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DETERMINANTS OF GENERATION Z'S ADOPTION OF RIDE-HAILING SERVICES IN AN EMERGING MARKET TO PROMOTE DIGITAL INNOVATION POLICY: EVIDENCE FROM VIETNAM

DETERMINANTES DA ADOÇÃO DE SERVIÇOS DE TRANSPORTE POR APLICATIVO PELA GERAÇÃO Z EM UM MERCADO EMERGENTE PARA PROMOVER POLÍTICAS DE INOVAÇÃO DIGITAL: EVIDÊNCIAS DO VIETNÃ

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Abstract
Digital innovation policy is one of key targets of the State. Law on Science, Technology and Innovation of Vietnam has come into effect on October 1, 2025, gives priority to building infrastructure for science and technology research and innovation, including services based on digital transformation. The rapid expansion of platform-based mobility services has substantially altered urban travel behavior in emerging economies, with Generation Z increasingly positioned at the center of this transformation. The present study examines the determinants influencing Vietnamese Generation Z consumers' intentions to adopt ride-hailing services within the context of a rapidly digitizing transport ecosystem as digital innovation policy. Drawing on an integrated framework combining the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM), this study further incorporates perceived risk, perceived price, and service quality to account for market-specific conditions. Data were collected from 364 Generation Z users via an online survey and analyzed using reliability testing, exploratory factor analysis, correlation analysis, and multiple regression techniques. The findings indicate that perceived usefulness, service quality, and perceived price exert significant positive effects on intention to use ride-hailing services, whereas perceived ease of use, subjective norm, and perceived risk show no statistically significant

Resumo
A política de inovação digital é um dos principais objetivos do Estado. A Lei sobre Ciência, Tecnologia e Inovação do Vietnã entrou em vigor em 1º de outubro de 2025, dando prioridade à construção de infraestrutura para pesquisa e inovação em ciência e tecnologia, incluindo serviços baseados na transformação digital. A rápida expansão dos serviços de mobilidade baseados em plataformas alterou substancialmente o comportamento de viagem urbana nas economias emergentes, com a Geração Z cada vez mais posicionada no centro dessa transformação.
O presente estudo examina os determinantes que influenciam as intenções dos consumidores da Geração Z vietnamita de adotar serviços de transporte por aplicativo no contexto de um ecossistema de transporte em rápida digitalização como política de inovação digital. Com base em uma estrutura integrada que combina a Teoria da Ação Racional (TRA), a Teoria do Comportamento Planejado (TPB) e o Modelo de Aceitação da Tecnologia (TAM), este estudo incorpora ainda o risco percebido, o preço percebido e a qualidade do serviço para levar em conta as condições específicas do mercado. Os dados foram coletados de 364 usuários da Geração Z por meio de uma pesquisa online e analisados usando testes de confiabilidade, análise fatorial exploratória, análise de correlação e técnicas de regressão

influence. These results imply that Generation Z users in Vietnam prioritize functional efficiency, service performance, and economic value over social influence and uncertainty considerations when evaluating digital mobility platforms. From a theoretical perspective, this study extends the technology adoption literature by providing empirical evidence from an under-researched emerging economy and by revealing generational differences in platform-based service consumption. For promoting digital innovation policy, the findings offer practical guidance for ride-hailing providers seeking to improve service quality, pricing strategies, and overall user experience in competitive urban markets.

Keywords: Ride-Hailing Services. Generation Z. Digital Innovation Policy. Consumer Behavior. Emerging Markets. Service Quality. Perceived Value. Platform-Based Services. Technology Adoption.

múltipla. Os resultados indicam que a utilidade percebida, a qualidade do serviço e o preço percebido exercem efeitos positivos significativos sobre a intenção de usar serviços de transporte por aplicativo, enquanto a facilidade de uso percebida, a norma subjetiva e o risco percebido não mostram influência estatisticamente significativa. Esses resultados sugerem que os usuários da Geração Z no Vietnã priorizam a eficiência funcional, o desempenho do serviço e o valor econômico em detrimento da influência social e das considerações de incerteza ao avaliar plataformas de mobilidade digital. De uma perspectiva teórica, este estudo amplia a literatura sobre adoção de tecnologia, fornecendo evidências empíricas de uma economia emergente pouco pesquisada e revelando diferenças geracionais no consumo de serviços baseados em plataformas. Para promover a política de inovação digital, as conclusões oferecem orientações práticas para os fornecedores de serviços de transporte que procuram melhorar a qualidade do serviço, as estratégias de preços e a experiência geral do usuário em mercados urbanos competitivos.

