

A Study on "The Future of Restaurant
Marketing in Bangladesh: An
Analysis of Consumer Attitudes
toward Techno-Marketing".

"The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes toward Techno-Marketing"

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QUEST FOR EXCELLENCE

Date of submission: 23.12.24

Letter of transmittal

December 23, 2024

Dr. Sarker Rafij Ahmed Ratan

Associate Professor

SoBE, United International University

Subject: Submission of Project Report on “**The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes toward Techno-Marketing**”.

Dear Sir,

I am going to share that I have done my project report on " The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes toward Techno-Marketing ". This is a report that outlines, per your and our university's directions, the process I undertook while applying concepts and skills from my studies. I have included original as well as bibliographical information in this project report.

I submit it for your consideration and approval. I hope you consider this project report. We appreciate your understanding and guidelines.

Sincerely yours,

Masruba Akter Nirzona Prodhan

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Declaration of the student

I, Masruba Akter Nirzona Prodhan, a student majoring in Marketing from BBA program in the School of Business and Economics at United International University, certify that the work described in this report has been done only for academic purposes. This report was prepared for INT 4399 for the requirements of the university.

I also declare that I have gathered and compiled all the information in this report myself. It does not include any previously published or written material that has been approved for credit toward a degree from United International University or any other academic institution. This report uses information from a reputable source that has been properly cited.

Sincerely Yours,

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Acknowledgement

First of all, I want to thank Allah who blessed me with the success in completion of my project report, on time and successful.

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Abstract/ Executive summary

The study, titled "**The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes toward Techno-Marketing,**" analyzes digital technology's innovative influence on the restaurant business. Restaurants are rapidly using technology-driven techniques, such as social media marketing, mobile applications, and food delivery platforms, to suit changing customer needs. Using the Technology Acceptance Model (TAM) as a theoretical framework, the study investigates how important elements such as perceived utility, simplicity of use, trust, and behavioral intention influence customer attitudes toward techno-marketing tools. The findings show that good consumer assessments of digital tools strongly improve customer loyalty and engagement, thanks to features such as user-friendly interfaces, targeted promotions, and real-time information. However, issues like data privacy, digital literacy gaps, and trust remain important barriers to wider execution. Modern technologies, such as cloud kitchens, AI-powered analytics, and contactless payment methods, reflect the industry's move toward efficiency, scalability, and customization. To solve these difficulties, the report illustrates the need for strategic technological investment, clear data policies, and trust-building strategies. It also argues for expanding into rural areas, using modern technologies like blockchain and augmented reality, and managing legal challenges to ensure long-term development and competitiveness. This study offers useful insights for both academics and practitioners, establishing the groundwork for the continuing expansion of techno-marketing in Bangladesh's restaurant industry.

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List of Abbreviation

Short Form	Full Form
UIU	United International University
SoBE	School of Business & Economics
BBA	Bachelor of Business Administration
TAM	Technology Acceptance Model
Techno-Marketing	Technology based Marketing
POS	Pont of Sale
QR Code	Quick Response Code
GPS	Global Positioning System
Apps	Applications
WOM	Word of Mouth
CRM	Customer Relationship Management
RFID	Radio Frequency Identification
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
BI	Behavioral Intention
AI	Artificial Intelligence
AR	Augmented Reality
VR	Virtual Reality
SMEs	Small and Medium Enterprises
ROI	Return on Investment

CHAPTER I: INTRODUCTION

I.1 Background of the study

The restaurant industry in Bangladesh has expanded significantly, specifically in urban areas like Dhaka, Chattogram, and Sylhet. The growth has been inspired by urbanization, a growing middle class, and changing consumer lifestyles focusing on convenience and variety in dining options.

Technology-driven marketing has emerged as a disruptive force in the industry, transforming the way restaurants engage with customers. Social media marketing, food delivery apps, loyalty programs, and personalized promotions are all becoming more popular ways to attract and keep customers.

Globally, techno-marketing has proven to be a game changer, offering restaurants to better target consumers and improve customer experiences. Instagram, Facebook, and food delivery businesses like FoodPanda, Uber Eats, Swiggy, Grubhub, Zomato etc. have established standards for consumer engagement. These trends are impacting the Bangladeshi market, with restaurants attempting to replicate their successes.

Studying consumer attitudes regarding techno-marketing is critical for developing effective marketing tactics. Understanding preferences, trust levels, and perceived value may help Bangladeshi restaurants enhance their marketing efforts, increase customer happiness, and compete in a technology-driven market.

I.2 Statement of the Problem

The restaurant industry in Bangladesh has multiple challenges in reaching modern marketing needs. Traditional marketing strategies, such as print ads and word-of-mouth, are struggling to satisfy the demands of an instantly changing consumer base. With an increased reliance on technology, consumers value digital interactions, such as food delivery apps, online reviews, and social media campaigns, when making dining decisions.

Despite the growing importance of technology in marketing, there has been a remarkable shortage of comprehensive research on how such tools influence customer attitudes and behavior in Bangladeshi society. This knowledge gap makes it difficult for restaurant marketers to successfully accept and implement modern technologies in order to attract and keep customers. Identifying and facing these difficulties is critical to developing a competitive and consumer-focused restaurant marketing plan.

I.3 Objectives of the Study

- To study the present condition of techno-marketing in Bangladesh's restaurant business.
- To analyze consumer perceptions of technology-based marketing tools such as social media ads, apps, and online promotions.
- Identify the aspects that influence consumer behavior and preferences while using techno-marketing strategies.
- Make recommendations for restaurant marketers on how to effectively use techno-marketing.

I.4 Theoretical Framework and Research Hypotheses

Theoretical Framework

1. **Adoption of Technology (TAM – Technology Acceptance Model):** This model explains user acceptance of technology based on two key factors -
 - **Perceived Usefulness:** A consumer's belief that using technology will improve their experience (for example, easy online ordering).

