

UNDERSTANDING THE INFLUENCE OF FOOD VALUE ON FAST-FOOD CUSTOMER BEHAVIOR: A STUDY ON THE MEDIATING ROLE OF BLOGGER REVIEWS AND MODERATING EFFECT OF CONTENT CREDIBILITY

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Abstract: This study proposes investigating the effect of food value on food bloggers' reviews (i.e., the direct effect) and the customers' purchase intentions (i.e., the direct and indirect effects) of fast-food restaurants. In addition, this study examines the moderating role of content credibility on food blogger reviews and customers' purchase intention relationships. The quantitative method is used in this study to gather data from fast-food restaurant customers in Cairo, Egypt. Where 450 questionnaires were given out to fast-food restaurant customers, 354 valid questionnaires were gathered for analysis. The data were analyzed using SPSS and Amos software. Food value positively influences food bloggers' reviews and fast-food restaurant customers' purchasing intentions. Additionally, this research found that food blogger reviews mediate a positive relationship between food value and fast-food restaurant customers' intentions to purchase. Importantly, this study discovered that content credibility has a positive moderating impact on the relationship between food blogger reviews and the purchase intention of fast-food restaurant customers. The study contributes to the literature on tourism and hospitality, where we employed food value as a decisive and influencing factor in improving food bloggers' reviews and thus influencing fast-food restaurant customers' intention to purchase. Thus, fast-food restaurant managers should create all the suggested food values because of their impact on food bloggers' reviews and customers' intentions to purchase.

Key words: food value, purchase intention, word of mouth, food bloggers' reviews, content credibility, fast-food restaurant

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INTRODUCTION

Restaurant managers and food industry providers consider food value to predict customers' behavioral intentions toward food consumption (Slack et al., 2020). Food value reflects the customer's perception of the food attributes, desired end-state, and consequences while food consumption in restaurants (Helal, 2022; Izquierdo-Yusta et al., 2019; Kang et al., 2015). From the perspective of food value creation, food value is the customer's provision about the food

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quality (e.g., the freshness of the food and standard), food taste, and presentation (e.g., the way it is served) in restaurants (Slack et al., 2020). Needless to say, that service value is crucial to maintain customers' satisfaction and positive behavior in restaurants (Doeim et al., 2022); however, Izquierdo-Yusta et al., 2019 found that customers presented higher positive behavioral outcomes for the food value compared to the service value itself. The higher the food value is, the more vital customers' behavioral intentions are (Slack et al., 2020).

To deliver food value to potential customers, restaurant managers promote their food value on social media (Femenia-Serra et al., 2022). Social media ranks among the most informative sources of consumers' decision-making; many brands and service providers create accounts and marketing campaigns on social media to benefit from social media customers (Belanchen et al., 2021). Although service providers could maintain social media marketing campaigns through their experiences (Vrontis et al., 2021). Still, influencers are the best way to promote service providers' offerings on the service providers' pages or influencers' own social media platforms (Femenia-Serra et al., 2022). Food influencers or bloggers have become a new trend for restaurant managers to promote their food value (Lepkowska-White and Kortright, 2017). However, the restaurants' managers determined a vital problem in food market advertisement credibility, especially from social media influencers (Harris, 2022). Also, some big companies found issues in terms of food content credibility. For instance, Kraft Foods has suggested that the company strategy should go beyond gut feelings and guesswork toward systematic advertising productivity to avoid a marketing productivity credibility crisis (Luo and Donthu, 2006).

While service providers' marketers can incorporate strategies to ensure content credibility and avoid the credible threat of food influencers, customers have the strongest tendencies to evaluate content credibility (Lou and Yuan, 2019). Indeed, marketers' research argues that customers consider content credibility a crucial criterion in service evaluation and consumption intentions (Martínez-López et al., 2020). Source credibility refers to the positive features of a message that elicit acceptance from the recipient (Yılmazdoğan et al., 2021). Message credibility derives from the message itself; customers evaluate the information's accuracy and quality (Stubb and Colliander, 2019). When influencers introduce a message with intrinsic features, they are fundamental in ensuring that the message is likely to achieve desirable effects (Martínez-López et al., 2020). When customers perceive (vs. not) that influencers are trustworthy, honest, and have the credibility of the source, the effectiveness of the desired message increases with positive intentions (vs. negative) (Yılmazdoğan et al., 2021). In the restaurant context, no study investigates customers' behavioral intentions regarding food consumption after they perceive food bloggers' content credibility (vs. not) about the food value.

