

## EVALUATING THE INFLUENCE OF GEO-TARGETED ADVERTISING ON PURCHASE INTENTION IN SPORT TOURISM: TRUST AS A KEY MEDIATOR IN F&B MOBILE APPLICATIONS

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**Abstract:** This research aims to comprehensively examine how Location-Based Advertising (LBA) significantly affects the purchase intention within the dynamic sports tourism sector in Egypt, specifically focusing on the critical role of domestic sport tourists and active event attendees. It places a pivotal emphasis on analyzing the role of trust in mobile applications, investigating how it functions as a crucial mediator between digital advertising traits and traveler decision-making. Driven by Thaler's Utility Theory and the Technology Acceptance Model (TAM), the study evaluates core dimensions including personalization, perceived utility, and current location relevance. The study was conducted using a robust quantitative approach, involving a detailed questionnaire survey of Egyptian mobile users to ensure representative empirical data. The gathered information was rigorously analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) to capture complex direct and indirect relationship patterns. Furthermore, a comparative case study of two major mobile commerce applications—Talabat and Breadfast—was integrated to contextualize the commercial findings within the food and beverage delivery sector. The empirical research results demonstrate that the influence of LBA on booking intention exhibits an asymmetric nature across different platform models. For the Talabat model, LBA and all its core sub-dimensions (personalization, utility, and current location) exert a positive and significant impact on purchase intention, with trust acting as a complete mediator. Conversely, the Breadfast model reveals a significant negative direct effect on purchase intention, displaying a competitive partial mediation or suppression effect where trust acts as a vital buffer against user privacy concerns and perceived intrusiveness. These outcomes offer digital marketers and platform creators the necessary managerial tools and strategic insights to implement consent-based, localized LBA frameworks. Ultimately, such strategies must carefully balance personalization with privacy calculus to actively foster consumer brand trust and sustainable user engagement in the evolving sports tourism market of the future.

**Keywords:** Sport Tourism, Geo-Targeted Advertising, Location-Based Advertising, Trust, Purchase Intention, Personalization, Perceived Utility, Current Location

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### INTRODUCTION

Location-Based Advertising (LBA) is an incredible leap forward in the world of digital marketing which allows brands to send out highly targeted, timely ads that reach customers based on their physical location and hence, leads to a higher buying desire. Even though it has proved to be a very effective marketing tool, still the skepticism of the consumers along with the fear of an invasion of privacy tend to be major hindrances to the wider acceptance of LBA (Kurtz et al., 2022).

Studies from the past have shown that the customer's purchase intention in the LBA settings is largely determined by the extent to which the customer has a positive attitude towards LBA and the degree to which they are willing to give out their personal data (Huo et al., 2022). Advancements in technology like Artificial Intelligence (AI) and the Internet of Things (IoT) have further revolutionized LBA by providing accurate data for analyzing customer behavior and delivering spot-on marketing

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messages that drive traffic to the shops as well as buying behavior (Cheng et al., 2023). Purchase intention is considered as the most important factor that leads to consumer behavior and brand loyalty and is influenced by elements such as online consumer reviews, the ethicality of business practices, and the level of consumer interaction (Verma, 2021; Gong et al., 2023).

Apart from the fact that the overall effectiveness of LBA is at stake, contextual relevance, especially timing and location can greatly affect consumer attitudes and therefore, their level of engagement (Cheng et al., 2023). Additionally, when it comes to LBA, trust is the most important factor that is why even brands that consumers do not trust very much prefer LBA over traditional advertising because it helps reduce privacy concern issues, increases emotional involvement and therefore intensifies consumers' eagerness to carry out the desired behavior, which in turn, increases purchase intention and brand loyalty (Jung & Heo, 2022; Shieh et al., 2025; Le et al., 2024). While Talabat and Breadfast are primarily recognized as general food and grocery delivery platforms, they serve as critical digital infrastructure for the burgeoning sport tourism sector in Egypt. Sport tourists - comprising athletes, support teams, and spectators often operate in dynamic environments such as crowded stadiums, sports clubs, and fan zones. In these high-density settings, both international and domestic sport tourists rely on Location-Based Advertising (LBA) to identify the nearest reliable food delivery points to their specific seats or gates, minimizing missed game time. In the context of this study, sport tourism is broadly defined to encompass both international visitors and domestic travelers (including students and local fans) who travel to attend sports event. Consequently, they heavily rely on established mobile applications to secure reliable, safe, and timely nutrition, particularly during high-demand events. In this context, Location-Based Advertising (LBA) acts as a pivotal 'digital concierge,' connecting sport tourists with nearby food and beverage (F&B) providers based on their real-time location (e.g., stadiums, training camps, or hotels). As the dominant market leaders, with Talabat serving millions of users across the region and Breadfast representing a growing local alternative, these platforms represent the primary interface through which sport tourists consume F&B services in Egypt.

Therefore, evaluating user trust and purchase intention within these apps provides a direct window into the digital consumption behaviors of the modern sport tourist. Comparing delivery platforms draw attention to how the technology, scale, and marketing approaches lead different ways to deliver location-based ads effectively. Higher-end tech can boost targeting and reach, but local approaches and consumer trust also influence purchase intentions quite significantly. Familiarity with these aspects lays down the base for studying the effects of LBA on customer behavior in the developing markets.

### **Theoretical Background**

**Purchase Intention** Individuals' introspection to share their personal data with others is mainly dependent on the perceived benefits and risks of the situation which are induced by factors like the quality of the setting (Aggarwal et al., 2024) points out that continuous intention, which denotes a user's long-term relationship with an application or service, is considered the main source from which actual behavior is derived. Use intention and content relevance together have a great influence on advertising effectiveness (Lin & Bautista, 2020). What is more, ads might arouse the consumers' emotions, and this, in turn, may bring about the increase of the purchasing probability (Le & Wang, 2022). Social support in a form of peer influence and shared opinions has a very strong power not only to change users' perceptions but also their purchasing behavior. As to Location-Based Advertising (LBA), its contextual convenience not just makes information access easy but also has the impact on the decision of the usage (Lin & Bautista, 2020). Indeed, it is the strongest evidence of the LBA's pivotal role in the consumer behavior field (Le & Wang, 2021) Decisions of effective purchases are those decisions which are done as a result of well-structured planning which ultimately brings about the diminishment of uncertainty and risk.

On the other hand, consumers can simulate the behavior of risk takers who are not willing to regret the missed opportunities and thus, they make immediate purchasing decisions (Le & Wang, 2021). To prevent this and at the same time to empower the consumer's illusion of being right, LBA offering customers a chance to filter ads according to their individual preferences can be an excellent method of gaining trust and expanding the intention to purchase. Likewise, various internal motivators, for instance, enjoyment or personalization, along with some external motivators, like utility or promotions, can very much influence users to access location-based mobile advertising services (Lin & Bautista, 2020).