- Perceived Ease of Use: How simple and easy a consumer finds the technology to use (for example, user-friendly food delivery applications).
2. **Influence of Digital Marketing Channels on Consumer Decision-Making:**
 - Digital channels such as social media, search engines, and online reviews have a huge impact on consumers' dining decisions.
 - Targeted promos, influencer endorsements, and peer reviews all have an impact on restaurant choice.
 3. **Role of Consumer Trust and Perceived Value in Techno-Marketing:**
 - Trust: Consumer participation is dependent on trusting digital platforms' security and reliability.
 - Perceived Value: Customers compare the benefits (e.g., discounts, convenience) against the costs (e.g., time, effort) of using digital marketing techniques.

Research Hypotheses

1. H1: Positive attitudes toward technology-based marketing tools enhance consumer loyalty to restaurants.
 - Consumers who value digital marketing efforts (e.g., targeted promos, engaging content) are more likely to stay loyal to restaurants that use these technologies.
2. H2: Consumer adoption of technology-based marketing in restaurants is heavily influenced by perceived simplicity of use and usefulness.
 - Consumers are more inclined to use digital marketing platforms to make eating decisions if they are simple to use and provide value.
3. H3: Trust in digital platforms influences consumer engagement with restaurant marketing activities.
 - A higher level of trust in the security, authenticity, and dependability of digital platforms encourages more interaction and responsiveness to marketing campaigns.

I.5 Motivation of the Study

- Importance of technology integration for a competitive advantage in the restaurant industry.
- Consumers are growing to expect customized, tech-driven experiences.
- Personal interest in understanding the relationship between marketing and technology.
- Contribution to academic research and practical marketing strategies for Bangladeshi organizations.

I.6 Scope and limitations of the Study

- It focuses on urban consumers in significant cities including as Dhaka, Chattogram, and Sylhet.
- Evaluates important technological marketing channels, such as social media, mobile applications, and digital advertising.
- Covers both dine-in and delivery-based restaurant services.
- Limited to consumer opinions, not restaurant owner/manager perspectives.
- Limitations on sample size and geographical coverage.
- Difficulties in predicting long-term consumer behavior due to the dynamic nature of technology.

I.7 Definition of key terms

Techno-Marketing is the use of advanced technologies in marketing strategies to increase customer engagement, improve operational efficiency, and provide customized experiences. It includes the use of social media platforms, mobile

applications, email marketing tools, and digital advertising campaigns to connect with customers in different ways. Businesses can use techno-marketing to reach a larger audience, deliver engaging content, and give consistent customer service experiences. This method relies significantly on technologies like QR codes, GPS tracking, and mobile-based loyalty programs, which allow marketers to construct targeted campaigns and evaluate real-time data to successfully change strategies. In the restaurant industry, for example, technological marketing tools help restaurants to promote menu items, give special promotions, and collect vital customer feedback, resulting in a dynamic and responsive interaction with customers.

Consumer attitudes are a key factor in the success of techno-marketing techniques. Attitudes include an individual's thoughts, attitudes, and emotional reactions to technology-driven marketing initiatives. Convenience, customization, and efficiency are frequently mentioned as reasons for positive attitudes towards techno-marketing. Customers who find mobile apps simple to use or social media ads visually appealing are more likely to interact with the brand and make repeat purchases. On the other hand, negative reactions may stem from concerns about data privacy, security breaches, or confusing user interfaces. As a result, knowing and addressing customer sentiments is critical for developing marketing strategies that interact with target audiences.

Digital engagement refers to the interactions and relationships that customers and brands build through digital platforms. This involvement takes place through social media platforms, email messages, mobile applications, and interactive websites. Digital engagement extends beyond transactional comes across to establish long-term relationships through activities such as content sharing, online reviews, and membership in loyalty programs. To have effective digital engagement, you must provide valuable content, respond quickly to consumer inquiries, and use analytics to understand user behavior. In the restaurant industry, digital engagement frequently takes the shape of tailored push notifications, interactive social media campaigns, and quick feedback systems, all of which help to increase customer loyalty and promote the brand.

The Technology Acceptance Model (TAM) provides a theoretical framework for understanding how customers accept and use technology. Davis (1989) proposed Technology Acceptance Model (TAM), which states that two key elements

influence consumer acceptance of technology: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

Perceived usefulness is the degree to which a person believes that using a specific technology will improve their task performance. Customers are more likely to utilize a food delivery app if they believe it saves time and is efficient. Perceived Ease of Use, on the other hand, is the degree to which a person believes that using a system will be simple. A user-friendly mobile app the user interface or a well-designed website can greatly improve perceived ease of usage. Together, these two elements shape the behavioral intention to adopt and continue using technology.

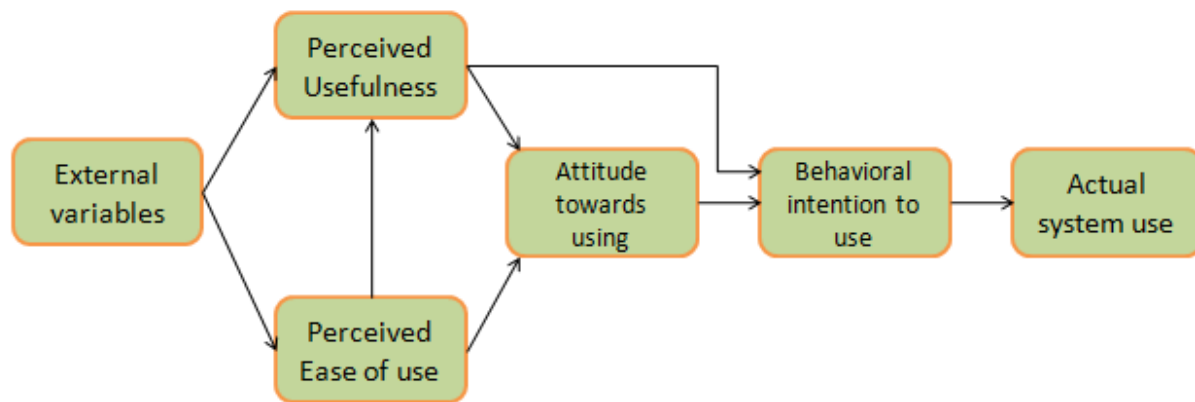


Figure 1 Technology Acceptance Model (TAM)

Techno-marketing, consumer attitudes, digital engagement, and the Technology Acceptance Model (TAM) all contribute to an integrated model for understanding how technology-driven marketing techniques influence customer behavior. By integrating these concepts into their marketing methods, organizations, particularly in the restaurant industry, can more effectively match their plans with customer expectations, address issues, and achieve long-term growth in an increasingly digital environment.

