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Drivers of Continuance Intention in Themed Restaurants: A Study Based on Uses and Gratifications Theory

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Abstract

Generation Z represents the powerful economic force with substantial discretionary income and a strong preference for experience-based consumption. This generation has emerged as a catalyst for restaurant and dining industry growth. The present study investigates the continuous intention of Generation Z customers towards themed restaurants using Uses & Gratification theory (U&GT) as a theoretical framework to examine gratification factors influencing continuance intention. Data were collected from 269 Gen Z respondents using a judgmental sampling method. The study identifies that enjoyment, fantasy, and social interaction significantly influence Gen Z's continuance intention to patronize themed restaurants. Conversely, achievement and self-presentation were found to have no statistically significant impact. The findings offer meaningful managerial implications. The marketing teams of themed restaurants should focus on enhancing the constructs of achievement and self-presentation to improve engagement with Gen Z consumers. Promotional strategies that incorporate customer recognition through awards, challenges, or incentives can foster a greater sense of achievement and connection among patrons, strengthening customer retention and loyalty.

Keywords: Themed restaurants, Gen Z, gratification and user, gratification theory

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Introduction

The restaurant industry in different countries is transforming significantly, driven by changing demographics and evolving consumer preferences. A rapidly expanding consumer base embraces a wide array of dining options, with Generation Z emerging as a key catalyst in reshaping the restaurant landscape. Known for their variety-seeking behavior and trend-conscious mindset, Gen Z is the most demanding generation compared to its predecessors. Their distinct expectations require marketers and restaurateurs to offer unique and differentiated experiences. Living at a fast and dynamic pace, Gen Z is highly attuned to emerging trends and craves constant engagement and innovation. From a spending perspective, Gen Z represents a significant economic force. By 2030, this cohort is projected to comprise approximately 30% of the global population, making it the largest generational group worldwide. Moreover, their collective income is expected to rise substantially. Over the next five years, Gen Z is anticipated to accumulate a global income of approximately USD 36 trillion, projected to increase to USD 74 trillion by around 2040 (Bank of America Institute,2025). This surge in income indicates that their spending on discretionary items is growing faster than that of other generational cohorts. To meet the expectations of this influential segment, themed restaurants are rapidly mushrooming across various Indian cities, offering immersive and customized experiences tailored to Gen Z's preferences. The concept of theming originated with Disneyland, which was developed around themes such as cartoons, Adventureland, and magic. This concept was later adopted in the restaurant industry, leading to today's theme-based restaurants (Becker, 1987). Theme restaurants are primarily designed based on spatial planning, décor, and entertainment with a distinctive theme of a specific style to attract customers (Lee et al., 2015). Theme restaurants are dining places decorated with distinctive signs independent of eating and drinking activities (Beardsworth & Bryman, 1999). By theming, restaurants had given their space and environment a distinct characteristic. Consumers are usually attracted towards theme restaurants because of exposure to themes, décor, and novelty (Lego & Wood,2009). The restaurant's theme can make the dining experience memorable and foster strong customer loyalty. Gen Z usually gravitates towards themed restaurants because of their novelty and exposure to themes (Rai & Anirvinna, 2019). GenZs are characterized by a strong desire for unique experiences and novelty (Das et al., 2024), which will lead them to explore themed restaurants. However, Generation Z consumers often shift their preferences due to their high need for instant gratification and a pronounced tendency toward novelty-seeking behavior. This dynamic behavior underscores the critical need for marketers to understand the underlying factors influencing Gen Z's continued intention to visit themed restaurants. The present research explores Gen Z's continuance intention to visit themed restaurants from the perspective of user gratification theory. Hence, the research attempted to answer the following question: RQ: How does gratification influence Gen Z's continuance intention toward themed restaurants?