In this vein, we aim to contribute to the current literature by studying customers' perception of food bloggers' credibility with its impacts on their purchase behavioral intention through the Theory of Planned Behavior (TPB). TPB refers to the theory which aims to widely predict customers' behavioral intentions (Chen and Tung, 2014), TPB is an extension of the theory of reasoned action, but it differs regarding the perceived control (Ajzen, 1991; Choe et al., 2020). Hospitality researchers are concerned about TPB as a domain to study customers' intentions of pro-environmental behavior or customers' recycling intentions in hotels (Chen and Tung, 2014). The researchers found that the TPB model could powerfully predict customer visit intentions, especially in the restaurant context (Helal, 2022; Jun and Arendt, 2016). Despite the general usefulness of TPB utilization to fathom the essence behind customers' intentions, several crucial factors could make an additional effort to enhance the explanatory power of TPB (Jun and Arendt, 2016).

As suggested by Ajzen, 2002, the founder of the theory, many theories still lack justification and remain unresolved and uncertain when it comes to normative beliefs and subjective norms regarding daily life events. Therefore, we will contribute to the theory by investigating the perception of customers regarding food bloggers' content credibility to predict customers' normative beliefs and subjective norms in the restaurant context. And therefore, to the best of our knowledge, our current study will extend The TPB in the restaurant context by conceptualizing Food value (as an independent variable) influences on purchase intention (as a dependent variable) through the customer psychological perceived aspects of food influencers word of mouth (as a mediator) with the content credibility as moderated mediation. For this reason, our current study finds it necessary to explore that model to provide a crucial implication in restaurants to retain higher customers' purchase intentions by understanding customers' motivations.

LITERATURE REVIEW

1. Theory of planned behavior

The TPB is considered one of the most common theoretical frameworks for investigating how the psychological factors of subjective norms, attitude, perceived behavioral control, and behavior intention affects customers' consumption behaviors (Liu et al., 2022). Behavioral intention is considered the best predictor of an individual's behavior (Meng and Choi, 2018). According to TPB, the intention is a readiness to act on specific behaviors, determined by three elements (Vermeir and Verbeke, 2008). First, attitude toward the behavior is the extent to which an individual evaluates the consequence of the behavior favorably or unfavorably. In other words, it is influenced by connecting individuals' beliefs and perceived outcomes with planned behavior (Dunn et al., 2011). Second, the subjective norm is the perceived social pressure that influences an individual to do or not do a specific behavior. It is formed through normative beliefs indicating the degree to which other people's opinions impact an individual's future behavior (Fishbein and Ajzen, 2011). Finally, perceived behavioral control is people's perception of their ability to do a particular behavior (Moon, 2021). Meanwhile, how much one believes that one can control own behavior and ability and motivation determine the likeliness of performing a given behavior (Zhou et al., 2013). The TPB has been used in many domains, including food consumer behaviors (Scalco et al., 2017), fast-food consumption (Dunn et al., 2011; Helal,

2022; Rahamat et al., 2022; Tantawy et al., 2016), and intentions to eat safe food and sustainably (Rezai et al., 2011). In research on food value, a few studies have used the TPB as a theoretical base (Stran et al., 2016).

2. Food value

Food selection judgments become difficult when customers make many daily decisions over a quick meal (Helal, 2022). Accordingly, practitioners and scholars are interested in researching the changes and factors influencing customers' purchasing decisions from fast-food restaurants (Doeim et al., 2022; Helal, 2022; Izquierdo-Yusta et al., 2019; Slack et al., 2020). These studies found that customers make purchasing decisions based on the expected value of the restaurant's services and products. Therefore, restaurant managers must understand aspects of customer value to maintain a competitive edge (Belanche et al., 2021; Lepkowska-White and Kortright, 2017). According to Helal (Helal, 2022), customer value is a holistic perception of customers' desire, need, and anticipation of restaurant products and services in exchange for the money and effort they provide. Further, according to Pérez-Villarreal et al. (2019), among all customer values, food value is the most crucial factor for customers visiting fast-food restaurants. Customers rely on food value, which are general nutritional characteristics that they think are significantly more significant when purchasing food (Kang et al., 2015). We define food value as the qualities, objectives, and benefits customers anticipate from purchasing restaurant food in exchange for the price they pay for these meals.

Lusk (2011) developed a food value model reflecting beliefs regarding the relative importance of descriptive attributes, consequences, and desirable end states associated with purchasing and consuming food. The food value model contains elements that show what matters most to customers.

First, Lusk (2011) emphasized the food price concerning the money and effort customers expend. The cost of meals at fast-food restaurants has been found in numerous studies to be a reliable predictor of repeated purchases because fast-food customers are frequently middle-aged, such as students and new graduates, and low- to middle-income (Doeim et al., 2022; Slack et al., 2020). Second, (Lusk, 2011) paid attention to aspects related to the food, such as its attractive appearance, good preparation, excellent taste, and fixed standard recipes for preparation and presentation. Thirdly, meals with the best nutritional value and no issues for customers should be prepared using fully mature products (Pérez-Villarreal et al., 2019). Finally, the preparation and consumption of these foods respect the traditions and practices of the nation in which they are consumed, and their production has no detrimental effects on the environment (Thomas-Francois et al., 2020). Thus, by considering these food values, we argue that fast-food restaurants can establish strategies for producing items that consider customer value in all aspects.