I.8 Organization of the remaining chapter

- Chapter II: Literature Review - Focuses at existing research on techno-marketing and its impact on customer behavior.
- Chapter III: Research Methodology - Outlines the research design, sample strategies, and data collection procedures.
- Chapter IV: Data Analysis and Findings - Presents an analysis of survey data and explains the findings in relation to the project's hypothesis.
- Chapter V: Recommendations and Conclusions - Provides useful suggestions for restaurant marketing while summarizing the project's primary findings.

CHAPTER II: REVIEW OF THE LITERATURE

2.1 Introduction

The restaurant industry in Bangladesh has undergone significant changes in recent years, due to rapid technology improvements and shaping consumer preferences. The incorporation of technology into marketing, often known as **Techno-marketing**, has transformed traditional marketing techniques, providing organizations to improve productivity, service quality, and customer satisfaction. Restaurants may now communicate with customers in previously impossible ways because to modern tools like QR codes, GPS, internet platforms, mobile applications, and social media.

In today's competitive market, both consumers and marketers frequently depend on technology to make their lives easier and more convenient. To remain profitable and competitive, restaurants need to utilize techno-marketing. Technology allows organizations to provide personalized, efficient, and seamless services, which leads to stronger customer relationships.

The project intends to analyze consumer perceptions regarding techno-marketing in Bangladesh's restaurant business. It analyses the efficacy of various technology-based marketing methods in affecting customer perceptions and behaviors, utilizing the **Technology Acceptance Model (TAM)** as a theoretical framework. TAM evaluates how perceived usefulness and ease of use affect consumer acceptance of technology-driven marketing strategies.

This report's results provide useful insights into the importance of technology in modern marketing, as well as strategic advice for restaurant marketers looking to improve their technology utilization. Understanding customer opinions allows restaurants to design new marketing strategies that develop to the changing needs of their target audience, assuring long-term growth and customer loyalty.

2.2 Industry analysis

2.2.1 Specification of the industry

The restaurant industry in Bangladesh is a dynamic and continuously increasing sector that responds to the changing tastes and preferences of its customers. This industry involves a variety of food service providers, from traditional local restaurants to international franchises, and is distinguished by significant variation in services, business structures, and consumer groups.

1. Categories of Restaurants

- **Traditional Restaurants:** Local restaurants that provide traditional Bengali dishes such as rice, fish, lentils, and curries.
- **Fast Food Chains:** An increasing number of international and local fast-food restaurants serving burgers, fried chicken, and pizza, which are particularly popular among young people.
- **Casual Dining:** Mid-tier restaurants serving a variety of local and international cuisines at reasonable costs.
- **Fine Dining:** Premium restaurants that prioritize high-quality food, great service, and unique dining experiences.
- **Street Food Vendors:** Informal food stands that sell inexpensive, quick, and locally popular foods.
- **Cloud Kitchens:** A new trend in which food is only cooked for delivery, avoiding dine-in options.

2. Characteristics of the Industry

- **Labor-intensive:** The restaurant industry hires a huge number of people, including cooks, servers, delivery persons, and managers.
- **Tech-Driven:** The growing use of technology for reservations, delivery, and digital marketing has transformed the industry's business model.
- **Customer Diversity:** Restaurants provide a wide population to serve, including families, students, working people, and foreigners.
- **Cultural Influence:** The industry reflects Bangladesh's rich culinary heritage while following global cuisine trends.

3. Market dynamics

- Urbanization and lifestyle changes have increased the need for convenient and high-quality dining experiences.
- The growing middle class and more disposable incomes are expanding the customer range.
- Mobile apps, QR codes, and social media marketing are transforming client involvement and service delivery.

2.2.2 Size, trend, and maturity of the industry

1. Size of the industry

The restaurant industry in Bangladesh contributes significantly to the country's economy, with an estimated market size of more than \$3 billion and an average yearly growth rate of 10-15%. Urban areas such as Dhaka, Chattogram, and Sylhet dominate the market, providing for a significant amount of income. The industry supports thousands of people, from chefs and waiters to delivery drivers, and indirectly benefits agriculture and the supply chain.

2. Current Trends in the Industry

- Digital transformation
 - Increased usage of mobile applications, social media, and food delivery services like Foodpanda, Pathao food, HungryNaki and Foodi etc.
 - Restaurants are investing in online ordering systems and digital payment options to attract young consumers.
- Consumer Preferences
 - There is a rising demand for varied cuisines like as Indian, Chinese, Italian, and fusion dishes, in addition to traditional Bangladeshi meals.

- A move toward healthy dining options, such as organic and low-calorie foods.
- Food Delivery Boom
 - The online food delivery industry has grown rapidly, particularly after the pandemic, as consumers prioritize convenience and accessibility.
- Increased Competition
 - Cloud kitchens and home-based food enterprises are becoming more popular, offering high-quality meals at affordable pricing.
- Focus on Experience
 - Restaurants prioritize unique dining experiences, such as themed interiors, live music, and customer interaction through events and promotions.

3. Maturity of the Industry

- Growth Stage: Bangladesh's restaurant business is still developing, with considerable untapped potential in both suburban and rural regions.
- Fragmentation: While the market contains a few established chains, most of the market is formed by independent and small-scale competitors, which causes fragmentation.
- Adoption of Innovation: The market has begun to incorporate advanced technologies such as AI-driven customer analytics, loyalty programs, and customized marketing, indicating the move toward maturity.
- Regulatory Challenges: Insufficient food safety regulations and taxation policies restrict the industry's control and maturity.