Literature review

Generation Z, born between Generation Alpha and Generation Y, is often regarded as an enthusiastic cohort of the contemporary world with distinctive preferences and choices (Long & Hien,2024). Researchers frequently describe Generation Z as "foodies" due to their intense passion for food and culinary exploration (Kılıç et al., 2021). Generation Z takes pleasure to

dining out and allocates a substantial portion of their budget for such experiences (Ghosh et al., 2024). This cohort exhibits a strong passion for diverse gastronomic experiences and a heightened curiosity toward trying various cuisines. Modernization and rising living standards have further cultivated a preference among Gen Z for food that delivers both taste and holistic experiential value (Hoang et al., 2024). As a result, Gen Z constitutes a significant consumer segment poised to shape the future trajectory of the dining industry (Jiang et al., 2025). As Generation Z, increasingly gravitates towards unconventional consumption experience, themed restaurants have risen in popularity, distinguishing themselves within the highly competitive dining landscape (Gilal et al., 2025). Unlike conventional restaurants that primarily differentiate through food quality and pricing, themed restaurants offer a distinct value proposition by focusing on immersive dining experiences. These establishments are designed around specific concepts or themes—ranging from historical and cultural motifs to pop culture and fantasy environments—catering to consumers' growing desire for experiential consumption over mere gastronomic satisfaction (Yan & Felicen, 2021).

Uses and gratification theory

To elucidate the motives underlying diners' continuance intention in themed restaurants, this study draws on Uses and Gratifications Theory (U&GT). U&GT contends that individuals actively select, and return to media that satisfy specific psychological needs (Pillai et al., 2025). Hence, continuance intention can be viewed as a recursive cycle in which need fulfilment reinforces repeated patronage. Early work by Weibull (1985) established that audiences are likely to revisit media that consistently gratify their needs, implying that sustained use itself becomes a source of ongoing gratification. Subsequent empirical studies have catalogued domain-specific gratifications. In the context of WeChat, Gan & Li (2018) identified four predominant types entertainment, informativeness, socialization, and hedonic each shaping user satisfaction and continuance intention. Research on online gaming offers a complementary taxonomy. Li et al. (2015) distinguished hedonic, utilitarian, and social gratifications, observing that pleasure, functional benefits, and social connectedness collectively drive engagement and continued use. Mokoena & Masitenyane (2023) explored the role of utilitarian and hedonic orientations in predicting customers' behavioral intentions. Building on this literature, the present study concentrates on hedonic, social, and utilitarian gratifications as the principal antecedents of continuance intention in themed dining settings. U&GT has already been applied fruitfully to various interactive contexts video game streaming (Xu et al., 2025), mobile payment systems (Alhassan et al., 2020), brand communities (Kamboj, 2020), and microblogging platforms (Li et al., 2017) to explicate the link between gratification and sustained use. Stafford et al. (2024) further argue that U&GT is exceptionally well-suited to explaining the continued use of services users have already adopted. Accordingly, this research employs U&GT to delineate the gratification structure that underpins consumers' intention to revisit themed restaurants. U& GT identifies about hedonic, social, and utilitarian gratification. The constructs used to assess gratification in this study are adapted from the framework proposed by Li et al. (2025) in their research on online gaming. Where we have taken hedonic social and utilitarian gratifications for study. Hedonic gratification involves enjoyment, fantasy, and escapism. Social gratification emerges from Interaction in the environment (Patil et al., 2025), such as social Interaction and social presence, bonding and closeness with friends and family over food at themed restaurants. On the other hand, utilitarian gratification refers to functional benefits derived from the offering. Collectively, these gratification constructs are pivotal in understanding the psychological underpinnings of consumer behavior in themed dining contexts and offer a nuanced view of sustained patronage beyond initial novelty (Gan & Wang, 2017).