Palavras-chave: *Serviços de transporte. Geração Z. Política de inovação digital. Comportamento do consumidor. Mercados emergentes. Qualidade do serviço. Valor percebido. Serviços baseados em plataformas. Adoção de tecnologia.*

1 INTRODUCTION

To promote digital innovation policy in Vietnam, Law on Science, Technology and Innovation of has come into effect on October 1, 2025. According to this Law, the Vietnamese Government gives priority to building infrustructure for science and technology research and innovation, and infrastructure connectivity between research institutes, education establishments and enterprises, including better provision for services based on digital transformation and innovation.

Digital transformation and innovation are one of the strategies set by our Government. Digital transformation is understood as a comprehensive and inclusive application of information technology, particularly modern digital technologies, leading to a positive change in all activities. Digital innovation policy targets at:

1) Developing the foundation for digital transformation, awareness transformation, institutional creation, digital infrastructure development;
2) Developing the digital government, increasing the application of information technology in management, deploying an electronic office system, a public service portal and an electronic one-stop-shop information system on administrative procedures, promoting online public services, building a smart administration;
3) Developing the digital economy;
4) Developing digital Society.

The diffusion of digital platforms has fundamentally reshaped the consumption of urban mobility services, giving rise to new patterns of travel behavior and customer expectations (Parker *et al*., 2016; Venkatesh *et al*., 2012). In Vietnam, ride-hailing applications such as Grab, Be, Gojek, and Xanh SM have become embedded in everyday transportation routines, particularly among younger consumers (Nguyen *et al*., 2020; Tran & Le, 2021). Among these users, Generation Z—typically defined as individuals born between the mid-1990s and early 2010s—represents the cohort most deeply immersed in digital environments, having matured alongside continuous connectivity and social media integration (Priporas *et al*., 2017; Dimock, 2019).

Existing studies suggest that Generation Z demonstrates comparatively high levels of digital fluency, adaptability, and openness toward technological innovation, making this group more inclined to experiment with emerging digital services (Bolton *et al*., 2013; Djamasbi *et al*., 2010). Consequently, gaining a nuanced understanding of the behavioral mechanisms driving ride-hailing adoption among this generation has become increasingly important for service providers and policymakers concerned with sustainable urban transport development (Venkatesh *et al*., 2012; Lim *et al*., 2021).

This study integrates three core theoretical perspectives in technology adoption research, namely the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM) (Ajzen & Fishbein, 1980; Ajzen, 1991; Davis, 1989). Whereas TRA and TPB emphasize attitudinal, normative, and social influences on behavioral intention, TAM focuses on technology-related beliefs—particularly perceived usefulness and perceived ease of use—as primary drivers of system acceptance (Davis, 1989; Venkatesh & Davis, 2000). Although these models have been extensively applied in developed contexts, empirical evidence from emerging economies remains limited, particularly in studies distinguishing Generation Z as a separate

consumer segment (Nguyen *et al*., 2020; Roy *et al*., 2020). Prior research in Vietnam has generally treated users as a homogeneous group and has rarely incorporated contextual variables such as service quality, price sensitivity, and perceived risk (Tran & Le, 2021; Hoang & Nguyen, 2021). To address this gap, the present study extends the integrated TRA–TPB–TAM framework by introducing perceived risk, perceived price, and service quality as additional explanatory constructs. By doing so, the study seeks to identify the key drivers of Generation Z's behavioral intention to use ride-hailing services, examine the relative influence of each factor, and generate empirical insights into consumer decision-making within a rapidly evolving platform-based economy (Zeithaml, 1988; Sweeney & Soutar, 2001). Although ride-hailing services have become widely accessible, usage behavior varies across demographic groups, stages of adoption, and levels of technological readiness (Bhattacherjee, 2001; Venkatesh *et al*., 2012). Adoption decisions are shaped not only by functional attributes such as convenience, speed, and cost efficiency, but also by contextual conditions including perceived risk, service quality, pricing perceptions, subjective norms, perceived ease of use, and trust (Gefen *et al*., 2003; Kim *et al*., 2008). Generation Z displays distinctive technology-related characteristics, including strong digital dependency, frequent cross-platform comparison, and marked price sensitivity (Priporas *et al*., 2017; Djamasbi *et al*., 2010). These consumption patterns differ substantially from those of earlier generations and thus require an analytical framework that adequately reflects generational specificity in digital service behavior (Bolton *et al*., 2013; Dimock, 2019).