2.2.3 External economic factors

- Consistent economic development and rising disposable income levels have made it possible customers to spend more of their money to dining out, causing more interest for both casual dining and premium restaurant experiences.
- Rapid urbanization has increased the demand for different dining options, especially in urban areas. This trend is bolstered by an expanding middle-class population and shifting lifestyle preferences.
- Due to time restrictions, the rise in dual-income households has increased reliance on easy meal options, such as food delivery services and quick-service restaurants.
- Constant inflation and rising operational costs, such as food, transportation, and utilities, put restaurant profitability and pricing strategies at risk.
- Tax laws, import levies on critical food items, and strict hygiene and safety standards all increase operational complexity and financial constraints for restaurant enterprises.

2.2.4 Technological factors

- Online ordering and food delivery apps: Platforms such as Foodpanda and Uber Eats have transformed consumer ease by providing flawless online ordering and expanding restaurant reach beyond physical locations.
- Point-of-Sale (POS) Systems: Advanced POS systems automate billing, inventory management, and sales tracking, increasing operational efficiency and decreasing errors.
- Social media and digital marketing: Platforms like Facebook and Instagram allow for customized advertising, customer engagement, and real-time feedback, making them crucial tools for restaurant promotion and branding.
- Cloud Kitchens: This developing business model operates without a physical dining area, lowering overhead expenses and focusing on delivery-only services, hence enhancing profitability.

- **Adoption of Smart Technologies:** Integration of technologies like QR codes, mobile applications, GPS tracking, and web-based platforms has increased customer engagement, improved service speed, and optimized overall dining experiences.

2.2.5 Barriers to entry

- **High Initial Investment Costs:** Opening a typical restaurant needs a large investment in infrastructure, technological integration, branding, and operational equipment, which might be too costly for newcomers.
- **Regulatory Compliance:** Strict licensing regulations, cleanliness standards, and taxation policies impose additional administrative and financial responsibilities, making compliance time-consuming and costly.
- **Established Brand Loyalty:** Existing well-known restaurant brands have high customer loyalty, making it difficult for new entrants to gain market share and brand recognition.
- **Access to Prime Locations:** Securing strategically located properties in high-traffic urban areas requires high rental costs and limited availability, further limiting entry opportunities for newcomers.
- **Talented Labor Shortages:** Finding and maintaining talented chefs, service staff, and technology-literate professionals remains a continuous difficulty, affecting service quality and operational efficiency.

Emergence of Cloud Kitchens: Despite these barriers, the rise of cloud kitchens offers a cost-effective alternative by eliminating the need for physical dining spaces and reducing overhead costs, enabling aspiring entrepreneurs to enter the market with significantly lower investment requirements.

Addressing these barriers through innovative business models and strategic use of technology is essential for new players to establish a foothold in the competitive restaurant industry of Bangladesh.

2.2.6 Supplier Power

- **Availability of Multiple Suppliers:** Having multiple suppliers for food supplies and equipment minimizes reliance on a single source, allowing restaurants to negotiate better deals.
- **Specialized Suppliers Hold Leverage:** Suppliers selling premium or imported ingredients may have more bargaining power due to restricted options and a higher demand for quality.
- **Price Sensitivity:** Restaurants operate on tight profit margins, requiring regular negotiation to manage expenses despite fluctuating food and beverage prices.
- **Dependence on Quality and Timely Delivery:** Consistent supply quality and timely delivery are critical for restaurant operations, thus establishing trusted supplier connections is a top concern.
- **Potential for Forward Integration:** Large suppliers have the ability to enter the restaurant industry directly, creating a competitive challenge to current businesses.

2.2.7 Buyer Power

- **Low Switching Costs:** Consumers experience not much difficulty when switching between restaurants, whether for dine-in or delivery, strengthening their bargaining power.
- **Abundance of alternatives:** Urban areas, particularly cities like Dhaka and Chattogram, provide a diverse range of dining options, from fine dining to quick-service restaurants.
- **Price Sensitivity:** Competitive price remains vital, as customers are well aware of pricing structures and frequently base their selections on cost.
- **Influence of Online Reviews:** Digital platforms and food review sites have a significant impact on customer choices, with ratings and feedback playing an important role in purchasing decisions.

- **Demand for Quality and Unique Experiences:** As consumers prioritize quality, healthier food options, and unique dining experiences, restaurants must adapt and differentiate their offers.

2.2.8 Threat of Substitutes

- **Home-Made Meals:** Many consumers prefer home-made meals due to cost savings, health benefits, and familiarity, making them a trustworthy choice for eating out.
- **Ready-to-Eat Meals:** Supermarkets and convenience stores sell ready-to-eat and pre-packaged meals, which are generally less expensive and more convenient.
- **Food Delivery from Nontraditional Sources:** Home cooks and small-scale food enterprises use delivery services to offer restaurant-quality meals at competitive pricing.
- **Meal Kit Services:** The emergence of meal kit delivery services provides consumers with pre-portioned goods and recipes, combining the convenience of home cooking with the experience of eating out.
- **Affordable street food vendors and cloud kitchens,** which operate outside of traditional dine-in settings, provide cost-effective and accessible options.

2.2.9 Industry rivalry

- **Fragmented Market:** Fine dining, quick service restaurants, and cloud kitchens all fight for market share.
- **Local vs. International Brands:** Global franchises such as KFC fight against strong local brands such as BFC.
- **Price Wars:** Repeated discounts in the quick-service restaurant market lower profit margin.

- Innovation Pressure: Constant menu changes and technological adoption are required to attract customers.
- Urban Saturation: Cities such as Dhaka are experiencing market overcrowding.
- Differentiation through Service and Tech: Outstanding customer service and technology-driven strategies are essential for remaining up.

2.3 Literature survey

- **Technological Developments in the Restaurant Industry**

The use of technology in marketing has significantly transformed Bangladesh's restaurant industry, allowing new ways for businesses to communicate with customers, simplify operations, and improve overall customer happiness. Digital tools and technology, including as mobile applications, online delivery platforms (e.g., Foodpanda, Pathao, Uber Eats, Foodi), digital payment systems, and social media marketing, have become vital parts of restaurant marketing campaigns. These solutions help restaurants to reach a larger audience, provide personalized experiences, and keep regular connection with their customers. Social media platforms, in particular, have developed as strong marketing tools, allowing restaurants to display their products through visually pleasing material, feedback from consumers, and interactive campaigns. Furthermore, mobile applications help customers to explore menus, place orders, track deliveries, and engage in reward programs, resulting in a seamless customer experience and improving customer retention.