Development of hypothesis

Enjoyment

Enjoyment has emerged as an important motivational factor influencing consumer behavior across various contexts. Saleem et al. (2022) emphasized that consumers actively seek Enjoyment while engaging with market offerings. Enjoyment plays a pivotal role in shaping consumer experiences and intentions in the context of themed restaurants. These establishments are designed to provide a better experience to customers that goes beyond traditional restaurants. Greene et al. (2024) emphasized that Enjoyment in themed dining may come from multiple sources, such as the aesthetic appeal of the environment, engaging service elements, and the representation of cuisine and its description. Such an attribute plays an important role in designing and enhancing customer engagement and Enjoyment. For Generation Z, a cohort known for its affinity toward novelty, fun, and immersive experiences, Enjoyment is a key determinant of continued patronage. The greater the sense of Enjoyment and entertainment Gen Z perceives in themed dining settings, the more likely they are to revisit or recommend these experiences to others. Accordingly, the present study posits the following hypothesis:

H1: Enjoyment derived from themed restaurant experiences positively influences customers' continuance intention.

Fantasy

Crespo-Martínez et al. (2025) define Fantasy as the inclusion of elements and beings originating from, or inspired by, traditional stories and imaginative constructs. In the context of the present study, Generation Z consumers are likely to derive a sense of Fantasy from the ambience and thematic settings of themed restaurants. These environments allow them to mentally transport themselves into a different world mentally, often evoking the feeling of being part of a specific era, storyline, or cultural Fantasy. This notion aligns with findings from Low & Ellefson (2024), who observed similar immersive experiences in video games, where players engage deeply with interconnected virtual worlds through Interaction with characters, landscapes, and narrative structures. In themed restaurants, this sense of fantasy immersion can enhance emotional involvement and contribute to a memorable dining experience, ultimately influencing continuance intention. The ambience of themed restaurants enhances

customers' dining experience and leads to customers' continuance intention (Yuliantoro et al., 2025). Accordingly, the following hypothesis is proposed:

H2: Fantasy experiences from themed restaurants positively influence customers' continuance intention.

Escapism

Generation Z's traits have been encapsulated into four key pillars: an interest in new technology, an emphasis on user-friendliness, a desire for safety, and a need for temporary escapism. Among these, the need for temporary escapism is particularly noteworthy (Seyfi et.al.,2024). This escapism can be facilitated through themed restaurants, where Gen Z consumers momentarily disconnect from routine life and immerse themselves in unique dining experiences. Fragrances and food can transport customers into another world (Salem et al.,2024). These restaurants offer good food and an immersive environment that satisfies Gen Z's craving for novelty and emotional relief. Hence, we formulate the following hypothesis:

H3: Escapism facilitated by themed restaurants positively influences customers' continuance intention.

Social interaction

Social Interaction is broadly defined as behavior that facilitates opportunities for individuals to become acquainted, develop familiarity, and build trust (Ren et al., 2007). Ko et al. (2005) further conceptualize social Interaction as meeting people with shared interests and staying connected to remain informed about ongoing events and trends. Themed restaurants serve as social spaces where customers can interact with others with similar interests or affinities. These establishments often foster community through shared experiences within immersive settings. Moreover, the social Interaction often extends beyond the physical space of the restaurant patrons frequently share their experiences online and engage with like-minded communities through social media platforms (Hassan et al.,2024), enhancing both the reach and intensity of social engagement. Hence, the following hypothesis is proposed:

H4: Opportunities for social Interaction in themed restaurants positively influence customers' continuance intention.

Social presence

Social presence refers to the degree to which individuals perceive interpersonal Interaction, psychological closeness, or a sense of connection within a mediated environment (Biocca et al., 2003). This perceived closeness enhances meaningful Interaction and fosters trust among users. Wu et al. (2010) found that social presence directly impacts continuance intentions, underscoring its critical role in sustaining user engagement. In social and experiential contexts, the ability to share experiences, interact, and dine with friends, family, or even strangers contributes to a sense of belonging and strengthens social bonds. This, in turn, serves as a powerful motivator for continued participation. In the context of themed restaurants, we propose the following hypothesis:

H5: The feeling of social presence in themed restaurants positively influences customers' continuance intention.