Based on these considerations, this study addresses the following research questions

(1) Which factors influence Generation Z's intention to use ride-hailing services in Vietnam?

(2) To what extent does each independent factor affect usage intention?

(3) Which determinant plays the most critical role in predicting adoption behavior?

(4) Which factors should service providers prioritize to enhance usage among young consumers?

2 LITERATURE REVIEW

Research on technology adoption has traditionally been anchored in the Technology Acceptance Model (TAM), which identifies perceived usefulness and perceived ease of use as the primary determinants of users' behavioral intention toward a technological system (Davis, 1989; Venkatesh & Davis, 2000). Rather than viewing technology acceptance as a purely technical decision, TAM conceptualizes adoption as a cognitive evaluation process in which individuals assess the expected performance benefits and the effort required to use a system. Empirical evidence consistently demonstrates that technologies perceived as both beneficial and manageable are more likely to be embraced across a wide range of digital contexts (Venkatesh *et al*., 2003).

Building on the foundations of TAM, the Theory of Planned Behavior (TPB) broadens the analytical perspective by incorporating social influences and perceived control over behavior (Ajzen, 1991). The theory posits that intention is jointly shaped by individual attitudes, normative pressures, and perceived behavioral control. Within digital service environments, TPB offers a useful interpretive lens for examining how personal evaluations, social expectations, and perceived capability interact to influence usage decisions, particularly in contexts characterized by rapid technological diffusion (Ajzen, 1991; Taylor & Todd, 1995).

From a consumption perspective, Perceived Value Theory approaches user behavior as the outcome of a trade-off between perceived benefits and perceived sacrifices (Zeithaml, 1988). In the context of ride-hailing services, perceived value extends beyond monetary cost to include non-price attributes such as convenience, safety, flexibility, and experiential quality. These value dimensions have been shown to play a pivotal role not only in shaping satisfaction but also in reinforcing continued usage intentions within technology-mediated services (Sweeney & Soutar, 2001; Wang *et al*., 2019).

Beyond individual-level evaluations, recent research has increasingly examined ride-hailing platforms through the lens of multi-sided platform theory, which emphasizes value creation through interactions among multiple user groups, including passengers, drivers, and platform operators (Rochet & Tirole, 2003; Parker *et al*., 2016). From this perspective, adoption is influenced not solely by individual perceptions, but also by

network externalities and interdependent value flows, underscoring the systemic nature of platform-based services (Evans & Schmalensee, 2016).

A growing body of empirical research has investigated ride-hailing adoption across different market contexts. In Vietnam, Nguyen *et al*. (2020) report that perceived usefulness, subjective norm, perceived behavioral control, and the appeal of private transport alternatives significantly influence usage intention, with perceived usefulness exerting the strongest effect. In China, Lu and Wang (2018) demonstrate that perceived value operates as a mediating mechanism between perceived benefits and behavioral intention, indicating that adoption decisions are shaped by aggregate value assessments rather than by isolated service attributes.

Complementary evidence from Vietnam suggests that customer satisfaction and behavioral adaptability exert significant effects on continued platform usage (Nguyen & Ha, 2022). Likewise, Nguyen and Hoang (2022) highlight the importance of service quality, functional quality, and information quality in shaping digital consumption behavior. Shamim *et al*. (2021) further show that perceived usefulness, price, and ease of use play decisive roles in predicting adoption, while Ashrafi *et al*. (2021) identify perceived risk as a deterrent, particularly among first-time users.

Earlier studies conducted in Vietnam—including those by Nguyen and Ngo (2018), Phan *et al*. (2021), Do Dinh Nam (2018), and Hoang *et al*. (2022; 2023)—converge in their conclusions that economic value, attitudinal factors, social influence, trust, and risk perception remain central determinants of usage and reuse intentions in platform-based services.