Furthermore, the likes of time convenience, interactivity, compatibility, and ease of use may not only influence users' decisions to embrace mobile LBA retail applications but also their commitment and buying behavior. The most recent research underlines an extremely strong and positive correlation between consumer-perceived value of Location-Based Advertising (LBA) and their subsequent conduct. The path to purchase, particularly for the physical retail stores, might serve as a means of sudden or impulse purchasing behaviors induction that, in turn, make the advertising more efficient. The efficiency is extended further if the ads are both personalized and location-specific, thus making it possible for them to not only increase consumers' engagement but also their intention to use the brand (Kurtz et al., 2022). Social influence is also a significant factor, as consumers tend to buy brands which not only correspond to the group identity but also their personal (Huo et al., 2022).

While the importance of digital advertising is continuously rising, only a handful of empirical studies that focus on the effects of LBA on buying decisions have been done, particularly in the food and beverage industry for emerging markets.

In addition, only a handful of researches have investigated the combined effects of personalization, perceived utility, and current, thus pointing to a significant gap that the present study intends to uncover.

### **Trust**

Location-Based Advertising (LBA) that matches marketing content to mobile users based on their geographic location has been evidenced to improve marketing performance. However, consumer distrust, privacy concerns, and perceived intrusiveness are still the major hurdles that limit its acceptance (Aggarwal et al., 2023). To address these

issues, Shieh et al., 2025 conducted a study to figure out the effect of LBA filtering mechanisms on user behavior. The authors carried out two-field experiments in a smart retail environment with 360 consumers, the findings of the study revealed that filtered LBA considerably enhances behavioral intentions by lessening psychological distance and elevating consumer trust. The influence of the mechanisms was mainly among consumers with prevention focus or a planned purchase intention. Besides that, findings from the study also indicate that proximity to a location can enhance brand identification and engagement since consumers increasingly want to receive ads of local businesses that contribute to their feeling of community. However, LBA is still confronted with skepticism because of issues related to data tracking and message overload, thus requiring privacy-preserving and preference-sensitive ad delivery systems (Cheng et al., 2023). Trust is a main factor that governs consumer behavior in decision-making situations. It is very important in the case of Location-Based Advertising (LBA) where the sensitivity of data increases the perception of risk. Based on the belief that a service provider will act in the consumer's best interest and deliver satisfactory outcomes, trust has been found through empirical research to LBA and broader Location-Based services (Le et al., 2024) to be a strong driver of attitudes and usage intentions. Moreover, trust has also been linked to the enhancement of purchase intentions in both traditional and digital retail environments (Cheng et al., 2023). Recent research highlights the importance of LBA (location-based advertising) system architecture in gaining user's trust, in particular, trust can be increased by allowing users to filter LBAs and thus to control the kinds of advertisements that they receive. (Schade et al., 2018) argues that advertising value and privacy concerns are the main factors leading to LBA acceptance and that brand trust and privacy self-efficacy can noticeably alleviate consumer privacy worries. Trust in brands is multi-layered and includes general brand trust as well as specific trust dimensions, both of which have a significant impact on consumer behavior towards digital advertising formats such as Location-Based Advertising (LBA). Trust has been shown to be the mediator of the main relationships in consumer behavior. As an example, Jung & Heo, 2022 argued that risk perception and trust mediate the impact of mobile phone affinity on LBA usage intention and thus, trust serves as a crucial linking element in the digital environment. In the same way (Jung & Heo, 2022) proved that media affinity and perceived trust and risk mediate the effect of mobile use motives on LBA adoption. The intention to reveal personal information is likewise closely linked with affective trust, which stressed in the social media engagement context.

Local brand advertising (LBA) is a scenario where brands that have a strong and clear image in the minds of consumers can communicate content that is seen as trustworthy, thus, influencing patronage intention in a positive way (Gazley et al., 2015). Nevertheless, there is still a question about how much consumers actually trust LBA content. As digital marketing strategies are evolving, one of the evolutions is meme marketing, which means brands use funny or viral social media memes to get people's attention and increase the number of people that are engaged.

Muhammad et al., 2022 argue that in comparison to traditional digital content, such strategies frequently achieve higher interaction rates, although the influence on trust and buying behavior is still to be studied. Together, these findings point to the issue of how difficult it is to establish trust in digital advertising when there are still concern about privacy, brand image and media formats being different but at the same time converging one into another Trust has been identified as one of the major factors that influence consumers' behavioral intentions towards digital advertising. This is very obvious in the case of emerging modalities like in-app ads, AI-generated content, and User-Generated Content (UGC). When users trust advertisements, they become more receptive and engaged with the brand's offerings. Unfortunately, research on trust specifically as a factor leading to engagement with newly formats such as AI-generated ads and memes is still very limited (Ratta et al., 2024).

However, there are instances where AI-generated pictures were considered just as effective as real ones. Along with using the Theory of Planned Behavior (Ratta et al., 2024) also demonstrated that an individual's propensity to trust plays a pivotal role in shaping their trust in in-app advertising, which subsequently impacts their attitudes and behavioral responses. Apart from AI, trust has been at the center of the online shopping loyalty which has been especially true for the younger generation of consumers. It is also very important as a mediator between perceived ease of use and behavioral control in social media transactions (Cheung & To, 2017) pointed out that not only does trust facilitates consumer recall, but also it positively changes the attitudes of people towards mobile ads. In a food retail setting with emphasis on organic private labels, image and trust of the store are major factors that lead to the intention of buying.

Moreover, trust is very closely associated with risk perception such that an increase in trust leads to a decrease in perceived uncertainty and a higher sense of purchase confidence (Konuk, 2018). The gendered viewpoints also indicate that the purchasing decisions of women are mostly influenced by trust to a great extent, product attitude, and their level of awareness (Handriana et al., 2021). Trust, according to (Aljukhadar et al., 2010) remains the most significant factor that not only affects consumer attitudes but also their intention to purchase. Prior empirical investigations have consistently pinpointed the significance of trust in directly or indirectly, through mediating variables, influencing consumer purchase intentions. Conglomerate of social exchange theory, the theory of reasoned action and the theory of planned behavior, trust is considered as that element that connects consumers' beliefs, perceptions, and emotional evaluations of a brand or product with their behavioral outcomes (Lu et al., 2016).

For instance, point out that trust indirectly affects purchase intentions by leading the way for consumer attitudes. Several other researchers argue that trust is the mediating factor between the quality of the website and online purchase behavior and that it occupies a vital position in gaining consumer trust in e-commerce platforms through providing highly informative and credible content (Aljukhadar et al., 2010). Online review's effectiveness and social factors like support or skepticism that are also at play in this trust to intention pathway, modulate, too (Lu et al., 2016).

Besides, on the path of digital commerce, trust beliefs do not only create a necessity for purchase intentions but also hold a positive correlation with loyalty and future buying behavior. Credibility and benevolence are two main features through which trust is usually understood and both contribute to the facilitation of consumer commitment, especially as a result of personalized advertising (Aljukhadar et al., 2010). With the wide acknowledgment of trust's role, only a few have considered how trust interacts with LBA to influence purchase intentions of consumers in emerging markets like Egypt.

Moreover, the trust in LBA is still a puzzle which eventually gets solved when it is seen as a changing entity caused by filtering mechanisms, privacy perceptions, and emotional responses.