Achievement

Modern society is increasingly characterized by customers' pursuit of achievement across various domains, including personal growth, professional success, and striving for perfectionism in daily life (Krogh, 2023). In the case of themed restaurants, Gen Z customers seek recognition from their social groups as experience-driven individuals. They are drawn to unique dining experiences and actively look to participate in challenges and activities offered by themed restaurants, gaining Enjoyment and a sense of gratification.

H6: Achievement (e.g., completing a food challenge or being recognized during events) positively influence continuance intention.

Self- presentation

Self-presentation can be defined as visiting themed restaurants, which generates a particular image of customers about themselves, which influences how others will perceive them (Goffman, 2023). As per self-presentation theory, customers tend to engage in behavior that aligns with their desired public image while visiting themed restaurants. Many patrons consciously make special efforts to dress appropriately or distinctively, enabling them to present favorably to others, particularly through social media platforms. Therefore, we posit the following hypothesis:

H7: Self-Presentation at themed restaurants positively influences customers' continuance intention.

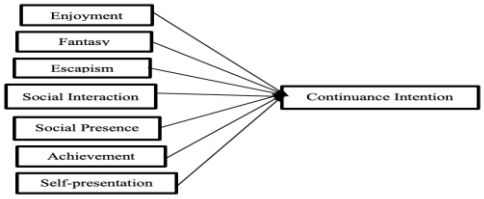

Figure 1: Conceptual framework
Source: Adopted from Li et al. (2015)

Research methodology

Insights derived from the Literature review guided the study's selection of a descriptive research design. The study has borrowed constructs from Li et al. (2015). We have used a Likert scale to measure all the constructs in the theoretical model. Furthermore, a range of demographic questions were posed to obtain demographic data from participants. Data was collected from Gen Z patrons of themed restaurants using a survey method. The present research adopted a judgmental sampling technique, wherein the respondents must have visited themed restaurants to answer the questions. The purpose of study was explained to the users. Data collection was carried out between May 2025 and June 2025. A total of 500 questionnaires were distributed, out of which 269 usable responses were obtained. The data about respondents has been shown in Table 1.

Table 1: Respondents' profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	148	55.1
	Female	121	44.9
Age	16-18	31	11.5
	19-21	170	63.1
	22-24	32	11.9
	25 & above	36	13.4
Education	Under Graduate	49	18.2
	Graduate	96	35.68
	Post Graduate	124	46.02
Frequency of Visiting Themed Restaurants	Twice in a Week	5	1.5
	Once in Week	36	13.4
	Once in Month	132	49.3
	Once every few months	96	35.8
Awareness	Instagram/ Youtube/Food Vlogs	204	76.1
	Online Ads	12	4.5
	Apps Like Zomato/Swiggy	12	4.5
	Word of Mouth	41	14.9

In this study, the "plspm" package of R has been used for PLS SEM. In this analysis, there are 8 latent variables: Enjoyment (Enj), Fantasy (Fan), Escapism (Esc), Social Interaction (SI), Social Presence (SP), Achievement (Ach), Self-Presentation (SelfP), and customers' continuance intention (CI). To evaluate the reliability of latent variables based on the number of measurement items and Cronbach's alpha, a measure of internal consistency. The constructs SI (0.934) and Ach (0.937) show excellent internal consistency, suggesting strong measurement coherence. The variable with the lowest alpha is CI (0.722), which is still acceptable. Enj, SP, and SelfP demonstrate perfect internal consistency, indicating that the items measuring those constructs are highly reliable. Therefore, all the latent variables have acceptable to excellent reliability. To assess discriminant validity, we examine whether each latent variable is distinct from the others. A commonly used criterion for discriminant validity in PLS-SEM is the Fornell-Larcker criterion, which states that the square root of the AVE (average variance extracted) for a latent variable should be greater than its correlations with other variables.