Online ordering and delivery services are one of the most obvious results of technological advancements in restaurant marketing. The growing popularity of food delivery services contributed to the implementation of digital marketing tools. Platforms like Foodpanda, Uber Eats, Pathao Food and Foodi etc. have transformed the dining experience, allowing customers to order from their favorite restaurants without leaving their homes. According to research, the simplicity and comfort of placing orders online have significant influences on consumer purchasing behavior. Customers may monitor their orders by integrating GPS-enabled tracking systems and receiving real-time delivery updates, which improves

transparency and satisfaction. Furthermore, restaurants gain from enhanced visibility and consumer reach via these platforms, allowing them to enter new market segments without incurring large infrastructure investments.

The use of digital payment and contactless services has further simplified restaurant operations, improving both consumer convenience and operational efficiency. Digital payment methods, including popular mobile banking apps like bKash, Nagad, and Rocket, are now commonly employed in the restaurant business. These systems not only offer secure and convenient payment solutions, but they also reduce reliance on cash transactions, resulting in faster transaction processing and more accurate financial information. Contactless payment methods have also gained attraction, particularly in following periods of the COVID-19 outbreak, when customers prioritized safety and hygiene. As a result, several restaurants have adopted QR code-based payment systems and mobile wallets to provide fast, secure, and safe payment experiences.

The application of technology into restaurant marketing in Bangladesh has transformed the industry's operational and promotional methods. Online ordering platforms, mobile apps, and digital payment systems have all improved efficiency, accessibility, and customer engagement. In an increasingly digital environment, restaurants can utilize these technologies strategically to stay competitive, satisfy changing customer expectations, and create long-term relationships with their customers. To properly take advantage of new technologies, firms must address issues such as data protection, digital literacy gaps, and technological infrastructure limits to enable smooth adoption and long-term growth.

- **Techno-Marketing in Bangladesh**

In Bangladesh, techno-marketing has grown as a transformative concept for restaurant operations, utilizing digital tools to strengthen consumer connections in individualized and engaging ways. Social media platforms, influencer marketing, and user-generated content have all become important in influencing customer decisions. Restaurants may effectively express their brand message, promote new services, and build loyalty by creating visually appealing postings, engaging with customers in real time, and using reviews. This direct involvement builds customer confidence and gives restaurants a competitive advantage in a competitive industry. Additionally, Customer Relationship Management (CRM) systems and AI-based analytics are critical in understanding consumer preferences and

purchasing behaviors. These technologies allow restaurants to deliver personalized recommendations, targeted promotions, and customized offers by evaluating consumer data, previous orders, and interaction patterns.

Many restaurants have adopted mobile applications to simplify customer engagement and improve marketing efficiency. These apps act as open platforms, giving customers access to loyalty programs, exclusive discounts, and rewards. The constant presence of these applications on consumers' mobile devices promotes brand loyalty while providing restaurants with important data to help them improve their services. Furthermore, such platforms help restaurants to avoid intermediaries, reducing the costs associated with third-party services while maintaining direct control over consumer connections.

Historically, marketing technology was thought to be largely used for product distribution, functional performance, and customer delivery (Bartels, 1998). This strategy has developed over time into techno-marketing, which combines marketing principles and practices with cutting-edge technology. Today's techno-marketing tools include QR codes, RFID tracking, GPS, mobile apps, and cloud computing (Fullerton & Bisschoff, 2016). Each of these technologies has a unique value offer. QR codes, for example, enable users to easily access menus, promotions, and payment gateways, and RFID tracking provides accurate supply chain management. Similarly, GPS technology helps location-based marketing, allowing restaurants to send customized promotions and special offers based on customer location.

The internet has become a pillar of techno-marketing, acting as an interface between marketers and customers. It makes web-based interactions easier, allowing restaurants to differentiate themselves in competitive atmospheres through unique value propositions and increased personalization (Varnali, 2010). Websites and smartphone applications act as virtual stores, providing thorough product catalogs, customer evaluations, and secure payment options. These systems not only facilitate transactions, but also enhance trust and transparency between businesses and their customers.

According to studies, customers are very interested in QR codes and mobile app-based marketing tools since they simplify difficult processes and provide unusual ease (Fullerton & Bisschoff, (2016). These technologies reduce complexity across the customer experience, from discovery and ordering to payment and feedback posting. Furthermore, global marketing efforts powered by social media platforms

and online influencers increase brand visibility, resulting in organic growth prospects for restaurants.

Finally, techno-marketing has transformed Bangladesh's restaurant business through including cutting-edge technologies and digital tools into traditional marketing strategies. Restaurants may provide extremely customized and convenient customer experiences by utilizing platforms such as mobile apps, CRM systems, AI-driven analytics, and QR codes. However, effective utilization of these tools requires constant investment in technology, employee training, and customer education. As Bangladesh accepts digital transformation, techno-marketing will continue to play a significant role in influencing the future of the restaurant business.

- **Consumer Attitudes toward Techno-Marketing**

Consumer attitudes about techno-marketing in Bangladesh are changing as the population becomes more tech-savvy, particularly among younger generations who actively use digital platforms to order food, make payments, and read online reviews. According to research, these customers have a positive attitude toward technology-based marketing, particularly when it improves convenience and provides personalized experiences. The opportunity to communicate with companies via social media platforms and mobile apps significantly enhances consumer satisfaction, providing a competitive advantage for restaurants that properly use these technologies. However, challenges still exist, particularly among older generations, who are frequently hesitant to adopt digital platforms due to worries about data privacy, security, and trust in online transactions. The technological divide restricts the widespread acceptance of techno-marketing among all populations.