This research is committed to closing this empirical void by being explicit in the way it represents trust as a mediator in the interaction between LBA and purchase intention in the context of a developing country.

### **Location-Based advertising**

The success of Location-Based Advertising (LBA) relies heavily on the two factors that are relevance and timing. According to the research by (Le & Wang, 2022), the consumers' perception of location relevance and timing significantly influence their attitudes towards LBA. As users find LBA more entertaining and informative, their feeling of irritation becomes less, which in turn advertising effectiveness gets higher (Lin & Bautista, 2020). This corresponds to the results that have been found that well-designed, positive emotional experiences and carefully chosen information can lessen consumer annoyance. In order to relieve the privacy issues that are usually aggravated by the pushing of intrusive LBA (Limpf & Voorveld, 2015) suggest a pull-based model that gives users the power to change ad settings such as opt-in preferences and content reporting. The orientation to such users and the transparency of the information are very important for continuance intention and consumer trust to be improved. Also, positive mobile advertising (m-ads) attitudes can be strengthened through prior permission, thus emphasizing the role of consent-based targeting (Schade et al., 2018).

Besides that, the online shopping research indicates a close positive relationship between user attitudes and their purchase intentions, especially among the consumers who are willing to disclose their personal and location-based data. The perceived quality of the location context plays a decisive role in this willingness since users consider the advantages of personalization against possible privacy risks (Zhou, 2011). On the other hand, Location-Based Advertising (LBA) has been a hot topic in the developed markets, but there are still few thorough empirical studies on its effectiveness in emerging economies. Personalization is one of the major factors behind the success of LBA, which, according to the findings, can significantly influence the user's attitude and behavioral intention that privacy is the less important issue (Lee, 2021).

Nevertheless, personalization is a two-sided issue: while it can give users such benefits as location-specific promotions and help user-engagement, it can provoke privacy concerns, financial vulnerability issues, and the feeling that the user is being intruded upon (Zhou, 2011). Initial studies have pointed out that consumers are more willing to use pull-based LBA because it gives them control and relevance, thus usage intention will be higher than when an intrusive push-based approach is used (Xu et al., 2009). Even though the positive causal relationship between user attitudes and purchase intention in LBA is acknowledged, the conditioning effects of constructs such as irritation and perceived credibility on this relationship are still a mystery (Le & Wang, 2022). Users willingness to reveal their personally identifiable information is predicated on their deliberation of the pros and cons of divulging such information, particularly in the mobile setting where the location context plays the leading role (Cheng et al., 2021). More to the point, LBA is the only one instrument that has the potential to attract the attention of consumers at the moment of the purchase in that it is possible to exploit time and space for the purpose of encouraging consumers to carry out unplanned purchases.

Nevertheless, the interaction of personalization, timing, location relevance, and user trust in markets like Egypt, where digital literacy and privacy awareness, are still at the nascent stage, need to be empirically tested further. The gap that this research is aimed at filling is how the core features of LBA influence user behavior in the food and beverage sector of Egypt, where mobile marketing is getting popular but is still at its infancy from a research perspective.

## **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### **Location-Based Advertising and purchase intention**

Location-Based Advertising LBA, a significant element of Location-Based Services LBS, relies on location-based technologies to provide ads that match the physical closeness of users. A study indicates that trust from the consumer and the perception of LBA as informative greatly contribute to its acceptance and continuation of use (Le, 2021). The success of LBA depends to a great extent on the rectitude of the time and place chosen for it, with freshly and context-aware ads having a positive impact on the views of the users towards them (Le & Wang, 2022). Though, objections to privacy and a feeling of being tracked may be the reasons for location tracking to be handled in a balanced way, where personalization is at the same level as the consumer's preference for relevance (Bernritter et al., 2021). Buyers become willing to accept LBA when it is consistent with their requirements or past actions and in situations when they expect positive results like ease or customized offers (Liu & Seese, 2022). Such results do not only lead to a positive perception of LBA but have also an impact on the purchasing decisions (Cheng et al., 2023). The fashion industry has been pointed out as the biggest market segment for LBA in which benefits mainly come from personalized, targeted messaging that can be instrumental in reducing the abandoning of the shopping basket, increasing customer satisfaction, and strengthening brand loyalty (Khan et al., 2022). The current research also points to how LBA, through filtering, consumer-focused design, and intention-based features, can influence psychological distance, trust, and finally purchasing behavior (Bernritter et al., 2021). The scholars differentiate acquisition utility as the value gained in relation to the cost and transaction utility as the psychological

pleasure obtained from the purchase in providing the rationalization of consumer decisions (Lichtenstein et al., 1993). Perceived value as the consumer's assessment of product benefits in relation to price and quality continues being the core factor deciding marketing success. Marketers are progressively using location-based technologies to execute geographically and personally relevant advertising thereby making Location-Based Advertising LBA a potent means of improving consumer engagement, brand recall, and purchase intention (Bernritter et al., 2021).

LBA has been linked with a range of beneficial outputs such as increased discount redemption, brand loyalty, and favorable attitudes toward advertising (Kim et al., 2019). Due to the widespread use of mobile and location-tracking technologies, LB are is a means for advertisers to reach consumers in certain locations thus ridding traditional media of its shortcoming that is delivering irrelevant messages at inconvenient times (Agina et al., 2025).

Local retailers are especially the ones who gain from LBA's capability of driving the foot traffic and real-time promotions to nearby consumers thus raising the possibilities of in-store buying (Lin & Bautista, 2020). Nevertheless, although LBA enhances advertising relevancy, it could trigger negative emotions if considered as intrusive (Le & Wang 2022; Batarfi et al., 2025). Focus has been placed on studies that reveal location congruity and timely delivery as the major determinants both of consumer attitudes and their behavioral responses like the increased number of store visits and brand usage intentions (Kurtz et al., 2022). Personalization is about sending ads to the right people by using their personal details, which includes the modification of the content by means of data like demographic information, previous buying behavior, and browsing history (Gong et al., 2023). Investing in wireless devices and positioning technologies can really pay off for advertisers if they are looking to attract customers by providing them with social as well as location-specific information (Lin & Bautista, 2020). Supported by consumer preferences and situational factors, advertisers are capable of delivering personalized ads at the right moment, in the relevant setting, and with the suitable content (Alvarado-Karste & Guzmán, 2020). These customized ads do not only let the consumers feel that the content fits their needs but also moves them towards more informed purchase intents (Gong et al., 2023). The specially tailored campaign sends the messages that hit the target deeper, thus creating a more immersive experience and the customer developing a stronger intention to engage. Personalization is at the core in pushing customer loyalty and it needs the abandonment of the standard approach.

When customers see that a company is aware of their singular needs, total satisfaction is likely to go up. By personalizing advertisements to certain people based on attributes like age, location, purchasing history, and online activity, advertisers are able to come up with more relevant and engaging experiences (Khasawneh et al., 2023; Gong et al., 2023).

In an online setting, purchase intention is a consumer's willingness and desire to buy products or services via the internet, thus being a part of an active consideration or plan to finalize the transaction (Verma, 2021).