Table 2: Discriminant validity

	Escapism	Enjoyment	Fantasy	Social Presence	Self Presentation	Social Interaction	Achievement	Continuous Intention
Escapism	0.86	0.34	0.52	0.46	0.46	0.51	0.29	0.4
Enjoyment		0.87	0.62	0.43	0.23	0.33	0.1	0.61
Fantasy			0.87	0.57	0.45	0.52	0.34	0.58
Social Presence				0.9	0.69	0.68	0.55	0.46
Self-Presentation					0.9	0.67	0.79	0.39
Social Interaction						0.95	0.57	0.54
Achievement							0.96	0.3
Continuous Intention								0.91

Discriminant validity was assessed using the Fornell–Larcker criterion (1981), which compares the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. The square roots of AVE values (ranging from 0.86 to 0.96) are all greater than the corresponding inter-construct correlations. For example, the square root of AVE for Enjoyment is 0.87, greater than its highest correlation of 0.62 with Fantasy. Similarly, Self-Presentation has a square root of AVE of 0.90, exceeding its highest correlation of 0.79 with Achievement. These results confirm that each construct shares more variance with its own measures than other constructs, thereby establishing strong discriminant validity across the model. The data satisfy the essential criteria for conducting PLS-SEM, including reliability, convergent validity, discriminant validity, and likely sample adequacy. The measurement model exhibits strong internal consistency and validity, confirming that the constructs are measured reliably and appropriately. This establishes a solid foundation for proceeding with PLS-SEM analysis.

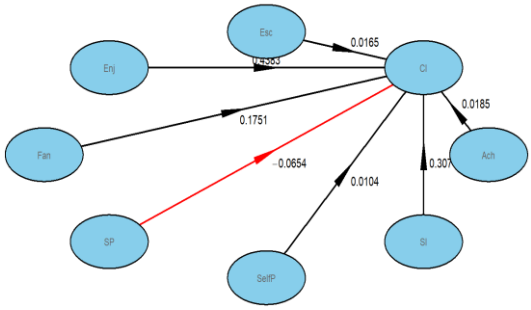

Figure 2: Measurement model for path analysis

The measurement model defines the relationships between the constructs and their observed indicators, including the factor loadings (the strength of the relationship between each indicator and the corresponding construct), the error variances (the degree to which the observed indicators reflect measurement error), and the correlations among the constructs. Figure 2 shows the measurement model for path analysis.

Table 3: Outer model of measurement model

Latent Variable	Observed Variable	Weight	Loading	Communality	Redundancy
Escapism	Esc.1	0.25	0.727	0.529	0
	Esc.2	0.251	0.741	0.549	0
	Esc.3	0.31	0.765	0.585	0
	Esc.4	0.483	0.818	0.67	0
Enjoyment	Enj.1	0.386	0.81	0.656	0
	Enj.2	0.358	0.904	0.818	0
	Enj.3	0.398	0.914	0.835	0
Fantasy	Fan1	0.41	0.823	0.677	0
	Fan2	0.293	0.793	0.629	0
	Fan3	0.477	0.902	0.814	0
Social Presence	SP1	0.33	0.861	0.741	0
	Sp2	0.202	0.852	0.727	0
	SP3	0.305	0.909	0.827	0
	SP4	0.337	0.792	0.627	0
Self-Presentation	SelfP1	0.279	0.833	0.694	0
	SelfP2	0.397	0.909	0.826	0
	SelfP3	0.444	0.916	0.839	0
Social Interaction	SI1	0.288	0.875	0.766	0
	SI2	0.289	0.928	0.86	0
	SI3	0.259	0.944	0.89	0
	SI4	0.259	0.91	0.829	0
Achievement	Ach1	0.384	0.933	0.871	0
	Ach2	0.3	0.945	0.893	0
	Ach3	0.135	0.904	0.818	0
	Ach4	0.27	0.875	0.766	0
Continuous Intention	CI1	0.486	0.848	0.72	0.379
	CI2	0.642	0.916	0.839	0.442