3. Purchase intention

Purchase intention is the subjective decision to purchase certain products or services (Toudert and Bringas-Rábago, 2019), as purchase intention refers to the possibility that customers make a purchase decision based on a subjective evaluation of products under certain factors (Sharma et al., 2021). Rezai et al. (2017) pointed out the importance of determining the intention to purchase products by examining the factors involved in the purchase decision process. For example, Jahn et al. (2019) indicated that the general attitude toward products directly affects the intention to purchase as long as the people are in a condition of suitability. Similarly, Phau and Teah (2009) confirmed that when the customer has a strong positive attitude, there is a higher intention to purchase.

Purchase intention measures the probability of customers buying a product and can be used to predict customer behavior (Sharma et al., 2021). When purchasing decisions, customers weigh the advantages and disadvantages in many aspects. Only by letting customers understand and approve of the product can the enterprise make customers strongly desire to purchase. When customers use social media, they may not have a strong desire to buy at first, but after watching social media content or interaction, they will have a purchase intention (Park et al., 2007). According to Hsu et al., 2011, food value is more important than information and system quality in influencing customer satisfaction and purchase intention. Chiu et al. (2012) and Diallo (2012) underlined aspects of the probability of buying not before the customer formed an attitude and experience of the past now, as the intention is testified to be a significant factor in buying.

4. Influencers marketing

Influencer marketing refers to individuals who can influence/affect millions of users on social media platforms by promoting brands' offerings. Influencer marketing will grow and reach \$16.4 billion in 2022 (Santora, 2022). In marketing strategies, marketers represent Influencers as opinion leaders who are different from celebrities. Consumers don't consider influencers as celebrities because they perceive that celebrities have non-social media activities compared with their perception of influencers that they are "born" on social media (Belanche et al., 2021).

Therefore, influencers' strength derives solely from the social media users while following influencers' social media activities and posts (Vrontis et al., 2021). Influencers often focus more on segmented social media users who share the same interests to appear more trustworthy regarding the provided brands' offerings (Taylor, 2020). Influencers come to serve as experts with whom they share their content within their respective fields (Vrontis et al., 2021). In turn, consumers who join social media platforms seek to find influencers who provide their opinions to rely on them for their decision-making (Femenia-Serra et al., 2022). Besides, the consumers are affected by influencers' word of mouth about the brands more than other marketing campaigns; that's why Zhou et al., 2021 recommended collaborations with social media influencers to leverage electronic word-of-mouth (eWOM).

5. Content credibility

The perceived credibility content is among the most factors that influence customers to have positive intentions (Luo and Donthu, 2006). Empirical studies have investigated the information or source credibility on customer intentions and found that it plays a vital role in customers' future decision-making (Xiao et al., 2018). The influencers' presence on social media platforms drives customers to explore the antecedents related to perceived source credibility.

In other words, when customers seek any information, they determine two vital factors: trustworthiness and expertise (Lou and Yuan, 2019). Source expertise refers to the source qualifications and competence, which include the influencers' skills and knowledge of certain claims or subjects. Source trustworthiness refers to the sincere, honest, and truthful customers receive when concerned about influencers' information.

Other literature (e.g., Munnukka et al., 2016) adopts two dimensions besides trustworthiness and expertise: attractiveness and similarity. Source content similarity refers to the likeness (e.g., ideological factors or demographic) customers perceive when they encounter any information source. Whereas attractiveness refers to the content attributes (e.g., design, color, etc.) that attract tourists and increase their comfort when they are watching/reading it.

6. Hypotheses development

The relationship between food value and purchase intention has been an increasingly prominent research topic in recent years. This is due to people becoming more conscious of food's nutritional worth and its impact on their health. Understanding how food value influences purchase intent is critical for businesses to effectively promote their products and services. The absence of empirical studies in this field is primarily responsible for the research gap between food value and purchase intention. While several research have looked into the relationship between food value and purchase intent, their reach has been limited. They have not fully comprehended this link and the external elements that may influence the relationship between food value and purchasing intent. For example, the food may have a high value, but friends speak adversely about this food type or food suppliers, so the desire to eat it is diminished. Still, more extensive research that examines the long-term effects of food value on purchase intention across external factors is required.

With the increasing growth of social media, blogger evaluations are an important component to consider in the context of food value and buy intent. It is unknown, for example, how food blogger reviews and content trustworthiness influence consumer purchasing decisions based on nutritional information about food goods. Such research could provide useful insights into how organizations can effectively target their marketing tactics to increase sales and profits while also giving consumers with healthier purchasing options. According to Kang et al., 2015 hospitality managers consider food value when forecasting customers' behavioral intentions.