Besides that, preference and engagement work as a kind of reinforcement of this effect. Customized and location-fitting ads also boost self-congruity thus enabling the consumer to develop stronger emotional ties with the brand and usage intention increases (Hermanto et al., 2023). This trust emphasized in LBA and its impact on consumer behavior is one of the many roles trusts has unfolded by the conjunction of careful system design, consumer privacy handling, and consumer self-concept alignment. Perceived utility has an important role in the increase of purchase intention. It is about the degree to which a consumer thinks a product or service will be functionally beneficial to him/her and will improve his/her performance or well-being. Research based on the Technology Acceptance Model (TAM) and various empirical studies across different fields indicate that greater perceived utility results in a more positive attitude toward the product, increased trust and satisfaction, and eventual purchase by the consumer. The magnitude of this relationship is determined by such factors as the nature of the product, cultural differences, and consumer involvement (Gong et al., 2023).

This research is about how factors such as consumers' LBA as a testing factor and their purchase intention are related. Evidence suggests that a closer location to a store or product lowers the psychological distance and makes the temporality and the context of the ads more relevant, thus increasing the chances of a purchase. The major mechanisms that influence the effect are the impact of spatial proximity, real-time contextual relevance, and appropriate message timing.

On-the-ground proof shows that people who are physically close to the targeted areas have greater purchase intentions which are influenced by factors like attitudes toward LBA, perceived utility, and less cognitive load. Among the moderating factors are consumer characteristics, technology, e.g., GPS and beacon, geotargeting strategies, and the competitive or the temporal context (Le et al., 2024). The findings highlight the importance of privacy, message timing, and targeting radius management for maximizing advertising effectiveness.

Therefore, the following hypotheses are being suggested to explore the role of perceived utility and the consumers' current location as the key factors that influence the relationship between LBAs and purchase intention (Figure 1).

**H1:** Location-Based Advertising has a positive impact on purchase.

**H1a:** Personalization has a positive impact on purchase intention.

**H1b:** Perceived utility has a positive impact on purchase intention.

**H1c:** Current location has a positive impact on purchase intention.

### **Location Based Advertising on Trust**

Research shows that mobile advertising has problems related to losing the trust and commitment of the customers (Cheng et al., 2023). In particular, data privacy, ad relevance, and security issues can make consumers so cautious that they become reluctant to interact with mobile ads. The scholars proclaim that the success of mobile advertising is mostly dependent on the trust of the customers because trust is the main factor that leads to increase in purchase intention (Shankar et al., 2003). Trust and worthiness are the two main elements that can lead to the buying of products, whereby trust can be explained as the

customer's faith that the other party in the exchange will undertake actions that are of great importance and will bring good results to the customers thus leading to increase in purchase intention in targeted advertising (Cheng et al., 2023).

**H2:** Location Based Advertising has a positive impact on Trust

### Trust and Purchase Intention

Recent research demonstrates that perceived trust is firmly and positively correlated with purchase intentions in the e-commerce sector (Thamanda et al., 2024). Moreover, confidence plays a key role as a mediator that connects the different antecedents with purchase intention. For example, in the social commerce sector, confidence is the only or one of the mediators that link platform quality, review content, and purchase intention (Cheng et al., 2023). In the same way, confidence bridges the effect of perceived risk, security, and privacy on the purchase of green products, thus indicating that it is engaged in the process of lessening the feeling of uncertainty and risk in the case of a high-involvement choice. As per the Technology Acceptance Model, trust is considered as a factor from outside that makes the device seem more useful and the process easier, thus the final decision to buy is affected in the case of online banking and social commerce platforms. Made to the Theory of Planned Behavior, changes in the form include trust as the additional factor that goes along with attitude and subjective norms and significantly increases the explanatory power of purchase intention models not only in the case of buying organic food, but also the use of mobile payment, among others (Chamboko-Mpotaringa & Tichaawa, 2023). Research based on the Expectation Confirmation Theory reveals that trust after the purchase, which is developed through meeting customer's expectations, is the most important predictor of the next purchase intention, thus forming the basis for a long-term relationship between consumer and brand (Cheng et al., 2023).

**H3:** Trust has a positive impact on Purchase Intention.

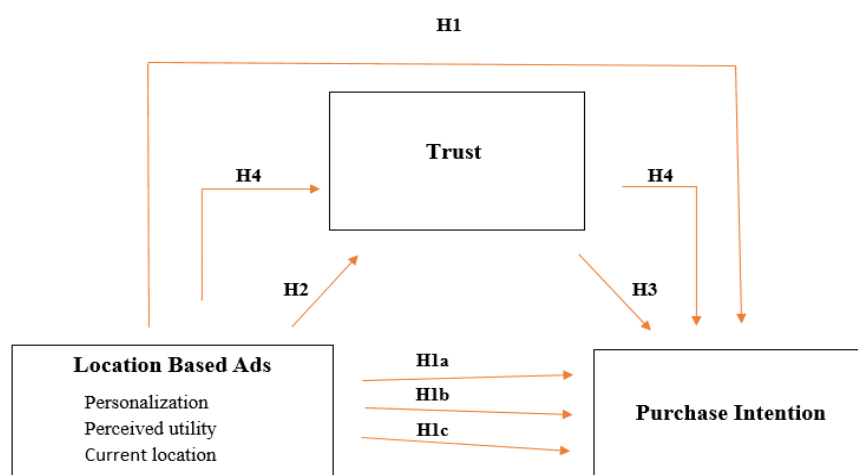


Figure 1. Research Model (Source: Constructed by authors)

### Location-Based Advertising on Purchase Intention through Trust

In various research works, Location-Based Advertising (LBA) has been mentioned as one of the most influential factors of different stages of purchase intention that include inquiry, purchasing, recommending where trust plays the main role of the mediator (Le et al., 2024). According to the definition given by Kotler, purchase intention is a reflection of a consumer's behavioral pattern when he/she shows interest in the acquisition of a particular product or service (Kim et al., 2019). One of the most significant pieces of research in this regard has discovered that consumers are more inclined to trust self-selected and personalized advertisements and as a result of this, they view such ads positively and therefore enhance their overall engagement with LBA (Le et al., 2024). LBA not only helps to lower psychological distance but also makes the offer more tangible so that users can feel trust which consequently increases the user's willingness to purchase (Fang et al., 2011). Moreover, sales propositions in LBA like the offer of a discount or a free gift are considered the major factors that motivate the consumers to react emotionally and thus their purchase intention gets strengthened (Le & Wang, 2022; Kim et al., 2019.). Contrarily, the issue of ad over-saturation may cause a reverse effect in which the consumer perceives the advertisement as being intrusive and thus his/her trust towards the provider and the message diminishes (Shieh et al., 2025). Trust is not only a factor that leads to participation but also it lessens the feeling of regret and uncertainty and therefore, it improves consumers; decision-making (Earp & Trafimow 2015). Thanks to mobile devices' mobility and instant nature, consumers are able to confirm the truth of the ad right there and then, which leads to the strengthening of the connection between LBA credibility and buying behavior (Xu et al., 2009). From the analysis of the literature above, we can formulate the following hypotheses:

**H4:** Trust mediates the impact of location-based advertising on purchase intention.

While numerous experiments have been conducted on the influence of LBA in changing consumer behavior, only a handful of them have focused on trust as a mediator that affects the level of trust within the context of mobile food delivery applications in emerging markets such as Egypt. Moreover, scant study has considered the possibility that various LBA tactics chosen by local platforms like Talabat vs. Breadfast might result differently in consumer trust and purchase intent. This research, by incorporating trust into the LBA-purchase intention relationship, is a step forward towards understanding

the effectiveness of digital marketing in a more nuanced way in mobile contexts that are location-driven. We examine the two companies in the market to figure out the real-world impact of our hypotheses better.

