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The Role of Social Commerce towards Purchase Intention of Fast Food amongst Karachiites in Post-COVID-19: A Moderating Effect of SERVQUAL

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ABSTRACT

Aim of the Study: This study examined how one's attitude impacts fast food purchase intention. Also, the study explored whether attitude toward fast-food shopping (click-and-mortars) mediates the relationship between purchase intention and social commerce acceptance. Predictors are performance expectancy, effort expectancy, social influence, and facilitating conditions, while attitude is the mediator and purchase intention is the outcome variable. The research has also taken SERVQUAL as a moderating variable between attitude towards fast-food and purchase meaning of fast food in Karachi.

Methodology: A sample of 419 responses has participated in this research based on the non-probability purposive sampling method. A 5-point Likert scale questionnaire was created as a data collection instrument, and the responses were gathered using a survey approach. For data analysis, the researchers employed PLS-SEM using SmartPLS.

Findings & Conclusion: Attitude positively mediates the relationship between performance expectancy and purchase intention. Attitude significantly positively moderates the relationship between effort expectancy and purchase intention. Attitude also substantially mediates the relationship between social influence and purchase intention. Attitude significantly wholly mediates the relationship between facilitating conditions and purchase intention. Lastly, SERVQUAL positively moderates the relationship between attitude and purchase intention. It is suggested that policymakers shape the customers' positive attitudes, and the government should establish policies that boost consumers' positive choices. As a result, it is recommended to managers that they should be involved in delivering clear information because it is crucial to consumer behavior.

Keywords: Hybrid Business Model, Clicks and Mortar Model, Fast-Food, SERVQUAL, UTAUT, Karachi.

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Introduction

The food industry is considered one of the most strategically advanced and fastest-developing industries (Prasetyo et al., 2021). This industry has contributed significantly to global economies due to the popularity of fast food outlets and online food delivery/ordering (OFDO) apps. These platforms provide

different products for online and offline purchases on social commerce and physical stores, respectively (Niu et al., 2021; Wang et al., 2020). The COVID-19 pandemic, on the other hand, has irrevocably altered the business dynamics of the food industry in every intangible aspect, posing multiple unprecedented obstacles to straightening the COVID-19 curve (Athar et al., 2021; Yang et al., 2020).

While ordering fast food online, often consumers' attitude toward shopping is influenced due to various issues, such as lack of effort expectancy (Barska & Wojciechowska-Solis, 2020; Okuyama et al., 2020), compromised performance expectancy, significant social influence (Larson et al., 2021; Saad, 2020), lack of service quality (Alzaydi, 2021; Kang et al., 2021), and lack of facilitating conditions (Partridge et al., 2020; Wankhede & Rajvaidya, 2021) that further influence the consumers' purchase intention of the fast food products. There are various issues in the purchase intention of fast food online ordering process, including a need for more information quality and credibility and a lack of quality control mechanisms (Morosan, 2022). The risks of internet buying are higher than traditional brick-and-mortar shopping because buyers cannot feel the items or services they want (Biucky & Harandi, 2017; Wu & Chien, 2021).

Various studies have aimed to identify consumers' preferences towards specific attributes; however, several studies have not considered a more comprehensive range of attributes which marks a significant researchable gap (Boccia & Sarnacchiaro, 2018; Maeng et al., 2020; Pérez-Villarreal et al., 2020). Moreover, from an academic perspective, studies are insufficient concerning the purchase intention of fast-food consumers. In recent years, research on fast-food has increased beyond the initial focus on the descriptive case evidence and attempts at delimitation and definition. Previous theories related to fast food have discussed the concepts of food addiction, food safety, insecurity, consumer well-being, and consumption. However, the research concerning the mediating role of attitude with purchasing intention is considerably scant (Ashraf, 2021; Ashraf et al., 2019).

The moderating function of SERVQUAL, which has little empirical support in the literature, has also been added to the literature by this study. This aspect of the research helps academics and researchers understand the significance of SERVQUAL as a moderator in the click-and-mortars (hybrid) business model in developing countries (i.e., Pakistan). The study will also employ a combination of UTAUT and TPB to enhance the understanding of purchase intention towards fast food on the acceptability of the hybrid business model, which has yet to be explored in detail in earlier studies for countries like Pakistan. This study will also aid managers in developing efficient marketing tactics, such as a hybrid business model, to ensure their long-term viability. This study focuses on the hybrid business model to improve the customer intention to purchase, which managers can use to efficiently organize their strategies (Akram et al., 2020; Tandon et al., 2021). This study would help managers to make in-store promotions a more effective way to gauge consumers by attracting them to the most worthy offer (Lee et al., 2021; Luo et al., 2020). The study focuses on post-pandemic situations in the fast food industry where the trend to dine-in is in revival. However, managers have even set up private dine-in seating arrangements considering the physical distance policy (Kim & Lee, 2020).