Customers regard food value as a set of desires and expectations that enable them to judge and make purchasing decisions (Izquierdo-Yusta et al., 2019). Food value represents the benefits customers get from meals and affects their intentions and goals of purchasing (Pérez-Villarreal et al., 2019). Hence, we argue that food value is essential in creating food bloggers' reviews and customers' purchasing decisions from fast-food restaurants. Food values will influence food bloggers' reviews, and customers will purchase if the food value they expect from fast-food restaurants is provided. For example, the affordable price for value, consistent quality every time, nutritional value, excellent taste, and appealing presentation. Therefore, we hypothesize that:

H1: food value positively influences food bloggers' reviews.

H2: food value positively influences restaurants' customer purchase intentions.

In the restaurant context, Lee et al., 2021 highlighted the importance of influencers as a powerful channel for food brands' promotions. They described the food influencers as a myth of food viewability to potential customers. In the vein of the restaurant influencers' importance, the marketers give them a related name, the food bloggers (Cuomo et al., 2017). Food bloggers are influencers who represent their opinions and evaluations for customers about food value, taste, prices, and recommendations (Pilař et al., 2022). According to Mainolfi et al. (2021), food bloggers are the dominant potential consumers' intentions about specific types of foods. Therefore, we hypothesize that:

H3: food bloggers positively influence restaurants' customer purchase intentions.

H4: food bloggers positively mediate the relationship between food value and restaurants' customer purchase intentions.

When customers of restaurants evaluate any food bloggers, they consider some crucial factors such as blog authenticity, quality food products, and food shape, the same as what they are looking for in the food blog. All the previous factors are a part of the content food bloggers provide. The diversity and propagation of food bloggers raise customer questions about the food content itself. Thus, studying the content credibility of food bloggers is crucial to achieving the best results in restaurant marketing campaigns.

Customers also find that credible content and brand trust are moving in the same decision-making tube. Therefore, scholars in customer service investigate the credibility of source information on customer-perceived trust. Martínez-López et al. (2020) have recently shown that customers who perceive influencers' messages with trust are likely to rely more on them when making their decisions. In this vein, customers seeking food experiences at restaurants will likely encounter the same path of information source credibility, given the positive effects of content credibility on consumers' satisfaction and intentions (Kim and Kim, 2021). Therefore, we hypothesize that:

H5: content credibility about restaurant foods moderates the relationship between food bloggers recommendation and customer purchase intentions. Figure 1 illustrates the hypotheses of the current study.

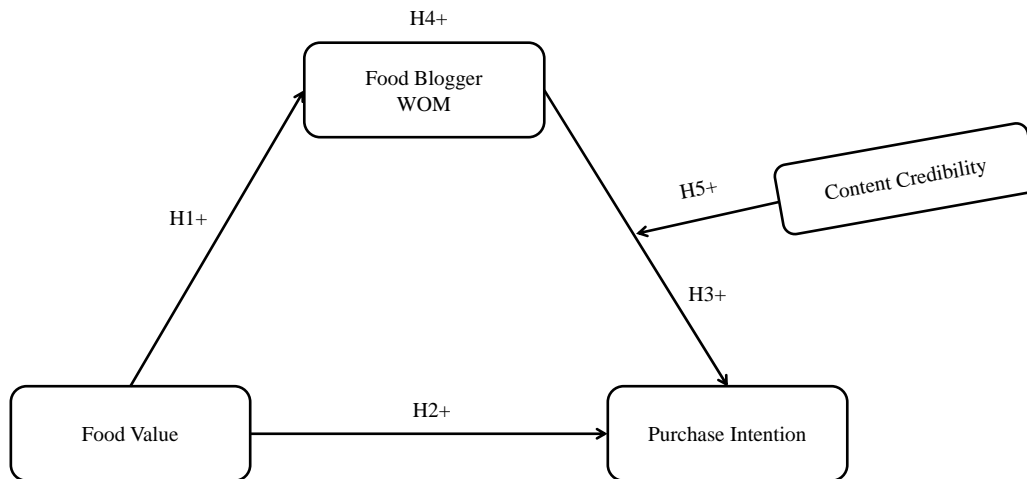


Figure 1. The conceptual framework

MATERIALS AND METHODS

1. Constructs measures

Their wide usage justifies these variables in the survey in previous literature. The food value variable was adopted from two studies (Lusk, 2011; Pérez-Villarreal et al., 2019), which used it to measure the perceived quality of food products. The bloggers' reviewers' variable was adopted from one study, which used it to measure the influence of bloggers on consumer purchase decisions. The content credibility variable was adopted from two studies (Lee et al., 2021), which used it to measure the trustworthiness of online content. Finally, the purchase intention variable was adopted from two studies (Diallo, 2012; Pérez-Villarreal et al., 2019), which used it to measure consumers' intentions to purchase a product or service. These variables have been widely used in previous literature and are valid and reliable measures of consumer behavior. Therefore, their use in this survey is justified as they comprehensively assess consumer attitudes towards food products and online content. Furthermore, these variables are likely to yield meaningful insights into how consumers make decisions about purchasing food products and engaging with online content.