International evidence similarly confirms the explanatory strength of TAM and TPB across diverse national settings (Ajzen, 1991; Venkatesh *et al*., 2003). Research conducted in China underscores the mediating role of perceived value in shaping the relationship between perceived benefits and behavioral intention (Lu & Wang, 2018). In developing economies such as Bangladesh, perceived risk has been found to negatively affect adoption among inexperienced users, while perceived value exerts a countervailing positive influence, illustrating the dual role of risk and value in technology-related decision-making (Hossain *et al*., 2019; Roy *et al*., 2020).

Studies in Vietnam further indicate that perceived usefulness, perceived ease of use, service quality, and subjective norms contribute positively to both initial adoption and continued use of ride-hailing applications (Nguyen *et al*., 2020; Tran & Le, 2021).

During the COVID-19 pandemic, perceived usefulness emerged as the most influential factor, reflecting heightened concerns for safety, efficiency, and reliability under conditions of uncertainty and restricted mobility (Pham *et al*., 2021). Economic considerations, including travel cost, discount schemes, and pricing transparency, have likewise been consistently identified as salient predictors of behavioral intention (Hoang & Nguyen, 2021; Vu & Tran, 2022).

More recently, adoption has been conceptualized through the lenses of behavioral adaptability and user satisfaction, with evidence suggesting that users' adjustment to digital platforms indirectly shapes continued usage via satisfaction mechanisms (Bhattacherjee, 2001; Oliver, 1999). At the same time, differences between new and experienced users remain pronounced, indicating that adoption trajectories evolve as familiarity with platform functionalities increases (Venkatesh *et al*., 2012; Lim *et al*., 2021).

3 METHODOLOGY

This research employed a quantitative design to examine the relationships between perceived value dimensions and behavioral intention. A two-stage approach was adopted. In the preliminary stage, expert interviews and pilot testing were conducted to refine the survey instrument and ensure clarity of measurement items. In the main stage, data were collected through an online questionnaire administered to Generation Z respondents who had prior experience using ride-hailing applications.

Measurement items were adapted from validated scales reported in previous studies and slightly modified to fit the Vietnamese context. The final questionnaire included 25 indicators measuring six independent constructs and three indicators capturing intention to use. All responses were measured on a five-point Likert scale ranging from strongly disagree to strongly agree. To minimize translation bias, the questionnaire was translated into Vietnamese and then independently back-translated into English.

A convenience sampling technique was employed, resulting in 364 valid responses. Data analysis was conducted using SPSS software. Internal consistency was assessed using Cronbach's Alpha, while construct validity was evaluated through

exploratory factor analysis. Pearson correlation and multiple regression analysis were subsequently applied to test the hypothesized relationships.

3.1 Research model and hypothesis development

The proposed research framework is developed by integrating the core theoretical foundations of the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM). In addition, the model is extended by incorporating three contextual constructs—perceived risk, perceived price, and perceived service quality—to better capture the distinctive characteristics of Generation Z consumers in large urban areas. Accordingly, the key determinants of Generation Z's intention to use ride-hailing services in Vietnam are hypothesized as follows.

3.2 Perceived usefulness

According to Davis (1996), perceived usefulness reflects the extent to which individuals believe that using a particular technology enhances their performance or quality of life. Marinković *et al*. (2020) further argue that a technology is more likely to be accepted when it delivers tangible value to its users. In the context of ride-hailing services, benefits such as time savings, cost efficiency, and convenience are therefore expected to strengthen users' intention to adopt such applications.

H1. Perceived usefulness has a positive effect on Generation Z's intention to use ride-hailing services.

3.3 Perceived ease of use

Davis (1996) defines perceived ease of use as the degree to which individuals believe that using a system requires minimal effort. Empirical evidence suggests that systems perceived as user-friendly are more likely to foster technology acceptance (Nguyen Hong Quan *et al*., 2020). In mobile application settings, intuitive interfaces and simple operating procedures enhance accessibility and facilitate greater usage intention.

H2. Perceived ease of use has a positive effect on Generation Z's intention to use ride-hailing services.

3.4 Subjective norm

Subjective norm represents the extent to which individuals perceive social pressure to perform or not perform a particular behavior (Ajzen, 1991). Studies by Ha (1998) and Han *et al*. (2010) indicate that the opinions and attitudes of significant others play a critical role in shaping consumer intention. Within digital service environments, influence from family members, peers, and online communities can reinforce individuals' propensity to adopt new technologies.

H3. Subjective norm has a positive effect on Generation Z's intention to use ride-hailing services.