Literature and Theoretical Framework

Ajzen (1989, 1991) explained attitude as an individual's favorable/unfavorable evaluation of a product/service (Ajzen, 2011). The theory of planned behavior (TBP) has explicitly explained the attitude-intention relationship as its core concept, postulating that attitude leads to intention (Ajzen & Fishbein, 1977, 2000; Dillon & Kumar, 1985; Fishbein & Ajzen, 1977; Fredricks & Dossett, 1983). TBP indicated that attitude has a positive relationship with intention. TBP itself has thoroughly described this attitude-intention relationship, but several researchers have combined TAM and TBP to explain online food delivery (OFD) services (Chen et al., 2020; Troise et al., 2020); however, different researchers have incorporated TPB and UTUAT explaining technology-related determinants of attitude-intention linkage (Hewavitharana et al., 2021; Kaye et al., 2020). Hence, the study proposed:

H1. ATT has a positive effect on PI.

In the study of performance expectancy using the UTAUT model, an “individual believes that using the system will help him or her to attain gains in job performance.” Researchers discovered a high degree of behavioral intention among their respondents and concluded that PE and attitude towards service affected the intention to use services. PE influences the attitude toward fast food purchases (El-Said & Tall, 2020). PE refers to consumers' belief in increasing shopping performance and reducing costs when they buy from a new e-commerce platform (Chen et al., 2021). As per UTAUT, the intent is seen as a sign of how people are prepared to access and perform a specific behavior. In particular, purchase intention is defined as a buying activity as an individual's propensity to acquire an item (Doan, 2020). Hence, the study proposed:

H2. PE has a positive effect on ATT.

Effort expectancy is the ease of using a system as perceived by a system user or technology. This notion assumes that using the system would be simple and painless. This idea is consistent with “perceived ease of use” (Dwivedi et al., 2017), which has been proven in earlier studies to have a positive and significant impact on customers' attitudes about service or technology acceptance (Navavongsathian et al., 2020). As per UTAUT, effort expectation more prominently affects attitudinal goals at the early stage of adoption (Pangaribuan & Wulandar, 2019). The acceptability of innovations will be limited if developers do not pay sufficient attention to ease of use. Customer convenience is favorably associated with consumers' online purchasing attitudes and perceived comfort levels (Niu et al., 2021). However, there is no strong link between EE and PI. In this case, if the new e-commerce platform is simple and straightforward, the cost of learning is lowered, and the consumer's PI through the platform increases (Niu et al., 2021). Hence, the study proposed:

H3. EE has a positive effect on ATT.

According to the developers of UTAUT, Venkatesh et al. (2003), "an individual perceives that important others believe he or she should use the new system." In this example, SI refers to whether or not family members or friends would pressure you to purchase a new site (Niu et al., 2021). SI has a higher impact on attitude toward the purchase in the early stages of technological adoption. The rationale for social influence resides in the desire to improve ties with significant individuals by adopting their opinions on specific actions (Niu et al., 2021). As a result, social impact influences the purchase intention of customers while utilizing a new e-commerce platform. Consumers are more likely to purchase a particular place if their friends buy high-quality items. The near surroundings of the person exert pressure on the consumer's attitude and PI (Varshneya et al., 2017). Hence, the study proposed:

H4. SI has a positive effect on ATT.

"The extent to which an individual feels an organizational and technological infrastructure exists to support the system's use," according to the variable's description (Venkatesh et al., 2003). Studies showed that experienced elderly workers have a more significant effect. The facilitating condition has previously been proven as a direct cause of behavioral intention to use technology in numerous theories and UTAUT (Rosnidah et al., 2019). One of the studies identified that facilitating conditions significantly influenced purchasing intention (Rosnidah et al., 2019). In China, Revythi and Tselios (2019) investigated the effects of FC on behavioral intention to use a virtual fitting room and found no significant effect (Revythi & Tselios, 2019). The more accessible respondents have access to a computer and the Internet, the more skilled their use it becomes, resulting in a greater adoption rate and a positive effect on attitude toward the purchase among respondents (Niu et al., 2021). FC influences both the attitude as well as the PI. Hence, the study proposed:

H5. FC has a positive effect on ATT.