2. The study context and data collection

For data collection, we translated the questionnaire from English into Arabic. The questionnaire was then given to a linguist for assessment before being distributed to customers of fast-food restaurants in Cairo, Egypt. We distributed the questionnaires for about three months, from June 2022 to August 2022. Egypt does not have a publicly available database or report on the number of fast-food restaurants (Helal, 2022). Hence, we employed convenience sampling to select respondents from fast-food restaurants. Convenient sampling is a non-probability method in which participants are selected for inclusion in the sample based on their accessibility (Winton and Sabol, 2021).

We asked the customers whether they follow food bloggers (i.e., do you always follow food bloggers?). Then, the participating customers were chosen because they had read or watched the food bloggers' reviews. We found almost 40% of fast-food restaurant customers follow the content of food blogger influencers. The customers participating in the study were told that it was voluntary work for research purposes. The questionnaire contains two parts; in the first part, the customer profile of the fast-food restaurant was presented. Part two contains a 5-point Likert scale used to rate all 25 study items (1 = "strongly disagree" to 5 = "strongly agree"). Four hundred and fifty questionnaires were distributed, and three hundred and fifty-four ($n = 354$) valid questionnaires were filled out, resulting in a response rate of 78.6%.

3. Data analysis

Amos software was utilized in the study to test the conceptual model using structural equation modeling (SEM). The minimum sample size needed for SEM analysis should be ten times as many items as examined (Floyd and Widaman, 1995). Accordingly, in this research (i.e., 25 items), four hundred and fifty questionnaires were distributed, and three hundred and fifty-four valid questionnaires were filled out. Four constructs with multiple-item scales were subjected to confirmatory factor analysis to see if the manifest variables matched the predicted latent variables (Hair et al., 2020). For each latent variable, Cronbach's alpha and composite reliability (CR) were used to evaluate the construct's reliability. The average variance extracted (AVE) was used to test the construct's convergent and discriminant validity. After the measures were verified, standardized path coefficients (β) were utilized to test the hypotheses (Hair et al., 2019). Additionally, this study used the Macro Process software's regression-based moderation analysis method, developed by Andrew (2018). Also, we used the Sobel test for the mediations analysis (Abu-Bader and Jones, 2021).

RESULTS

1. Sample profile

Table 1 shows that among the participants, there were 46.7% women, and 53.3% men. Only 22.6% of respondents were 40 years of age or older, while 77.4% of participants were between the ages of 18 and 39. This indicates that the sample

was primarily young people for more than one reason: First, the youth is more likely to be on the go and looking for a quick meal. Fast food restaurants are designed to provide a convenient and relatively inexpensive solution to this need (Helal, 2022). Another factor that fast-food restaurants target the youth is that they are more likely to be influenced by marketing campaigns. Fast-food restaurants often use appealing visuals and catchy slogans to draw in the youth (Doeim et al., 2022). Additionally, many fast-food restaurants offer discounts and deals to the youth demographic to further entice them. Finally, the youth is likelier to engage with social media platforms, food bloggers, and influencers (Lee et al., 2021). 53.7% of respondents held a bachelor's degree, compared to 26.8% who had just finished high school and 19.5% who had only finished their postgraduate studies. This result indicates that well-educated youth are more likely to be engaged with social media platforms, and food bloggers often have a strong presence (Cuomo et al., 2017). The percentages of respondents who were single, married, and married with children were 43.3%, 42%, and 14.7%, respectively.

Table 1. Sample profile

Characteristics	Descriptions	Statistics	(%)
Gender	Male	189	(53.3)
	Female	165	(46.7)
Age	18–28	124	(35)
	29–39	150	(42.4)
	40 or more	80	(22.6)
Education	Secondary school or below	95	(26.8)
	University degree	190	(53.7)
	Postgraduate (Diploma–Master – PhD.)	69	(19.5)
Marital status	Single	153	(43.3)
	Married	149	(42)
	Married with children	52	(14.7)

2. Measurement model

Table 2 displays the reliability test, or Cronbach's alpha, for each construct, examined between 0.793 to 0.983, over 0.70, demonstrating the dependability of all variables (Nunnally, 1978). The composite reliability of the constructs, which ranges from 0.830 to 0.927, demonstrates that all constructs have significant internal dependability (Hair et al., 2019). Every component with factor loadings greater than 0.50 was included in the structures (Hair et al., 2020). The AVE for each construct is greater than the squared correlations between the components in discriminant validity (Table 3) (Nunnally, 1978).

