

PERCEPTIONS TOWARDS ADOPTION OF QR CODE MENUS IN RESTAURANT INDUSTRY IN KANDY DISTRICT, SRI LANKA

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ABSTRACT

In an era dominated by technological advancements, the hospitality sector, particularly restaurants, has been somewhat reticent in embracing digital transformations, such as QR code menus. This study aims to unravel the complexities behind this resistance in Kandy, Sri Lanka. Despite the global push towards digitization, QR menu adoption in Sri Lanka remains limited. The study employs a quantitative research approach, utilizing self-administered structured questionnaires to gather primary data from employees, managers, and owners of 25 registered restaurants in Kandy. The sample was randomly selected with five individuals from each group, ensuring a diverse representation. This methodological rigor, involving the Statistical Package for the Social Sciences (SPSS) for data analysis, ensures a comprehensive assessment of how Menu Informativeness, Technical Barriers, Usability, and Intention to Use affect the adoption of QR menus. Regression analysis revealed that Intention to Use, Usability, and Technical Barriers positively influenced QR menu adoption, suggesting that ease of use and low technical challenges encouraged their adoption. Conversely, Menu Informativeness had a negative impact, indicating that a lack of comprehensive menu information was associated with a decrease in the adoption of the QR menu. These findings provide valuable insights for restaurant professionals, policymakers, and technology developers. This research highlights the necessity for targeted strategies to address specific barriers, such as enhancing the informativeness of QR menus and improving user experience to encourage broader acceptance. This study underscores the importance of addressing usability issues and technical barriers while enhancing menu informativeness to foster the adoption of QR menus in Kandy. The anticipated outcomes aim to guide stakeholders in implementing effective solutions, thereby contributing to the digital transformation of the restaurant industry in Sri Lanka. This research significantly contributes to the existing knowledge by identifying and analyzing the multifaceted factors impeding QR menu adoption in a culturally rich and diverse context. This study provides a foundation for further studies and practical strategies to overcome these challenges, thereby facilitating smoother digital transitions in similar settings.

Keywords: Digital transformation, intention of use, menu informativeness, QR menu, technical barriers, usability