The critical factor in determining whether someone's behaviors have been deemed satisfactory or unsatisfactory includes their attitude and the extent to which people feel convinced that using innovation would improve performance. This could also be seen as the innovation's perceived usefulness because

attitude is the most significant factor in explaining consumers' favorable perceptions of it and happy with innovation, improving performance (Pillai et al., 2022). Customers tend to have a favorable attitude while purchasing a highly ethical product, which will positively affect their intentions. Demonstrated the impact of marketing credibility on consumer attitude and purchasing intentions, the argument established the likelihood of identifying the attitude as a mediator in clarifying the link between an ambiguous image in which it was represented and consumer expectancy and purchase intention (Alqaysi & Zahari, 2022). Hence, the following hypothesis has been developed.

H6. ATT positively mediates the relationship between PE and PI.

The degree of ease or complexity a person sees while adopting a specific service or technology to carry out related actions is often referred to as effort expectancy. Its idea fits with the idea of perceived ease. It has been demonstrated to positively and beneficially impact consumers' attitudes toward using a service or technology positively and beneficially. Therefore, when people accept services, it has a positive and robust relationship between effort expectancy and attitude (Afrizal & Wallang, 2021). In addition, healthy attitudes act as an antecedent to purchase intentions and positively impact those intentions. Similar to earlier research, empirical investigation of the idea shows a significant positive association between brand sentiment and customers' purchase intentions. Indicate that intention to purchase is generally driven by positive attitudes (White et al., 2021). Hence, the following hypothesis has been developed.

H7. ATT positively mediates the relationship between EE and PI.

Social influence is the purposeful or unintentional influence of others, attitudes, beliefs, and behavior. However, Purchase intention is significantly impacted by social influence. The relative indicator of purchase intention and the considered purchasing indicator have both been strongly influenced by social influence (Al Sadat et al., 2021). When a close relative makes a referral since the outcomes have already been demonstrated to be satisfactory for the needs, consumers are influenced by this recommendation. They want to use it, so consumers think about purchasing. In addition to cultural aspects, social factors, including family, reference groups, and social roles and status, affect our purchasing behavior, showing how social influences shape consumer interest and behavior, so reveals that social influence has a high impact on purchasing intentions (Bashir & Siddiqui, 2021). Hence, the following hypothesis has been developed.

H8. ATT positively mediates the relationship between SI and PI.

The extent to which a person thinks that the organizational and technological framework exists to enable the use of a system is often referred to as the facilitating conditions. However, facilitating conditions showed a significantly beneficial impact on consumers' intention to purchase a product. FC are generally regarded as the technical infrastructure that improves a consumer's capacity and resources (Chaveesuk et al., 2021). Moreover, facilitating conditions' beneficial impact on behavior intention and conditions also positively affects the new technology. Consumers with a practical innovation perception seem more likely to purchase a company's goods, increasing revenues (Liu et al., 2021). Hence, the following hypothesis has been developed.

H9. ATT positively mediates the relationship between FC and PI.

SERVQUAL is a multidimensional research technique that assesses consumer expectations and impressions of service across five dimensions (Gupta & Kumar, 2020). Customers are frequently demanding and decisive in their attitudes toward the quality of services provided by the restaurants; as a result, it is difficult for restaurants to retain customers, and it is an uphill struggle for them (Savić & Veselinović, 2019). Empathy is a means of making a client feel welcomed by implementing an engaging attitude on the part of employees (Gupta & Kumar, 2020). The SERVQUAL model denotes satisfaction with the amplitude and route to disconfirmation of an individual's exposure when they encounter their first anticipations (Savić & Veselinović, 2019). The better a company's service quality performance, the

greater the likelihood of participating in positive WOM, and the higher the PI (Naeem, 2019). Therefore, the study proposed:

H10. SERVQUAL moderates the relationship between ATT and PI.

Methodology

Sample and Population

Karachi is one of the most populous cities in Pakistan, having a total population of 16.62 million and the 7th largest urban segment in the Muslim world, with a growth rate of approximately 5% per year (World Population Review, 2022). The study initially determined sample size using GPower statistical software at 0.30, anticipated moderate effect size, 5 percent margin of error, and statistical power of 0.95, and found that 134 minimum samples were required for analysis (Kang, 2021). However, the study has further estimated minimum sample responses for the analysis based on the statistical inferential perspective of Cohen (1988); Godden (2004), stating that at a 95 percent confidence interval and 5 percent margin of error, a minimum of 384 responses are required (Ogbadu et al., 2018; Prasadh & Arun, 2019). Therefore, the study aimed to collect 419 responses from the fast-food consumers of Karachi.