Table 2. Measuring model analysis

Constructs	Item-to-factor loadings	AVE	Composite reliability	Cronbach's alpha
Food value				
The food at this restaurant is appealing.	0.706	0.548	0.923	0.793
This restaurant's food is well-prepared.	0.751			
This restaurant's food has no negative environmental impact.	0.654			
This restaurant provides an equally standard.	0.760			
This restaurant's food has a certain level of naturalness.	0.856			
This restaurant food has a high nutritional value.	0.654			
This restaurant's food uses grown ingredients.	0.591			
The restaurant food is worth the price.	0.687			
This restaurant's food is healthy.	0.876			
This restaurant's food is delicious.	0.784			
This restaurant considers our eating habits.	0.687			
Food blogger WOM				
I follow food bloggers because of their advice and experience about my food consumption.	0.687	0.564	0.865	0.816
Food bloggers recommendations about foods influence my food consumption intentions.	0.870			
I follow the proposals of food bloggers	0.678			
Before selecting this restaurant, I search for food bloggers' reviews.	0.821			
It is possible to choose the restaurant to choose it after hearing food bloggers.	0.678			
Purchase intention				
Most likely, I will purchase food from this fast-food restaurant.	0.784	0.553	0.830	0.854
If I need food, I might purchase it from this fast-food restaurant.	0.841			
This fast-food restaurant offers items that I want to purchase.	0.678			
There is an excellent chance to think about purchasing from restaurants.	0.656			
Content credibility				
Food bloggers give accurate information.	0.891	0.719	0.927	0.893
Food bloggers give credible information.	0.875			
Food bloggers give crucial information.	0.784			
Food bloggers give insightful information.	0.895			
Food bloggers give relevant information.	0.786			

Various fit indices were used to assess how well the measurement model fit the data. The total model's chi-square is 199.185, and its degree of freedom is 89 ($p < 0.001$). As a result, the relative/normed chi-square (χ^2/df) values are 2.238. The adjusted goodness-of-fit value is 0.95, the value for the root means a square error of approximation (RMSEA) is 0.032, the goodness-of-fit value is 0.94, the comparative fit index value is 0.95, Tucker-Lewis Index (TLI) is 0.96, and the normed fit index is 0.94. Fit indices' findings showed that the model fit was satisfactory (Hair et al., 2020).

Table 3. Discriminant validity

Constructs	Food value	Food blogger WOM	Content credibility	Purchase intention
Food value	0.740			
Food blogger WOM	0.420	0.750		
Content credibility	0.341	0.340	0.847	
Purchase intention	0.332	0.421	0.450	0.743

3. Hypothesis testing

All direct hypotheses are supported by the path coefficient analysis, as seen in Table 4 and Figure 2. Food value positively affected bloggers' reviews ($\beta = 0.540$, $p < 0.000$). Also noteworthy are the significant effects that food value ($\beta = 0.322$, $p < 0.000$) and blogger reviews ($\beta = 0.469$, $p < 0.000$) had on customers' intentions to purchase. Further, blogger reviews mediated the relationship between food value and customers' intentions to purchase ($\beta = 0.465$, $p < 0.000$).

Further, the regression-based moderation analysis results show that content credibility positively moderates bloggers' reviews and purchase intention, H5 ($\beta = 0.469$, $p < 0.000$) (Table 5 and Figure 3).

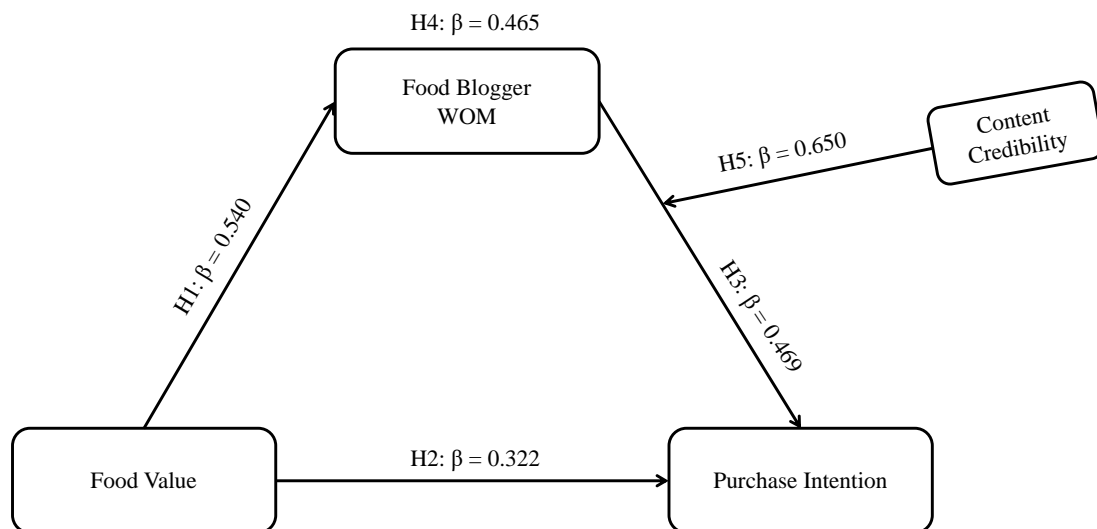


Figure 2. The structural model

Table 4. Direct effects and moderation analysis

Hypotheses	Direct Effects	Beta (β)	t-values	p-Value
H1	Food value \square Food blogger WOM	0.540	9.62	0.000***
H2	Food value \square Purchase intention	0.322	3.75	0.000***
H3	Food blogger WOM \square Purchase intention	0.469	7.92	0.000***
H5	Food blogger WOM \times Content Credibility \square Purchase intention	0.650	10.73	0.000***