The formative measurement model demonstrates overall robustness and suitability for PLS-SEM analysis. Indicator weights across all constructs are within acceptable ranges, indicating meaningful contributions to their respective latent variables. Most weights exceed the 0.25 threshold, with consistently high indicator loadings (above 0.70), confirming strong indicator relevance. Communality values for all indicators are above 0.50, suggesting that the constructs explain a substantial portion of variance. Notably, the endogenous construct Continuous Intention (CI) shows non-zero redundancy values, supporting its predictive relevance within the model. While the weight for Ach3 (0.135) is relatively low, its high loading (0.904) and communality (0.818) indicate it still contributes valuable information, though further significance testing is recommended. Overall, the measurement model meets the key requirements for formative analysis and provides a solid foundation for structural model evaluation. All variables show acceptable properties for a formative model. The only slightly weak item (Ach3) is still statistically meaningful and conceptually important.

Table 4: Inner regression measurement model of CI

Predictor	Estimate	Std. Error	t-value	p-value	Significance
Intercept	3.37E-17	0.0427	7.90E-16	1	
Escapism	0.0165	0.0542	0.304	0.761	Not significant.
Enjoyment	0.438	0.0564	7.77	1.78E-13	Highly significant
Fantasy	0.175	0.064	2.73	0.00667	Moderately significant.
Social Presence	-0.0654	0.0692	-0.946	0.345	Not significant.
Self-Presentation	0.0104	0.0844	0.123	0.902	Not significant.
Social Interaction	0.308	0.0661	4.66	5.13E-06	Significant
Achievement	0.0185	0.0721	0.257	0.798	Not significant.

The model suggests that Enjoyment, social Interaction, and Fantasy experience are the main contributors to continuous intention. Although theoretically relevant, constructs like Escape, Social Presence, and Achievement do not show statistical significance in predicting continuous intention.

Table 5: Significant paths of the latent variables in the measurement model

Relationship	Direct Effect	Interpretation
Enjoyment→ Continuous Intention	0.4383	Enjoyment derived from themed restaurant experiences positively influences customers' continuance intention
Social Interaction → Continuous Intention	0.3077	Opportunities for social Interaction in themed restaurants positively influence customers' continuance intention.
Fantasy → Continuous Intention	0.1751	Fantasy experiences provided by themed restaurants positively influence customers' continuance intention.
Social Presence → Continuous Intention	-0.0654	Social Presence has a negative but non-significant effect on CI.
Escapism → Continuous Intention	0.0165	Escapism facilitated by themed restaurants weekly influences customers' continuance intention.
Self-Presentation → Continuous Intention	0.0104	Self-Presentation at themed restaurants does not influences customers' continuance intention.
Achievement → Continuous Intention	0.0185	Achievement (e.g., completing a food challenge or being recognized during events) has negligence influence continuance intention

The structural model identifies three constructs as key drivers of continuous intention: Enjoyment (0.4383) emotional connection and positive experience is the top predictor. Social Interaction (0.3077) peer and social norms matter significantly. Fantasy Experience (0.1751) – interactive involvement plays a meaningful role. Other variables (Escape, Social Presence, Self-Presentation, and Achievement) do not show meaningful effects in the current model structure. The total effects reveal that Enjoyment, Social Interaction, and Fantasy Experience are the key drivers of Continuous Intention, with no mediating pathways in this model. The simplicity and clarity of direct effects make the model interpretable and actionable, though exploring potential mediators in future models may enhance explanatory depth.