Measures

The data collection instrument for the study is a five-point Likert scale questionnaire with variable measurements taken from prior research—the deliberate and self-explanatory tabulation for measuring variables, including their descriptive definitions in table 1.

Table 1: *Instrumentation and Measurement*

Variables	N Items	Scale Type	Source(s)
Performance expectancy	4	5-Point Likert	(Lee et al., 2019)
Effort expectancy	4	5-Point Likert	(Lee et al., 2019)
Social influence	4	5-Point Likert	(Khalid et al., 2019)
Facilitating conditions	5	5-Point Likert	(Jeon et al., 2011)
Attitude	7	5-Point Likert	(Alladin, 2015)
Purchase intention	4	5-Point Likert	(Al-Swidi et al., 2014)
SERVQUAL/Reliability	5	5-Point Likert	(Amin & Isa, 2008)
SERVQUAL/Responsiveness	4	5-Point Likert	(Amin & Isa, 2008)
SERVQUAL/Assurance	4	5-Point Likert	(Amin & Isa, 2008)
SERVQUAL/Tangibility	5	5-point Likert	(Alam & Mondal, 2019)
SERVQUAL/Empathy	5	5-Point Likert	(Alam & Mondal, 2019; Amin & Isa, 2008)

Findings and Discussion

Demographic Profile

Table 2: *Demographic Profile (n = 419)*

		Frequency	Percent
Gender	Male	314	74.9
	Female	105	25.1
Age group (years)	Less than 24	108	25.8
	25-34	235	56.1
	35-44	44	10.5
	45-54	30	7.2
	More than 55	2	.5

Academic qualification	Matric or below	102	24.3
	Intermediate	159	37.9
	Graduate	143	34.1
	Post-graduate	15	3.6
Preferred restaurant	KFC	109	26.0
	McDonald	107	25.5
	Pizza hut	59	14.1
	OPTP	31	7.4
	Oh My Grill	23	5.5
	Others	90	21.5
Frequency to order	Once a day	8	1.9
	Once a week	130	31.0
	Twice a week	44	10.5
	Fortnightly	30	7.2
	Once a month	207	49.4

Measurement Model

Construct reliability and validity.

The construct reliability and validity (also called construct validity and convergent validity) have been tested for estimating the internal consistency of the variables in the main-study analysis while factoring loadings of the indicators for their degree of representation in their constructs. This analysis also estimates the degree of convergence between indicators and their latent constructs based on AVE (Hair et al., 2017; Hair et al., 2011). Table 3 shows the result of construct reliability and validity of the outer model based on the PLS algorithm. However, the following table has estimated Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for construct and convergent validity.

Table 3: *Measurement Model*

Variable	Items	Loadings	Alpha	CR	AVE
Attitude towards Fast-Food	AtFF4	0.718	0.831	0.888	0.665
	AtFF5	0.855			
	AtFF6	0.891			
	AtFF7	0.787			
Effort Expectancy	EE1	0.880	0.897	0.929	0.765
	EE2	0.840			
	EE3	0.887			
	EE4	0.889			
Facilitating Conditions	FC1	0.841	0.890	0.917	0.690
	FC2	0.855			
	FC3	0.849			
	FC4	0.869			
	FC5	0.732			
Performance Expectancy	PE1	0.910	0.912	0.938	0.790
	PE2	0.864			
	PE3	0.913			
	PE4	0.868			
Purchase Intention of Fast-Food	PIoFE1	0.747	0.775	0.855	0.596
	PIoFE2	0.802			
	PIoFE3	0.753			
	PIoFE4	0.786			

Assurance	A1	0.785	0.651	0.807	0.583
	A3	0.785			
	A4	0.719			
Empathy	E1	0.809	0.865	0.908	0.712
	E2	0.856			
	E3	0.861			
	E4	0.849			
Social Influence	SI1	0.813	0.824	0.878	0.645
	SI2	0.909			
	SI3	0.764			
	SI4	0.713			
Reliability	R1	0.748	0.844	0.889	0.616
	R2	0.797			
	R3	0.808			
	R4	0.760			
	R5	0.808			
Responsiveness	Re1	0.860	0.800	0.883	0.715
	Re2	0.855			
	Re3	0.821			
Tangibility	T2	0.855	0.781	0.873	0.696
	T3	0.848			
	T5	0.800			

Hair et al. (2017); Hair et al. (2011); Hair et al. (2014) suggested that indicator reliability (outer loadings) should be higher than 0.70 for acceptable construct validity and development, while alpha, CR, and AVE should be higher than 0.60, 0.70 and 0.50 respectively. The above table showed that the least indicator reliability of 0.713 was found for SI4, while all other indicators have higher loadings; therefore, constructs have been developed adequately in the outer model. Furthermore, assurance (ASR) has the most negligible alpha coefficient of 0.651, CR of 0.807, and AVE of 0.583, while other constructs have higher than these coefficients; therefore, all latent constructs have achieved acceptable internal consistency and a substantial degree of convergence.