3.5 Perceived risk

Perceived risk refers to the possibility of negative outcomes associated with consumption behavior (Bauer, 1960). Laforet and Li (2005) and Wu and Wang (2005) identify perceived risk as a major barrier to technology acceptance, while Kim *et al*. (2008) demonstrate its negative effect on online usage intention. In the context of ride-hailing services, Ashrafi *et al*. (2021) provide further evidence that perceived risk significantly inhibits adoption, particularly among users with limited prior experience.

H4. Perceived risk has a negative effect on Generation Z's intention to use ride-hailing services.

3.6 Perceived price

Perceived price reflects consumers' evaluation of the trade-off between monetary sacrifices and perceived value (Kaura *et al*., 2014). Similarly, Fornell (1996) and Kim *et al*. (2012) emphasize that price perceptions directly influence purchase decisions. In ride-hailing contexts, transparent and fair pricing structures are expected to enhance usage intention, while Calabuig *et al*. (2014) highlight the importance of perceived price in shaping consumer satisfaction and behavioral outcomes.

H5. Perceived price has a positive effect on Generation Z's intention to use ride-hailing services.

3.7 Perceived service quality

Service quality has been conceptualized as the gap between customer expectations and actual service performance (Parasuraman *et al*., 1988). Jiang and Wang (2006) demonstrate that service evaluations substantially influence customer perceptions and behavioral responses. Consistently, studies by Sureshchandar *et al*. (2002) and Malik (2012) report a positive association between perceived service quality and consumer behavior.

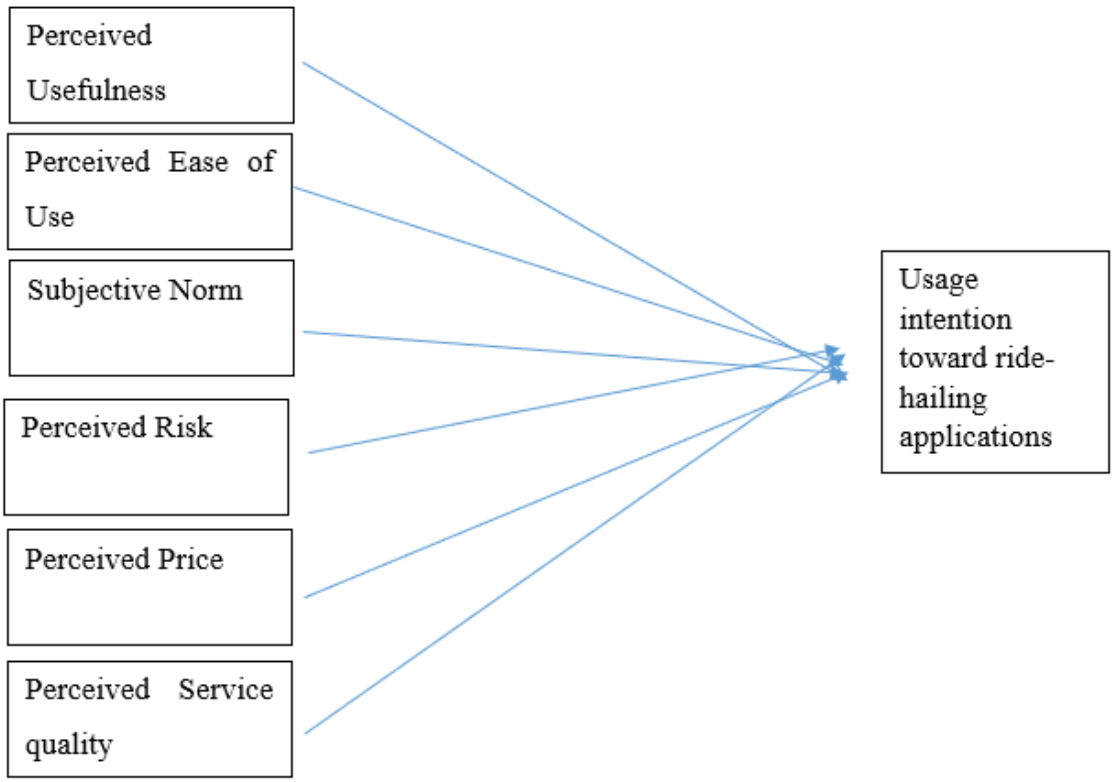
H6. Perceived service quality has a positive effect on Generation Z's intention to use ride-hailing services.