### **Contextual Background: Talabat vs. Breakfast**

Egypt's online food and grocery delivery market has gone through a major transformation in recent years, mainly due to the widespread use of mobile technologies and consumer demand for convenience. The two platforms Talabat and Breakfast, operating within this ecosystem, exhibit different tactics in their use of location-based advertising (LBA). Talabat, which has a user base of more than 6 million, implements a hyperlocal, data-driven LBA strategy that is very efficient and is carried out through such channels as Google Ads and Apple Search Ads. The main objective is to increase user engagement and brand. On the other hand, Breakfast, which is a small niche that has around 300,000 users, LBA is used somewhat sparingly, mainly for supporting logistics and delivery accuracy rather than direct customer acquisition, and only 3% of its marketing budget is allocated to advertising. These opposite tactics reveal the multifunctionality of LBA in mobile commerce; LBA is used as a tool for performance marketing by Talabat, while Breakfast exploits it to improve operational efficiency and to gain the trust of the customers by giving them the correct service on time. The comparison here sets the stage for a deeper understanding of how different LBA implementations can influence consumer trust and purchase intention, especially in emerging markets, where consumer expectations and privacy concerns are still at the nascent stage.

## **METHODOLOGY**

### **Research Instrument**

This research adopted a quantitative approach, which is a method of gathering and analyzing numerical data to explain, predict, or verify hypotheses. Such data is often subjected to statistical analysis and must be in measurable units if conclusions are to be drawn. Hence, the study is objective and can be replicated. Data was collected through a survey of 627 people. The researchers considered a questionnaire as the best instrument for the data collection process in order to analyze the relationships in the model of their research. The participants' answers were evaluated on a five-point Likert scale (5 Strongly Agree and 1 Strongly Disagree). The scales for measuring the variables are taken from the existing research and modified to be more appropriate for the Arabic-speaking population. Location-based advertising is the independent variable. Trust is the mediator, and purchase intention is the dependent variable.

### **Analysis**

The study first gathered data through questionnaires and then carried out the partial least squares structural equation modeling (PLS-SEM) procedure to address the issue of the data's non-normality. The research employed PLS-SEM as it could meet the minimal sample size requirements and deal with non-normal data efficiently, thus making it especially suitable for an exploratory research. Besides, it is quite appropriate to analyze complex models with the mediating factor like trust. The use of PLS-SEM here is justified by the need to evaluate the indirect effects via the mediation in the presence of non-normal data distributions so that reliability under the exploratory condition can be achieved.

Validity and reliability of the measurement model were confirmed through an in-depth study. The set of indicators provided discriminant and convergent validity which was checked by cross-loadings, Composite Reliability, Cronbach's Alpha, Average Variance Extracted (AVE), and Fornell-Larcker criterion. Besides, the collinearity among formative indicators was examined by the variance inflation factor (VIF) to guarantee good measurement integrity.

### **Sample profile**

In total, 627 survey responses were used in the analysis collected from the learners to test the pre-determined hypothesis. According to the descriptive analysis for demographic variables, the results illustrate that the majority of the sample is female with (57.9%) while males accounts for only (42.1%). As for the age, the results show that the age of the majority is ranging between (18-24) years old with (50.4%) followed by the age (25-34) years old (32.2%).

The researchers employed the convenience sampling technique, a non-probability sampling approach to be able to quickly sample (and more importantly, as quickly and efficiently possible) participants who were accessible and willing to participate through the researchers applied process of elimination. The researchers were pressed for time and resources, which often leads to convenience sampling because they were trying to collect data from a different sample because it was as simple as the convenience of accessing people, like students on the campus of a university or customers in a local business.

University students were specifically targeted as they represent a significant segment of domestic sport tourists and active event attendees in Egypt. This demographic frequently travels between governorates to attend matches, tournaments, and training camps, making them high-frequency users of LBA services for dining and logistics during these sport-related travels.

### **Breakfast Model**

#### **The Measurement Model**

The measurement model exhibits robust internal reliability and validity, as illustrated in Table 1 for the Breakfast model. All Cronbach's alpha values are approximately equal to or exceed the 0.7 threshold. Moreover, every Composite Reliability (CR) value is approximately equal to or greater than 0.8. The rho\_A values for all latent variables are strictly less than 1, while each Average Variance Extracted (AVE) value reported in Table 1 is higher than the recommended 0.5 benchmark. The square root of the AVE values is compared to the latent variable correlations in the Fornell-Larcker discriminant validity criterion. Table 1 shows that, in accordance with the Fornell-Larcker criterion, the square roots of the

AVE for each construct (which indicates convergent validity) are greater than their greatest correlation value with any other construct. There are no cross loadings displayed in Table 2, and loadings are around 0.7.

Additionally, Table 2 indicates that VIF proves that none of the measures are greater than ten. The main diagonal in Table 1 meet the Fornell-Larchker discriminant validity requirement because they are greater than their greatest correlation value with any other notion. The model's convergent and discriminant validity are confirmed by the absence of cross loadings and well-loaded dimensions on their constructs, with 0.07 being the lowest loading.

Table 1. Latent variables correlation, reliability and validity

	Location Based Ads	Trust	Purchase Intention
Location Based Ads	1		
Trust	-.839	1	
Purchase Intention	-.822	.803	1
Cronbach's Alpha >0.7	.673	.656	.684
Rho_A < 1	.946	.886	.783
Composite Reliability > 0.8	.805	.762	.714
Average Variance Extracted (AVE) > 0.5	.565	.547	.520

Table 2. Variables Loadings, VIF

	Location Based Ads	Trust	Purchase Intention	VIF
L1	0.906			5.168
L2	-0.680			3.514
L3	0.880			6.320
L4	0.920			7.881
P1	0.898			7.472
P2	0.752			8.288
P3	-0.659			4.347
PInt1		-0.648		3.781
PInt2		0.326		1.111
PInt3		0.679		5.415
PInt4		0.292		3.399
PInt5		0.873		4.255
PInt6		0.828		2.227
PU1	0.206			9.042
PU2	0.943			7.806
PU3	0.071			8.205
TI1			0.773	2.530
TI2			0.776	3.829
TI3			-0.370	2.073
TI4			0.822	3.459
TP1			0.845	3.903
TP2			0.894	5.739
TP3			-0.549	4.039

### Structural Model

The significance and direction of the hypothesized relationships were tested using the bootstrap method with 5000 subsamples. PLS-SEM indices, for model fit, involved SRMR=0.071≤0.12 and NFI=0.812. Figure 3 and Table 3 show that the location-based ads, negatively significantly, affect purchase intention with ( $\beta = -0.891$ ). The results also show that the current location is the only dimension of the location-based ads that negatively significantly affect purchase intention with ( $\beta = -1.051$ ), however the trust has a positive significant impact on purchase intention with ( $\beta = 0.558$ ). So, they are responsible for 71.8 % of the variation happens in the purchase intention. In addition, Table 3 shows that the location-based ads ( $\beta = 0.875$ ) are negatively significantly responsible for 70.3% of the variation in the trust.