Discussion

Gratification is one of the important levers that helps decide about continuous intention to usage. In the present study, enjoyment, fantasy and social interaction have a significant impact on continuous intention at themed restaurants. It is aligned with past research in gamified learning environment (Lyu & Park, 2024) which revealed that these constructs impact user's intention for continuous usage. In addition, our findings reveal that social presence has a non-significant impact on continuous intention in the context of themed restaurants. These findings contrast with earlier studies, such as Wang & Lee (2020), where social presence was found to significantly influence continuous intention, particularly in online environments. While online platforms facilitate interaction and relationship-building among users, themed restaurant experiences typically involve personal and immersive engagement that revolves around food and environment. We posit that for patrons of themed restaurants, the experience is often perceived as an intimate or individual affair, which may, in turn, diminish the impact of social presence on their revisit intention. Next, it was observed that escapism has only a weak impact on continuance intention. Escapism refers to the desire to escape the real world and become immersed in an alternative environment (Liao et al., 2022). In the context of themed restaurants, while the ambiance aims to create an immersive experience, the weak influence of escapism suggests that patrons may not experience a strong sense of disconnection from reality. This indicates that the themed restaurant environment may not be perceived as sufficiently transformative or detached from everyday life to influence continuance intention significantly. The constructs achievement and self-presentation depict the utilitarian gratification, and neither had an impact on continuance intention. These findings are consistent with previous studies, where, in the case of Facebook users, neither of these constructs had a significant impact (Hossain et al., 2019). This suggests that users may lack intrinsic motivation toward achievement and self-presentation within the context of themed restaurant experiences, possibly due to the nature of the environment not sufficiently supporting or rewarding such behaviors.

In terms of the theoretical and practical implications, in the present research, the constructs Enjoyment, Fantasy, and social Interaction played a significant role in shaping continuous intention toward themed restaurants. In contrast, the construct achievement and self-presentation did not demonstrate a significant impact on continuous intention. This suggests that themed restaurant patrons are primarily motivated by Enjoyment, Fantasy, and social Interaction, with achievement and self-presentation assuming a lesser role. Our Findings offer practical implications, like themed-restaurant marketing teams should focus on enhancing the constructs of achievement and self-presentation to engage Gen Z consumers better. Themed restaurants can design promotional activities that include customer recognition through awards or incentives, fostering a sense of achievement among patrons. Additionally, managers could encourage Gen Z customers to click and upload their images on the restaurant's official social media platforms using specific hashtags. Such initiatives may effectively reinforce customers' perceptions of achievement and self-presentation, enhancing their overall dining experience and emotional connection with the brand. As the present research focuses exclusively on Generation Z, it is important to recognize that their needs related to achievement and self-presentation differ significantly from those of previous generations. Being a digitally native cohort (Prensky, 2001), Gen Z often derives gratification through expressing achievements and self-presentation in online and social spaces. Consequently, these dimensions represent critical areas where marketers should concentrate their efforts to engage this demographic effectively.

Conclusion

Given the growing importance of gratification in consumer behavior, the present research illustrates how various gratification constructs influence continuance intention in the context of themed restaurants. These constructs offer valuable insights into Generation Z's motivations and expectations. The findings suggest that Gen Z primarily seeks hedonic and social gratification. In contrast, utilitarian gratification appears to hold relatively less importance—likely because it forms part of their baseline expectations from any restaurant. Accordingly, we recommend that decision-makers in themed restaurants focus on enhancing hedonic and social gratification elements while ensuring that basic utilitarian needs are consistently met. Strategically designing experiences around these constructs may also prove beneficial in attracting the next generation of consumers, namely Generation Alpha. The present research has a few limitations. Foremost among them is the exclusive focus on the Gen Z cohort, which restricts the generalizability of findings. Future research could expand the focus by including other demographic groups to provide an understanding of other generations. Consequently, caution should be taken when attempting to generalize the results of this study to other generational cohorts. Furthermore, our research has employed a conceptual model grounded on U& GT. Future studies may consider exploring other theories, alternative theoretical frameworks based on the Stimulus-Organism-Response (S-O-R) model, adoption theories, or the theory of planned behavior, named among others, to gain a more comprehensive understanding of behavior in the context of themed restaurants. In this study, a quantitative method is used; the authors have collected the data through a survey method. We suggest that future studies explore the concept with the help of a qualitative method or by combining both as a mixed-method approach. This will provide more profound and more nuanced insights.

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