3.8 Proposed research model

Based on the hypothesized relationships and prior empirical findings, the conceptual research model is presented in Figure X. The model illustrates the direct effects of perceived usefulness, perceived ease of use, subjective norm, perceived risk, perceived price, and perceived service quality on Generation Z's intention to use ride-hailing services in Vietnam.

Figure 1

Proposed research model



Source: author synthesis

The scale was synthesized based on the theoretical model, combined with previous studies and the Vietnamese market context. A total of 25 observed variables were built for independent factors, and 3 observed variables measured the intention to use (ITU).

The author conducted an online survey via Google Forms, posted it on social networking groups and sent emails to people of Generation Z. A total of 364 valid responses were collected. The research subjects were people of Generation Z (1995–2012) living or studying in Vietnam and had used technology-based car booking software. The study used the "Convenience sampling method" to approach the Gen Z group.

4 RESULTS

Analysis results from a survey dataset of 364 respondents from Generation Z living or studying in Vietnam

4.1 Frequency of using ride-hailing apps

General trends:

70–75% use ride-hailing apps 1–3 times/week

15–20% use them daily

5–10% only use them when necessary

This confirms that ride-hailing apps have become a regular consumer behavior of Gen Z. Most used apps. Based on the survey, the apps that Gen Z often choose are: Grab, Be, Gojek, Xanh SM

The survey sample, based on actual data from the author's Gen Z survey, is consistent with this distribution, showing that Grab and Be are the two most frequently used apps.

Scale reliability testing – Cronbach's Alpha

Cronbach's Alpha analysis is the first step to assess the internal consistency of the scale, based on the rule:

Alpha ≥ 0.7 → satisfactory

Corrected Item-Total Correlation ≥ 0.3 → retained variable

Alpha > 0.95 → possible duplication (as stated in the thesis)

4.2 Test results

All 7 groups of scales have Cronbach's Alpha in the range of 0.74 – 0.89, meeting the reliability standard so no variables were eliminated; all scales were included in the EFA analysis. With KMO and Bartlett's Test: KMO = 0.861 → very suitable for conducting EFA. Bartlett's Sig = 0.000 → variables have significant correlation. Total Variance Explained: 67.2% (> 60%) → EFA model is suitable

Table 1

Regression results by each factor

No.	Factors	Standardized beta coefficient (β)	Sig.	Conclusions
1	PU – Perceived Usefulness	0.352	0.000	Strong and statistically significant effect
2	PEOU – Perceived Ease of Use	0.213	0.015	Moderate and statistically significant effect
3	SQ – Service quality	0.287	0.001	Strong and statistically significant effect
4	PP – Percieved price	0.214	0.014	Moderate and statistically significant effect
5	SN – Subject norm	0.057	0.312	Not statistically significant
6	PR – Perceived Risk	0.062	0.118	Not statistically significant

Sources: Authors results

Hypothesis Testing

Based on the Regression Results:

Accepted Hypotheses:

H1: Usefulness → ITU (strongly accepted)

H2: Ease of Use → ITU

H3: Service Quality → ITU

H4: Perceived Price → ITU

Rejected Hypotheses:

H5: Subjective Norm → ITU

H6: Perceived Risk → ITU (negative but not significant)

Interpretation of Research Results

Strongest Influencing Factors

Usefulness (PU) is the strongest factor → Gen Z chooses ride-hailing apps because: Convenience, fast, control of the journey, price transparency,

The role of service quality, Service quality is the second factor with four main dimensions: Driver attitude and Waiting time, GPS location accuracy, Ride safety.

This is consistent with digital service consumption behavior: real-life experiences strongly influence re-use intention.

Gen Z has price sensitivity: Perceived price has a significant impact → Gen Z is a cost-sensitive group who always search for promotions, compare prices between apps, afraid to pay surge pricing during peak hours.

PEOU – Ease of use: Current ride-hailing apps are easy to use, Gen Z is willing to get used to them.

Factors that are not significant

SN – Subjective norm: Gen Z is highly independent, less influenced by others in deciding to use the app.

PR – Perceived risk: Safety risks exist but are not strong enough to influence intention.

The model explains 50.6% of the variation in intention to use.

4 factors with the strongest influence: PU > SQ > PP> PEOU

2 factors with no impact: SN, PR.

