiry and practical innovation.

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