



# POLYU Junior Researcher Mentoring Programme 2024



<b>Code:</b>	JRMP2024_30
<b>School / Department:</b>	School of Hotel and Tourism Management
<b>Name of Research Team Member(s):</b>	Dr Ada Lo, Associate Professor
<b>Research Topic:</b>	Exploring the attitudes and behaviours of elderly patrons towards self-service technologies in restaurants: A case study of elderly restaurant customers in Hong Kong
<b>Short Description of the Research Project:</b>	<p>Drawing on social cognitive theory, this project will investigate the attitudes and behaviours of elderly patrons in Hong Kong’s restaurants as they engage with self-service technologies. Social cognitive theory emphasises the role of observational learning, social influence and self-efficacy in shaping human behaviour. As Hong Kong’s restaurant scene adopts technological advancements, understanding how the elderly population navigates and engages with these technologies is paramount to creating inclusive dining experiences.</p> <p>The project will use a tailored mix of qualitative and quantitative research methods, including interviews, surveys and observational analyses, to unravel the intricate dynamics shaping elderly customers’ responses to self-service technologies. The project will delve into nuanced aspects such as cultural influences, usability challenges and perceived benefits to comprehensively capture the unique context of Hong Kong’s elderly population.</p> <p>The outcomes of this research will provide valuable insights not only to restaurant proprietors but also to technology developers and policymakers in Hong Kong. By recognising and addressing the specific needs and preferences of elderly restaurant-goers, the study aims to provide actionable recommendations to enhance the integration of self-service technologies, ensuring a harmonious blend with traditional dining practices.</p>

	As Hong Kong's demographic landscape undergoes transformations, this project will play a pivotal role in guiding the local hospitality industry towards a more inclusive and technologically adept future, fostering an environment in which elderly customers can fully embrace and enjoy the benefits of self-service technologies in restaurants.
<b>No. of Places Offered:</b>	3
<b>Frequency of Meetings:</b>	Bi-weekly
<b>Special Requirement(s):</b>	N/A

*\* The information presented above is subject to change.*