### Direct Relations

Table 3 confirms that location-based ads and its dimensions failed to positively affect purchase intention. Hence H1, H1a, H1b and H1c are all rejected. So, we can say that location-based ads can affect purchase intention but negatively which is not confirmed with the hypothesis. Moreover, Table 3 demonstrates a positive significant direct effect from location-based ads on trust and from trust on purchase intention, so H2 and H3 are accepted, indicating the importance of the trust.

Table 3. Direct Relationships

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic ( O/STDEV )	P values	Accept / Reject
H1	Location Based Ads -> Purchase Intention	-0.891	-0.893	0.033	27.258	0.000	Not Supported
H1a	Personalization -> Purchase Intention	-0.175	-0.052	0.185	0.943	0.346	Not Supported

<b>H1b</b>	Perceived Utility -> Purchase Intention	-0.317	-0.107	0.335	0.948	0.343	Not Supported
<b>H1c</b>	Current Location -> Purchase Intention	-1.051	-1.005	0.246	4.271	0.000	Not Supported
<b>H2</b>	Location Based Ads -> Trust	0.875	0.878	0.020	44.003	0.000	Supported
<b>H3</b>	Trust -> Purchase Intention	0.558	0.556	0.141	3.973	0.000	Supported

### Testing Mediation Relationships

Bootstrapping with 5000 subsamples was conducted to test the mediating role of Trust (H4). As shown in Table 4, the indirect effect of LBA on Purchase Intention through Trust is positive and statistically significant ( $\beta = 0.488$ ,  $t = 3.885$ ,  $p < 0.001$ ). Crucially, since the direct effect of LBA on Purchase Intention remains significant (albeit negative,  $\beta = -0.891$ ) in the presence of the mediator, this indicates a Partial Mediation, not full mediation. Specifically, this represents Competitive Partial Mediation (or Suppression Effect), given that the direct effect is negative while the indirect effect via Trust is positive. This implies that Trust acts as a vital buffer; without the positive intervention of Trust, the negative impact of LBA on purchase intention would be even more pronounced. Thus, H4 is supported.

Table 4. Indirect Effects

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic ( O/STDEV )	P values	Mediation / No Mediation
<b>H4</b>	Location Based Ads -> Trust-> Purchase Intention	0.488	0.488	0.126	3.885	0.000	Accepted

### Talabat Model

#### The Measurement Model

The measurement model has strong internal reliability and validity, as shown in Table 5 for Talabat model. All the Cronbach alpha values exceed 0.7. Moreover, every composite dependability (CR) values exceed 0.8. The  $\rho_A$  values of all latent variables are less than 1. Each of the AVE values in Table 5 is higher than 0.5. The square root of the AVE values is compared to the latent variable correlations in the Fornell-Larchker discriminant validity criterion. Table 5 shows that, in accordance with the Fornell-Larchker criterion, the square roots of the AVE for each construct (which indicates convergent validity) are greater than their greatest correlation value with any other construct. There are no cross loadings displayed in Table 6, and loadings are around 0.7. Additionally, table 6 indicates that VIF proves that none of the measures are greater than ten. The main diagonal in Table 1 meet the Fornell-Larchker discriminant validity requirement because they are greater than their greatest correlation value with any other notion. The model's convergent and discriminant validity are confirmed by the absence of cross loadings and well-loaded dimensions on their constructs, with 0.60 being the lowest loading.

Table 5. Latent variables correlation, reliability and validity

	Location Based Ads	Trust	Purchase Intention
<b>Location Based Ads</b>	1		
<b>Trust</b>	.830	1	
<b>Purchase Intention</b>	.825	.864	1
<b>Cronbach's Alpha &gt;0.7</b>	.889	.879	.854
<b>Rho_A &lt; 1</b>	.891	.883	.862
<b>Composite Reliability &gt; 0.8</b>	.913	.905	.892
<b>Average Variance Extracted (AVE) &gt; 0.5</b>	.601	.544	.582

Table 6. Variables Loadings, VIF

	Location Based Ads	Trust	Purchase Intention	VIF
<b>L1</b>	0.805			2.192
<b>L2</b>	0.712			1.653
<b>L3</b>	0.800			2.138
<b>L4</b>	0.757			1.893
<b>P1</b>	0.784			2.102
<b>P2</b>	0.833			2.484
<b>P3</b>	0.730			1.819
<b>PInt1</b>			0.607	1.306
<b>PInt2</b>			0.783	1.860
<b>PInt3</b>			0.827	2.159
<b>PInt4</b>			0.786	1.919
<b>PInt5</b>			0.807	2.111
<b>PInt6</b>			0.747	1.717
<b>PU1</b>	0.732			
<b>PU2</b>	0.800			

	Location Based Ads	Trust	Purchase Intention	VIF
PU3	0.670			
TI1		0.632		1.480
TI2		0.750		2.024
TI3		0.737		1.931
TI4		0.784		2.062
TI5		0.649		1.560
TP1		0.761		1.986
TP2		0.815		2.314
TP3		0.754		1.894

### Structural Model

The significance and direction of the hypothesized relationships were tested using the bootstrap method with 5000 subsamples. PLS-SEM indices, for model fit, involved SRMR=0.099 ≤ 0.12 and NFI=0.800. Figure 2 and Table 7 show that the location-based ads, positively significantly, affect purchase intention with (β= 828). The results also show that all the dimensions of the location-based ads (personalization, perceived utility and current location) are positively significantly affect purchase intention with (β= 232,0.088 and0.161), respectively.

In addition, the trust has a positive significant impact on purchase intention with (β= 0581). So, they are responsible for 78.5 % of the variation happens in the purchase intention. In addition, Table 7 shows that the location-based ads (β=0.833) are positively significantly responsible for 68.7% of the variation in the trust.