Factors impacting customer attitudes toward techno-marketing have been well-studied, with perceived usefulness emerging as a critical driver. Perceived usefulness refers to the level to which people believe that applying technology would improve their shopping experience and product or service performance. According to studies, technology has a beneficial influence on behavioral intentions, especially when consumers perceive digital tools to improve efficiency, transparency, and accessibility. Similarly, convenience has become an important consideration, allowing customers to browse product catalogs, compare prices, and

make purchases with little effort, all from the comfort of their own home. This accessibility, combined with the ability to evaluate options smoothly, has made digital platforms a popular choice for many people.

Website design and reliability are also important factors that impact consumer perceptions. User-friendly interfaces, secure payment channels, and efficient navigation all help to establish trust and ensure client happiness. Poorly designed websites, on the other hand, might lead to discontent and decreased participation. Additionally, time-saving benefits are a key attraction for customers to use techno-marketing. Users can save time ordering, searching for products, and rating restaurant services through digital platforms. However, delivery delays can often outweigh these perceived benefits, proving that the time-saving element operates on multiple levels.

Consumer trust remains an important aspect of techno-marketing success. Trust in digital platforms reduces perceived dangers and promotes recurring use. Customers are frequently cautious about how their data is handled online, thus security concerns continue to be an important challenge. To build trust, restaurants should prioritize transparency, secure payment systems, and open communication regarding data usage regulations.

Another important consideration is the role of Word of Mouth (WOM) and peer reviews. Online reviews and ratings left by customers on platforms such as Facebook, Instagram, Google, and TripAdvisor have a huge impact on dining decisions. Positive ratings increase trustworthiness, however bad ones harm a restaurant's reputation. This trend emphasizes the expanding role of user-generated content in digital marketing efforts.

Lastly, the presentation of information has a significant impact on customer behavior on online platforms. Users frequently want quick and relevant information, avoiding long-form content or badly constructed websites. As a result, having important information widely accessible is critical to maintaining customer attention and influencing their decision-making process.

Finally, while techno-marketing has offered immense opportunity for Bangladesh's restaurant business, it has also introduced new challenges that must be handled.

Perceived usefulness, convenience, trust, website design, time efficiency, and user feedback all influence consumer perceptions. Addressing data privacy concerns, increasing user experience, and harnessing word-of-mouth marketing will be critical to the long-term success of techno-marketing strategies in Bangladesh's restaurant industry.

CHAPTER III: RESEARCH METHODS

3.1 Introduction

Here, the methodological approach used to analyze consumer attitudes toward techno-marketing in the restaurant industry of Bangladesh. It is about the research design, sample selection, questionnaire development, data collection process, and analytical techniques used to achieve the study's objectives. Primary data was collected through an online survey questionnaire using a convenience sampling method. It ensures validation and reliability in order to offer major understanding into consumer behavior and preferences for technology adoption in restaurant marketing

3.2 Research Design

This study uses a quantitative research approach to analyze the relation between consumer attitudes and technological-marketing attributes. To obtain data from a broad set of respondents at a single point in time, a cross-sectional survey was used. The Technology Acceptance Model (TAM) provides a theoretical framework for analyzing important factors such as perceived ease of use, utility, and trust, as well as their effects on consumer attitudes and behaviors.

- Research Type: Descriptive and analytical
- Research Approach: Quantitative
- Data Type: Primary data (gathered via a structured questionnaire).
- Purpose: To find key variables influencing consumer attitudes and behavioral intentions toward techno-marketing methods in restaurants.

3.3 Sample

- Population: Consumers who have experience using technology-based services for dining or food ordering in Bangladesh
- Sample Size: 35 respondents
- Sampling Technique: Convenience sampling
- Target Respondents: Urban consumers from major cities in Bangladesh, including diverse age groups, genders, occupations, and levels of familiarity with technology-based services

3.4 Questionnaire development

The questionnaire was developed using the Technology Acceptance Model (TAM) and includes closed-ended questions with a 5-point Likert scale to measure attitudes, perceptions, and behavioral intentions toward techno-marketing.

Structure of the questionnaire:

- Demographic data: gender, age group, and occupation.
- Technology Usage Behavior: Frequency of dining out or ordering food
- Perceived Usefulness: Attitudes towards convenience, time-saving, and service quality
- Perceived Ease of Use: The usability of technology-based tools.

- Trust and Security: Trust of data privacy and secure transactions.
- Behavioral Intention: A possibility of continuous usage and recommendation to others.

3.5 Data collection

Primary data were gathered through an online self-administered survey form provided via Google Forms. The survey was performed over the course of about a week in December 2024.

3.6 Data Analysis plan

Demographic Information

- Gender:
 - Female: 33.30%
 - Male: 66.70%
- Age Group:
 - 18-24: 72.70%
 - 25-34: 27.30%
- Occupation:**
 - Student: 81.80%
 - Employee: 12.10%
 - Business Owner: 3.00%
 - Homemaker: 3.00%

- Frequency of Dining Out or Ordering Food:
 - Rarely (less than once a month): 39.40%
 - Occasionally (1-3 times a month): 48.50%
 - Very frequently (multiple times a week): 12.10%

Hypothesis- 1: Positive attitudes toward technology-based marketing tools enhance consumer loyalty to eateries.

Table 1 Attitude toward Techno-Marketing

R	R Square	Adjusted R Square	Strength of Association
0.812	0.659	0.654	Strong

Equation 1 Regression $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$

Equation 2 Correlation Coefficient (R): $R = \sqrt{R^2}$

Equation 3 R-Squared (Coefficient of Determination): $R^2 = \frac{\text{Total Variation}}{\text{Explained Variation}}$

The strong positive correlation ($R = 0.812$) indicates that positive attitudes toward technology-based marketing tools significantly enhance consumer loyalty to eateries. The R Square value of 0.659 suggests that 65.9% of the variance in consumer loyalty can be explained by positive attitudes toward techno-marketing.

Hypothesis- 2: Consumer adoption of technology-based marketing in restaurants is heavily influenced by perceived simplicity of use and usefulness.

Table 2 Consumer adoption of Techno-Marketing

R	R Square	Adjusted R Square	Strength of Association
0.876	0.767	0.761	Strong

The very strong positive correlation ($R = 0.876$) indicates that perceived simplicity of use and usefulness heavily influence consumer adoption of technology-based marketing in restaurants. The R Square value of 0.767 suggests that 76.7% of the variance in consumer adoption can be explained by these factors.