Note: *Absolute t-value > 1.96 , $p < 0.05$; **Absolute t-value > 2.58 , $p < 0.01$; ***Absolute t-value > 3.29 , $p < 0.001$

Table 5. Indirect effect

Hypotheses	Indirect Effects	Beta (β)	Z-values	P-Value
H4	Food value \square Food blogger WOM \square Purchase intention	0.465	11.194	0.000***

Note: *Absolute Z-value > 1.96 , $p < 0.05$; **Absolute Z-value > 2.58 , $p < 0.01$; ***Absolute Z-value > 3.29 , $p < 0.001$

DISCUSSION AND IMPLICATIONS

1. Theoretical contribution

This study's findings contribute to developing the hospitality industry literature in various ways, including expanding the literature on TPB, customer value, particularly food value, and food bloggers. Technology advancements led to the emergence of food bloggers, whose content significantly impacted large fast-food restaurant customer segments (Vrontis et al., 2021). Thus, the factors influencing food bloggers' positive recommendations of fast-food restaurant products need to be investigated. Therefore, this study addresses a research gap by examining how food value affects food bloggers' positive reviews of fast-food restaurant products, influencing customers' purchasing intentions. Additionally,

we examine how customers' followers of food bloggers perceive the credibility of the content they provide regarding food value from fast-food restaurants and how this impacts their intention to make a purchase.

This study generating new knowledge by investigating the effect of the food value of fast-food restaurant products on food blogger reviews and customers' intentions to purchase. We found that the food value of fast-food restaurant products influences customers' intentions to purchase and positive reviews from food bloggers. This finding demonstrates how providing food values such as great taste, an attractive appearance, consistent food standards, healthy food, and a reasonable price positively impacts both food bloggers' reviews of restaurant products and customers' intentions to purchase. This outcome demonstrates the significance of food value in delivering what customers anticipate from restaurant food (Kang et al., 2015). Therefore, fast-food restaurant managers should consider providing customers with all the fundamental food values and describing them to reputable and well-respected food bloggers.

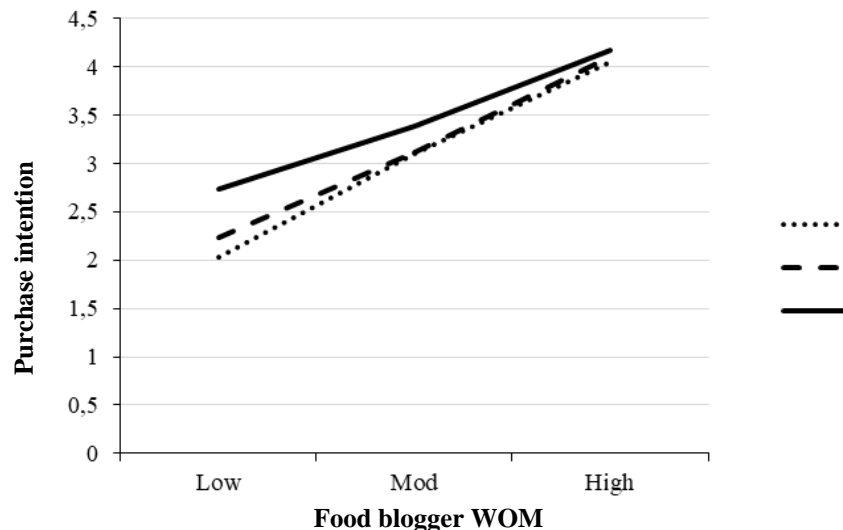


Figure 3. Interaction of content credibility and food blogger WOM on customers' purchase intentions

This study expands the hospitality literature by examining the mediating role of food bloggers' reviews on the relationship between the food value of fast-food restaurant products and customers' purchase intentions. The result of the Sobel test showed that food bloggers' reviews mediate a positive relationship between food value and customers' intentions to buy. This result shows that the influence of food bloggers and their complete understanding of the food value through their personal experience or the explanation of restaurant managers have an impact on how they present the advantages and benefits of the products of these restaurants. This influences the decisions of potential customers who follow the food bloggers to purchase. Femenia-Serra et al., 2022 confirmed that customers who follow food bloggers are influenced by their purchase decisions by their recommendations. Thus, it becomes clear to the managers of fast-food restaurants that there is an effective marketing trend through influencers of food bloggers that requires integration with them and providing them with sufficient information to deliver to the following customers (Zhou et al., 2021).