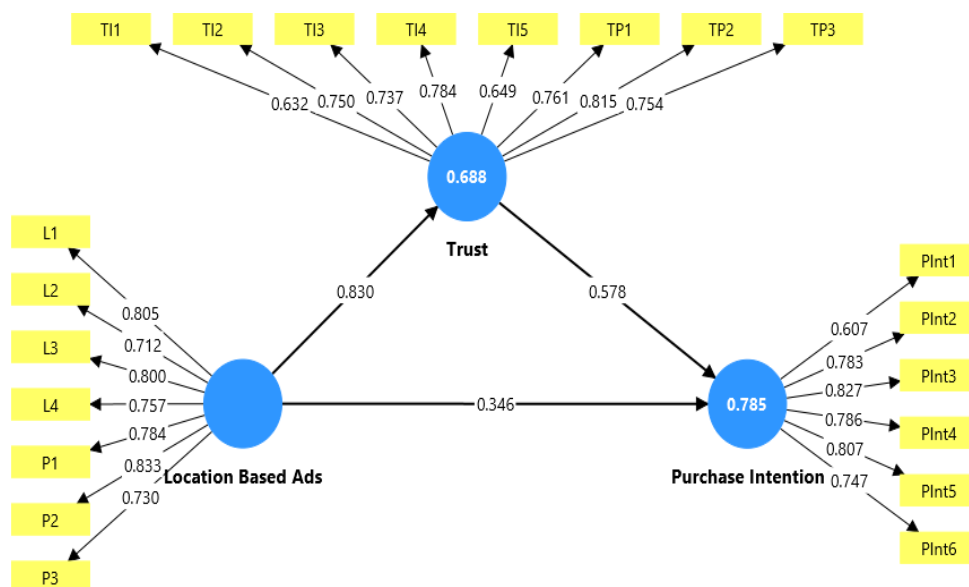


Figure 2. Model Tested (Source: Constructed by authors)

### Direct Relations

Table 7 confirms that location-based ads and their dimensions positively affect purchase intention. Hence H1, H1a, H1b and H1c are accepted. Moreover, Table 7 demonstrates a positive significant direct effect from location-based ads on trust and from trust on purchase intention, so H2 and H3 are accepted, indicating the importance of the trust.

Table 7. Direct Relationships

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic ((O/STDEV))	P values	Accept / Reject	
H1	Location Based Ads -> Purchase Intention	0.828	0.829	0.020	40.471	0.000	Accepted
H1a	Personalization -> Purchase Intention	0.232	0.234	0.047	4.995	0.000	Accepted
H1b	Perceived Utility -> Purchase Intention	0.088	0.089	0.036	2.435	0.015	Accepted
H1c	Current Location -> Purchase Intention	0.161	0.161	0.039	4.082	0.000	Accepted
H2	Location Based Ads -> Trust	0.833	0.834	0.020	42.364	0.000	Accepted
H3	Trust -> Purchase Intention	0.581	0.583	0.061	9.488	0.000	Accepted

### Testing mediation relationships

To test the mediation analysis, bootstrapping, with 5000, was conducted. Table 8 is used in the mediation analysis. Table 8 shows significant indirect relationship between location-based ads and purchase intention (β=0.484 t= 9.048) through trust, it ensures the mediation of trust in the location-based ads and purchase intention, indicating a full mediation. Hence, the mediation hypotheses (H4) are accepted.

Table 8. Indirect effects

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic ((O/STDEV))	P values	Mediation / No Mediation
<b>H4</b>	Location Based Ads -> Trust->purchase Intention	0.484	0.487	0.054	9.048	0.000	Accepted

To sum up, the comparison between Talabat and Breakfast reveals distinguishing aspects in the level at which location-based advertisements (LBAs) influence purchase intentions. The Breakfast model reveals that LBAs negatively influence purchase intention ( $\beta = -0.891$ ), where trust acts as a complete mediator, which means that LBAs undermine consumer confidence. Conversely, the model of Talabat indicates a positive and significant impact of LBAs on purchase intention ( $\beta = 0.828$ ), in which all dimensions of LBAs (personalization, perceived utility, and current location) have a significant contribution. Further, even though there is a positive impact of trust on purchase intention in both models, it is greater in Talabat ( $\beta = 0.581$ ) compared to Breakfast ( $\beta = 0.558$ ).

Reliability and validity metrics support Talabat as well, since the Cronbach's Alpha values for Talabat are all above 0.7, and those for Breakfast are close to this value. These results signify that Talabat is more successful in using location-based ads to gain consumer trust and to stimulate purchases, while the process at Breakfast may require some changes to be able to confront and overcome the negative attitudes towards location-based advertising.

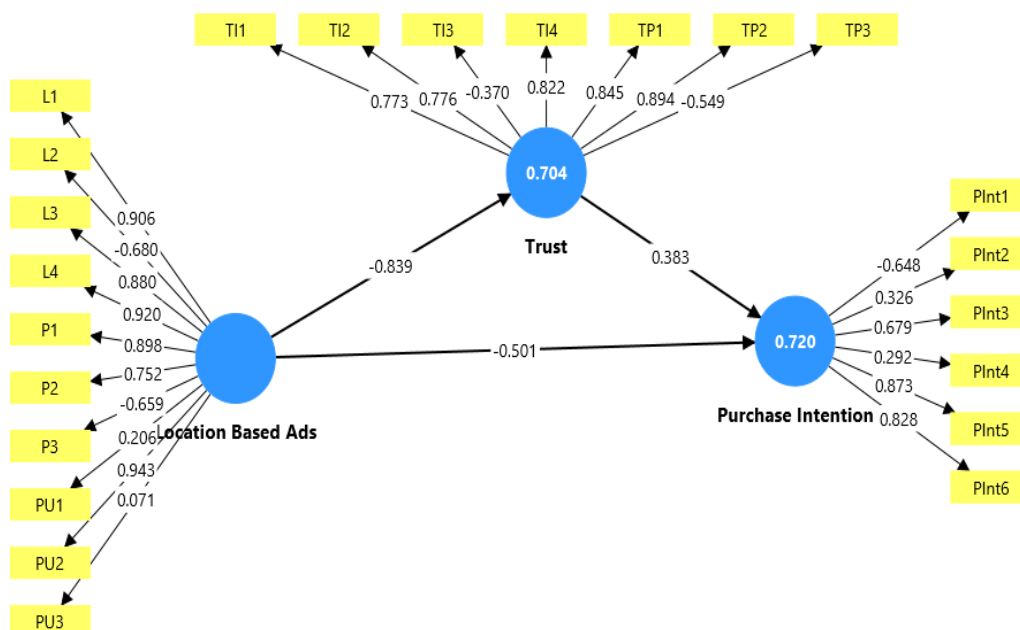


Figure 3. Model Tested (Source: Constructed by authors)

## DISCUSSION

The evidence from the data shows that Breakfast's use of location-based advertising has a detrimental and statistically significant effect on the clients' purchase intentions. This discovery conflicts with the evidence from various earlier research works, which argued that LBA is a very effective tool in influencing consumer behavior.

As an example, (Kurtz et al., 2022) stated that LBA has a favorable effect on children's positive views and acceptance of mobile advertising by implying that if LBA is appropriately tailored, it becomes a very effective marketing instrument (Nhan et al., 2022) provided proof that LBA could have positive effects on consumer purchase decisions, especially if personalization comes from a trustworthy source. This, in turn, enhances the relevance and engagement that the consumer gets from a personalized LBA message. Besides, (Kurtz et al., 2022) pointed out that the proper timing and customer-specific nature of LBA strategies could substantially improve customer satisfaction and, therefore, their intention to execute a purchase. The contradiction with Breakfast case suggests that a possible explanation for these unique contextual factors might be that poor personalization, intrusiveness of the time, and lack of trust in the source are the reasons that LBA benefits are undermining in this specific instance. Comparatively, Talabat's LBA seems to work better as it has a positive and statistically significant impact on users' purchase intention.