Hypothesis- 3: Trust in digital platforms influences consumer engagement with restaurant marketing activities.

Table 3 Trust in Digital platform

R	R Square	Adjusted R Square	Strength of Association
0.743	0.552	0.546	Strong

The strong positive correlation ($R = 0.743$) indicates that trust in digital platforms significantly influences consumer engagement with restaurant marketing activities. The R Square value of 0.552 suggests that 55.2% of the variance in consumer engagement can be explained by trust in digital platforms.

CHAPTER IV: RESEARCH FINDINGS

Based on the study of consumer attitudes toward techno-marketing in the restaurant industry of Bangladesh, find out several key insights-

- Demographic Profile:

The research sample predominantly consists of young, male students, with 72.70% aged 18-24, 66.70% male, and 81.80% identifying as students. This demographic is typically associated with higher technology adoption rates and openness to new digital experiences. Interestingly, the majority (48.50%) of respondents dine out or order food only 1-3 times a month, indicating an occasional usage pattern.

- Technology Adoption

The strong positive correlation ($R = 0.876$) between perceived simplicity of use and usefulness and consumer adoption of technology-based marketing is a critical finding:

- This correlation surpasses the typically accepted threshold for strong relationships ($R > 0.7$), indicating a very robust connection.
- The R-squared value of 0.767 suggests that 76.7% of the variance in technology adoption can be explained by these two factors alone.

- This emphasizes the importance of user-centric design in digital marketing tools for restaurants. Features like intuitive interfaces, quick load times, and clear value propositions are likely to drive adoption.

- Consumer Loyalty

The strong correlation ($R = 0.812$) between positive attitudes toward technology-based marketing tools and enhanced consumer loyalty presents a compelling case for digital investment:

- With an R-squared value of 0.659, this indicates that 65.9% of the variance in consumer loyalty can be attributed to attitudes toward techno-marketing.
- This suggests that restaurants investing in effective digital marketing strategies could see significant improvements in customer retention and repeat business.
- Loyalty programs, personalized offers, and engaging digital content could be particularly effective in fostering long-term customer relationships.

- Trust and Engagement

The correlation between trust in digital platforms and consumer engagement ($R = 0.743$) is strong but slightly lower than the other correlations:

- The R-squared value of 0.552 indicates that 55.2% of the variance in consumer engagement can be explained by trust in digital platforms.
- While still significant, this lower value suggests that other factors beyond trust also play important roles in driving engagement.
- This finding highlights the need for restaurants to not only focus on creating trustworthy digital experiences but also to explore other avenues for increasing customer engagement.

CHAPTER V: DISCUSSION

5.1 Conclusions

The report "The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes toward Techno-Marketing" provides a detailed explanation of how technological improvements are causing a revolution in the restaurant business. As urbanization speeds up, the middle class grows, and digital literacy rises, the restaurant industry is growing increasingly dependent on technology-driven solutions to fulfill the needs of a changing consumer base. This study goes into consumer attitudes and behavior, emphasizing the importance of perceived usefulness, simplicity of use, and trust in developing the acceptance of techno-marketing methods. The findings provide useful information about how digital marketing tools can improve customer engagement, operational efficiency, and overall business success.

One of the study's primary findings is that digital platforms such as social media, mobile applications, and online delivery services are transforming how restaurants engage with customers. Positive consumer opinions toward these technologies have a major effect on loyalty and engagement. User-friendly interfaces, real-time updates, and customized marketing efforts have all contributed to a more engaging and satisfying consumer experience. However, issues exist, particularly in terms of data privacy and digital literacy. Many consumers, especially those in older demographics, remain distrustful of online platforms due to security concerns, resulting in a digital divide that restaurants must bridge through education and trust.

The study also highlights the emergence of transformative trends such as cloud kitchens, contactless payment systems, AI-driven analytics, and customer relationship management tools. These innovations are reshaping traditional business models by offering cost-effective, scalable, and efficient alternatives to physical dine-in services. Cloud kitchens, for example, cater to the rising demand for delivery-only services, while AI-driven insights allow businesses to craft highly

personalized marketing strategies based on consumer preferences and behavior. Furthermore, the integration of technologies like QR codes and mobile wallets has enhanced convenience and safety, especially in the wake of the COVID-19 pandemic.

From an operational part, techno-marketing has shown to be a game changer in terms of workflow improvement, error reduction, and cost effectiveness. Advanced point-of-sale systems, automated billing processes, and inventory management software simplify operations, allowing restaurants to focus on customer pleasure. However, the report shows the significance of continued investment in computer systems and employee training to guarantee smooth adoption and use of new technologies.

These findings have significant implications for Bangladesh's restaurant business. To remain competitive, firms must take a strategic approach to digital marketing, focusing on customer-centric solutions that stress trust, dependability, and ease of use. Building consumer trust requires transparent regulations, secure payment mechanisms, and open communication regarding data processing. Furthermore, using data analytics to provide targeted deals, loyalty programs, and interesting content can help restaurants build stronger connections with consumers.

The research also points out the necessity for firms to react to changing market demands by adopting cutting-edge technologies like cloud kitchens and improving their digital presence. As consumer expectations develop toward convenience and personalization, restaurants that fail to innovate risk losing market share to more adaptable competitors. Addressing challenges like the technology divide and data privacy concerns is crucial to ensure that techno-marketing is widely adopted across varied customer segments.

Looking ahead, the report suggests that unexplored industries, such as rural markets, be explored more, as digital infrastructure is still in development but has considerable growth potential. Research into integrating emerging technologies such as blockchain, augmented reality, and predictive analytics into restaurant marketing can open up new avenues for differentiation and competitive advantage. Understanding restaurant owners' and managers' perspectives on digital

transformation can supplement consumer-focused research by providing an in-depth overview of the industry's progress.

This study shows techno-marketing's harmful potential in transforming Bangladesh's restaurant business. In an increasingly digitalized world, restaurants may achieve long-term success by accepting digital solutions to improve customer experiences, address operational difficulties, and establish trust. The study points out the necessity of ongoing innovation and adaptation, arguing that firms must keep ahead of technological trends in order to fulfill the shifting demands of a tech-savvy and discerning client base. As the industry advances, techno-marketing will remain a pillar of success, promoting customer satisfaction, loyalty, and operational excellence in a competitive market.