The most exciting contribution to the hospitality and TPB literature is that the credibility of food bloggers' content increases the relationship between food bloggers' reviews and customers' purchase intention (Figure 3). The accuracy, authenticity, and purposefulness of the information provided by food bloggers have been found to influence the purchasing decisions of their followers who frequent fast-food restaurants. Similarly, Zhou et al., 2021 discovered that customers' future decision-making heavily depends on the content's credibility. Thus, the importance of food bloggers' content information and its influence on consumers' restaurant dining choices becomes clear, as does customers' awareness of the credibility of food bloggers' influencers.

Theoretical discussions and empirical findings demonstrate this study's proposed paradigm's efficiency. This model demonstrated how the food value of fast-food restaurant products strongly influences customers' intention to purchase and the recommendations made by food bloggers. In addition, the role of food bloggers' reviews in mediating the relationship between the food value of fast-food restaurant products and customers' purchase intentions was established. The study model also emphasized the significance of the credibility of food bloggers' content in terms of enhancing followers' knowledge and influencing their intention to purchase from fast-food restaurants. Thus, by delving into the complex theory and practice of the proposed model, this model contributes to the growth of hospitality literature and the development of practical practices for fast-food restaurants.

2. Managerial implications

Managerially, this study has several practical implications; first, we found that food value directly affects purchase intentions and food bloggers' reviews. Therefore, we suggest that Egyptian restaurant managers increase the factors that increase the customer's perception of customer value. For instance, we recommend Egyptian restaurant managers consider biological determinants of food value (e.g., appetite and taste), economic determinants of food value (e.g.,

customer income and food availability), and the skills determinants of food value (e.g., staff education skills (e.g., cooking). These determinants help achieve high food value for the customers. Second, we found that food bloggers' reviews strongly affect food value and customer purchase intentions.

Therefore, the managers must follow all food bloggers and watch their content on social media, influencers, and promotions to make continuous improvements depending on their opinion. Managers may need to invite some food bloggers to try the restaurant experience. In this vein, the managers should provide the bloggers with all food value context and encourage them to deliver it to the potential customers. In other words, most bloggers focus on taste and avoid the determinant of food value (e.g., cooking skills, fresh food quality, etc.). Therefore, managers should deliver a strategy all for one and one for all to deliver all the food value content through the food bloggers.

Moreover, this study's results have vital implications regarding food bloggers' content. Currently, in the digital marketing world, we can find various contents without barriers, and customers can interact and intent effectively toward different food content. We found that the content credibility of bloggers plays a proper role in strengthening the purchase intention when the food has a high value. Therefore, restaurant managers should consider when they invite bloggers with highly positive reviews from their peers and customers. We also encourage managers to promote their food value through specialized food content creators to increase their credibility. For instance, bloggers famous for desserts food evaluation are more likely to be trusted by customers who want to try dessert meals than bloggers with other foods. Thus, the influence of food bloggers' content credibility could simultaneously be an added value for the food and customer perception.

3. Limitations and further research

This study is not without limitations, which are opportunities for future research. Firstly, this study investigated the influence of the food value of fast-food restaurant products on food bloggers' reviews and customer purchase intentions. Therefore, future research can study other factors influencing food bloggers' reviews, such as the fast-food restaurant's reputation (Serman and Sims, 2022). Also, future research can conduct interviews with food bloggers to understand the other factors that most influence customers' decisions to purchase from restaurants.

Secondly, because this study concentrated on the viewpoint of fast-food restaurant customers, future research can concentrate on figuring out the managers' perspectives using the proposed model. Thirdly, the target population of this study was fast-food restaurant customers. Future research has the potential to examine our paradigm in many sorts of restaurants and other hospitality businesses. Finally, previous studies have determined a significant difference in customer response to technology according to age (Hysa et al., 2021). Thus, there is an opportunity for future research to study the variance between the customers' age groups most affected by food bloggers' reviews.

Author Contributions

Conceptualization, F.M.A, K.G. and M.G.; methodology, H.M.A., M.Y.A. and M.A.E.S.; software, A.E.S., M.G. and M.A.E.S.; validation, K.G., F.M.A and H.M.A.; formal analysis, M.G., M.A.E.S. and M.Y.A.; investigation, H.M.A., K.G. and M.A.E.S.; resources, M.Y.A., A.E.S. and F.M.A; data curation, M.G., A.E.S. and M.G.; writing - original draft preparation, H.M.A., F.M.A and K.G.; writing - review and editing, M.Y.A., M.A.E.S. and A.E.S.; visualization, F.M.A, M.G. and M.Y.A.; supervision, K.G., H.M.A. and M.Y.A.; project administration, A.E.S., M.A.E.S. and K.G.; funding acquisition, F.M.A, H.M.A. and A.E.S.. All authors have read and agreed to the published version of the manuscript.

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