This finding aligns well with the body of literature. (Aggarwal et al., 2023) accentuated that LBA is the main factor that leads consumers to feel certain emotions, which later, according to their behavioral outcomes and decision-making processes, determine their course of action. Besides, the research conducted by (Nhan et al., 2022) confirms this point by providing examples of how LBA provides not only more information to customers but also it has the capability to bring about positive feelings such as happiness and excitement, which, in their turn, influence the purchasing behavior. Hence, the findings for Talabat serve as evidence for the claim that LBA can engage consumers to the level that they dramatically increase their purchasing behavior, provided it is done properly.

## **CONCLUSION**

LBA is changing the way that food and beverage brands interact with consumers. It is not merely about the frequency of ads but rather about the precision of targeting the right people, at the right place, and at the right time.

It has been recorded to be a good LBA tool in the food and beverage industry and hence it provides the sector with new concept of personalized and timely promotions and thus leading to increase in real world foot traactions and hence higher customer engagement. Using target customers' LBS information, companies then be capable of designing more accurate and impactful ad campaigns that will in turn result in local audience engagement. To meet consumers' demand for personalized service, other companies have to step up and explore what LBA can do to boost their marketing strategies and help them to connect in a fruitful way with their target customers. The focal point of the research project was found in the effective use of location-based advertising by Talabat, which has brought them a competitive edge.

By zeroing in on users based on their locale, Talabat is able to guarantee that its advertising campaigns are not only pertinent but also timely and customized. This laser-like accuracy has the effect of raising both the interaction of users with the campaign and the conversion rates therefore, leading to the establishment of Talabat as the market leader in the food delivery sector. Specifically, Talabat's success can be attributed to its ability to geo-fence specific sporting venues (e.g. match stadiums or training facilities), offering personalized deals to fans during halftime, which aligns with the high perceived utility found in our results. Breakfast, on the other hand, is not presently utilizing location-based advertising, thus, it is not able to tailor promotions suitably or identify the target group in a certain area, without which the chances of reaching high potential customers are low. The negligence of such marketing strategies may eventually become a clog in the wheel of growth, especially in unfamiliar or competitive regions. If tasked with employing local-awareness marketing frameworks, Breakfast would be in the position to better accommodate customers' request by offers that are conducive to their needs and preferences. Besides which, the switch to location-based adverts could have a double effect on the customer experience at Breakfast; on one hand, enabling the brand to extend area-specific offers, delivery time, and, on the other hand, adding personalized suggestions. With consumer expectations mounting in terms of convenience and getting exactly what one needs, this was the right time for them to make this critical move which will go far in enhancing their brand loyalty and allowing them to snatch a bigger share of the market.

### **Implications**

#### **Theoretical Implications**

As a result of the evidence revealed in the manuscript, the experimental work has realized substantial theoretical implications. To emphasize a trust factor as a major mediator between location-based advertising and purchasing behavior enlightens the research to extend the application of the Theory of Reasoned Action as well as the Privacy Calculus Theory. Even if LBA may have a negative influence on purchase intention now and then, especially when it is considered as an intrusive and badly targeted one, trust can not only lessen these bad effects but also change the user perception thus making them get more involved and purchase more. In addition, the research affirms that personalization has a direct and positive effect on purchase intention. If users see that advertisements or app content are tailored to their needs and preferences, they will be more inclined to interact and make a purchase.

A person's current location can influence their buying decision in a positive way, as the research suggests that users are more likely to take action if the content they receive is not only relevant but also they are physically present in the place. Moreover, the research highlights that perceived utility is the extent to which users feel the app provides useful and beneficial features and it also has a positive effect on purchase intention.

Even though LBA only shows a positive relationship with purchase intention, the main reason for its effectiveness is when trust, relevance, and utility are also present. In other words, LBA could serve as an excellent instrument if it were thoughtfully planned so as not to offend the user's privacy and provide valuable content.

#### **Practical Implications**

The objective of this paper is to offer the necessary information and suggestions to the managers and the marketers of breakfast and Talabat. From the point of view of management, Talabat has been very successful in leveraging location-based advertising to its benefit. In addition to enhancing customer engagement through the integration of this strategy, the brand has also been able to improve operational efficiency and the sales potential.

A big hand of applause goes to the management team of Talabat for spotting and making the most of this opportunity. On the basis of this structure, the marketers at Talabat, your use of location-based advertising is apparent to the users as a viable means. Our research confirms that the targeted consumers not only react positively to your efforts but they also have higher brand trust levels as a result of them receiving timely and relevant messages. Keep up with the good data-driven marketing work! Meanwhile, Breakfast is still without the LBA that could have been used for elevating the visibility of the region, sales conversion, and overall business productivity.

The managers of Breakfast are strongly recommended to breathe new life to this gap as data from this study clearly points to the fact that performance will be significantly improved and marketing investment is maximized if LBA is implemented. From this marketing communication research, the Breakfast marketing team seems to be clearly understood: integrating LBA into your strategic approach is a must. The data collected points to such a decision leading to the improved effectiveness of marketing, the increased level of engagement as well as the enhancement of brand presence in certain areas. Given that personalized experiences have become the norm in the eyes of consumers, there is

no better time than now to make that transition. Please, take into consideration that trust significantly influenced users' perceptions and engagements with both Breakfast and Talabat. Consequently, Trust building and maintenance thus become fundamental for these platforms to attract customer loyalty and experience success in the long run.

### Limitations and Future Research

The research outcomes of the study offer insight into the behavior of the users of food delivery applications; however, strong limitations are raised jeopardizing the credibility of the findings. To begin with, the sample size was small and this kind of study samples randomly taken from a whole population generally needed to be larger; the limitation to the sample size issue gives rise to the question of how findings can be representative and generalized to all populations. Researchers have to put a bigger and more diverse sample on the next study to make the findings more precise and reliable. While this study specifically targeted domestic sport tourists, future research should examine international tourists to validate if cultural differences impact trust in LBA services within the Egyptian sport tourism market. In addition, the study had a narrow focus on Cairo, where the users live, and the results can be quite different for consumer behavior in the other places. Including several different cities in the geographic scope and even other Middle Eastern countries could help researchers gain more insights into the consumer behavior patterns across the geographic landscape. Furthermore, by focusing on only two applications, this study limits its scope to a minimal extent.

More platforms could be involved in the comparative research of future studies to embrace wider cross-comparisons and to better elucidate how different applications vary in terms of trust, user satisfaction, and purchase intention. These studies will also understand the degree to which users in these platforms influence other demographic variables such as education and income to have a better picture of consumer behavior. In addition, they will have room to think of a methodological approach in increasing the number of mediators used and linking them to purchase intention.

Thus, the present research basically includes the concept of mediation but does not completely clarify which mediators have the strongest effect on the relation between location-based advertising and purchase intention. Future research can experiment with more than one mediator at a time to conclude which ones play the most critical roles and for what reasons. Future researchers will deepen our knowledge of the factors that drive user trust and participation in the difficult food delivery app market competition if they will tackle these issues and expand on this groundwork.

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