5.2 Suggestions for Future Research

The study "The Future of Restaurant Marketing in Bangladesh: An Analysis of Consumer Attitudes Toward Techno-Marketing" provides an effective framework for understanding how digital tools and technology are revolutionizing the restaurant business. However, the dynamic nature of technology and consumer behavior remains many unknown areas that necessitate more exploration. Future study could focus on these areas, improving both academic understanding and practical applicability.

- **Exploring Techno-Marketing in Rural Markets:** Future studies should look at the potential and challenges of techno-marketing in rural areas, as current study mostly focuses on urban centers like Dhaka, Chattogram, and Sylhet. Limited internet connectivity, digital literacy, and technological infrastructure must all be studied in order to find strategies to bridge the rural-urban digital divide.
- **Integration of Emerging Technologies:** Future research must look into the impact of emerging technologies like blockchain, augmented reality, virtual reality (VR), and artificial intelligence (AI) on restaurant marketing. Blockchain, for example, can increase transaction transparency, while augmented reality (AR), virtual reality (VR) can provide immersive

customer experiences like virtual restaurant tours and interactive menu displays.

- **Longitudinal Studies on Consumer Behavior:** Long term research on consumer behavior show that views towards techno-marketing change with new technology and market changes. Qualitative research may study the changes over time, providing insights into the long-term viability and flexibility of digital marketing methods in restaurants.
- **Comparative Analysis of Traditional vs. Tech-Driven Models:** Research could assess the effectiveness of traditional restaurant business models vs technology-driven methods like cloud kitchens and hybrid models. These studies might look at variations in operational efficiency, customer happiness, and profitability across different business models.
- **Role of Technological Literacy:** Understanding how digital literacy affects the adoption of techno-marketing methods is vital. Research may identify challenges for less tech-savvy groups and provide ways to increase digital inclusion and technology adoption.
- **Cultural and Sociological Influences:** Cultural values and social norms strongly impact consumer behavior. Future study should look into how cultural attitudes towards technology, privacy concerns, and word-of-mouth marketing influence customer responses to digital marketing methods.
- **Challenges for SMEs in Adopting Techno-Marketing:** Small and medium-sized enterprises (SMEs) have specific challenges, such as limited financial resources, technical skill gaps, and access to modern equipment. Research might be directed toward identifying these challenges and developing cost-effective techno-marketing solutions for SMEs.
- **Cross-Industry Comparisons:** Comparisons among industries, including retail, hotel, and healthcare, can help find best practices in techno-marketing. Insights from these industries may give useful lessons for the restaurant business in improving customer engagement and operational efficiency.
- **Sustainability and Ethical Practices:** Future research could look into how techno-marketing can help achieve sustainability goals, such as minimizing food waste and utilizing eco-friendly packaging. Furthermore, ethical concerns such as data protection, transparency, and fair procedures in digital marketing require more deeply study.
- **Economic and Macro-Level Influences:** Research could look at how economic issues like inflation, consumer buying patterns, and market changes affect the adoption and efficacy of techno-marketing technologies. This could help firms adjust their strategies during financial crises or moments of massive growth.

- **Business Owners' Perspectives:** Studying the viewpoints of restaurant owners and managers can provide a more comprehensive understanding of techno-marketing adoption. Topics such as return on investment (ROI), operational problems, and technological preparedness might be carefully studied.
- **Role of Data Analytics and AI:** Experts could look into how predictive analytics and AI algorithms are changing restaurant marketing techniques. Customer segmentation, demand forecasting, and AI-powered customized marketing campaigns are all possible areas of focus.
- **Influence of Social Media on Brand Image:** Social media platforms are essential for creating and sustaining brand reputation. Research could look into how user-generated content, online reviews, and social media influencers affect brand perception and consumer loyalty in Bangladesh.

Future study must consider these several characteristics in order to have a thorough knowledge of techno-marketing in Bangladesh's restaurant business. Researchers can give useful insights into developing technologies, sociocultural aspects, and economic implications, contributing to academic discourse and practical application of techno-marketing strategies. These studies will not only improve theoretical understanding of the subject, but will also provide businesses with the skills they need to successfully navigate an increasingly digitally driven economy.

5.3 Recommendations

Based on the study's findings, the following recommendations are made to improve the effectiveness of techno-marketing in Bangladesh's restaurant business and overcome the issues it presents.

- **Establishing Trust and Ensuring Security**

To build consumer trust, restaurants need to use strong security procedures to safeguard the customer data and payment information. Transparency in data usage policies should be prioritized to meet privacy concerns. Visible trust indicators, such as secure payment methods, certifications, and clear terms of service, can assist to establish credibility and promote digital interaction.

- **Investing in User-Friendly Digital Platforms**

Restaurants should prioritize the creation of intuitive and user-friendly digital platforms. Mobile applications and websites should have easy access, fast load times, and convenient payment methods. In order to meet less tech-savvy people, simpler interfaces and step-by-step instructions should be given. Regular updates should fix issues, improve speed, and provide new features that improve user experiences.

- Leveraging Data-Driven Personalization

Restaurants can utilize AI and data analytics to generate customized marketing efforts based on customer preferences, behavior, and prior purchases. Loyalty programs, targeted discounts, and special offers can help with retention of customers. Customized notifications via email or SMS depending on customer behavior can boost engagement and drive return visits.

- Expanding Social Media Marketing

Social media sites such as Facebook, Instagram, and TikTok provide significant chances for business awareness. Restaurants should offer visually attractive material, collaborate with influencers, and promote user-generated content like reviews and images. Prompt replies to consumer feedback on social media may increase engagement and customer loyalty.

By applying the above suggestions, restaurants in Bangladesh may successfully use techno-marketing to improve customer pleasure, drive loyalty, and achieve long-term growth. These methods will help firms manage immediate difficulties while preparing them for long-term success in a competitive and technologically driven industry.

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