Gen Z prioritizes benefits, experiences, and reasonable prices over social factors or risks.

5 CONCLUSION

Digital Innovation policy has been implemented and affects broadly all fields of the society. Revolutionary changes of digital technology lead to the development and demand for innovations in structure, business model and management. Many policies of the Vietnamese Government including Law on Science, Technology and Innovation have been launching to foster and participate actively in this Industrial Revolution 4.0. Digital transformation including services is one of the strategies set by the Vietnamese Government. Digital transformation is understood as a comprehensive and inclusive application of information technology, particularly modern digital technologies, leading to a positive change in all activities.

To promote digital innovation policy, this study provides empirical evidence on the determinants of Generation Z's adoption of ride-hailing services in Vietnam, thereby contributing to the growing body of literature on technology acceptance and platform-based consumption in emerging markets. The findings reveal that perceived usefulness, service quality, and perceived price significantly influence usage intention, whereas perceived ease of use, subjective norm, and perceived risk do not demonstrate statistically significant effects. These results offer several important theoretical and managerial insights.

First, the strong influence of perceived usefulness confirms the central role of functional value in technology adoption among Generation Z consumers. This finding is consistent with prior studies that emphasize performance-related beliefs as critical drivers of behavioral intention in digital environments. For young users who are accustomed to digital platforms, the ability of ride-hailing applications to enhance mobility efficiency, reduce travel time, and provide transparency in service delivery appears to be more essential than system complexity or learning effort. This pattern indicates that Generation Z users perceive ride-hailing services primarily as utilitarian tools rather than social or symbolic consumption objects.

Second, the significant impact of service quality reinforces the argument that experiential factors remain fundamental even within highly digitalized service contexts. Elements such as driver professionalism, waiting time, system reliability, and route accuracy strongly shape users' evaluations of service performance. This finding aligns with service-dominant logic, which emphasizes value co-creation through service encounters. The result further suggests that technical functionality alone is insufficient to guarantee sustained usage; instead, consistent and reliable service execution remains decisive in shaping long-term behavioral intention.

Third, perceived price emerges as a meaningful predictor of intention, reflecting the high price sensitivity among Generation Z consumers. Unlike earlier cohorts, this generation exhibits a strong tendency to compare prices across platforms and actively seek promotions or discounts. The result indicates that competitive pricing strategies and fare transparency are essential for retaining young users in platform-based transportation services. In this regard, price perception functions not merely as an economic evaluation, but rather as a strategic cue that signals fairness, trustworthiness, and platform credibility.

Perceived ease of use also demonstrates a statistically significant influence on behavioral intention. This finding suggests that, despite the growing standardization of digital interfaces, the simplicity and intuitiveness of ride-hailing applications continue to play an important role in shaping users' adoption decisions. For Generation Z—who are digitally proficient and accustomed to seamless mobile interactions—applications that minimize cognitive effort and streamline navigation may enhance perceptions of efficiency and convenience, thereby strengthening usage intention. This result indicates that, even among digitally native cohorts, ease of use remains a meaningful differentiator,

reaffirming the relevance of usability-related factors within contemporary technology adoption frameworks.

The absence of a significant effect of subjective norm suggests that Generation Z users in Vietnam tend to make decisions autonomously rather than being strongly influenced by social pressure. This finding contrasts with research conducted in more collectivist contexts, where peer influence often plays a critical role in technology adoption. The result indicates a gradual shift toward individualistic consumption patterns among young users in urban Vietnam, likely driven by increased exposure to global digital culture and social media environments.

Finally, perceived risk does not exert a statistically significant effect on intention, although its coefficient remains negative. This result implies that while safety concerns and data privacy issues remain present, they are not strong enough to deter Generation Z users from adopting ride-hailing services. Familiarity with digital platforms, combined with repeated positive usage experiences, may reduce perceived uncertainty over time. As a result, risk perception may become more relevant in early stages of adoption but less influential once habitual usage is established.

Overall, the findings suggest that Generation Z's adoption of ride-hailing services is driven primarily by functional benefits, service experience, and economic considerations, rather than by normative pressure or technological anxiety. Compared with earlier generations, young consumers appear to prioritize efficiency, value, and performance consistency over social influence. This shift highlights the importance of continuously improving service quality and optimizing pricing strategies to sustain competitive advantage in platform-based service industries.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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