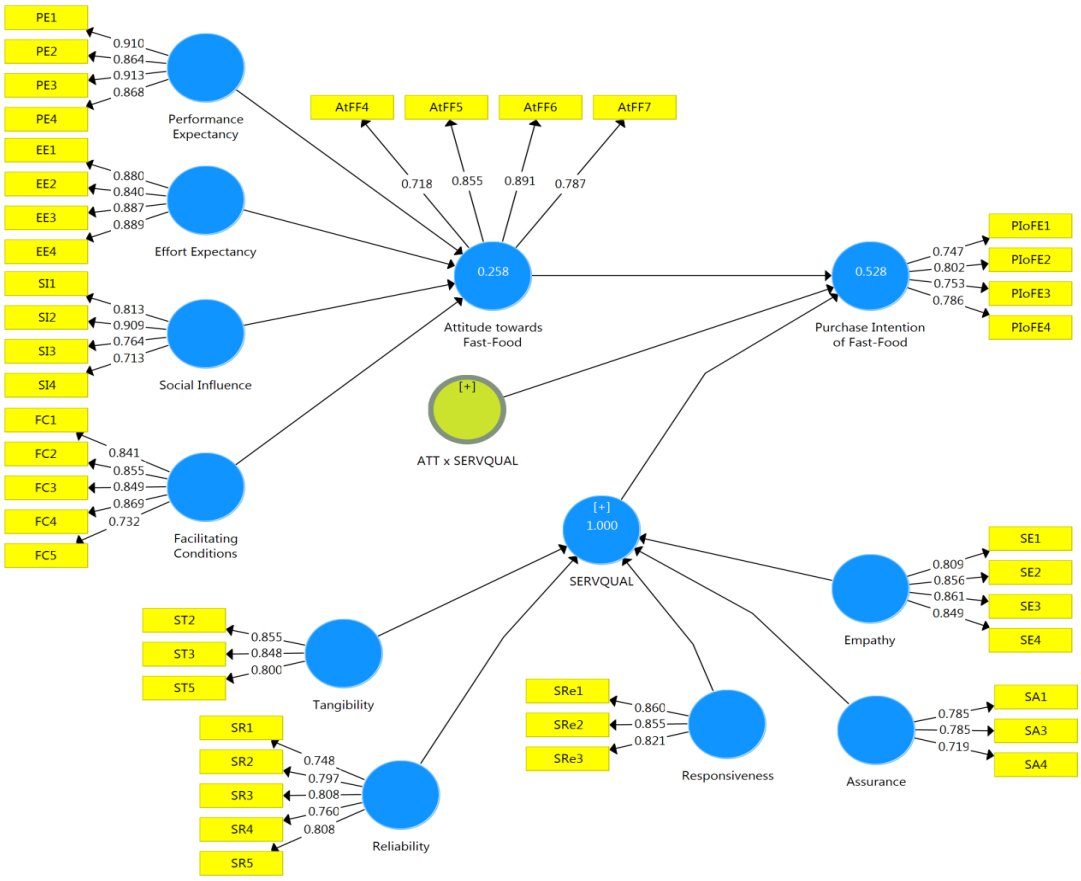

Figure 1: PLS Algorithm using SmartPLS

Discriminant Validity

Table 4 shows the result of the HTMT ratio for discriminant validity. Therein, Henseler et al. (2016); Henseler et al. (2015) suggested that the HTMT ratio should not be higher than 0.90 for acceptable differences between latent constructs. Therefore, it has been manifested that the highest HTMT ratio of 0.877 was found between empathy (EMP) and assurance (ASR).

Table 4: *Heterotrait-Monotrait (HTMT) Ratio*

	ASR	**ATT**	**EE**	**EMP**	**FC**	**PE**	**PI**	**REL**	**RESP**	**SI**	**TANG**
ASR											
ATT	0.789										
EE	0.396	0.462									
EMP	0.877	0.649	0.172								
FC	0.534	0.318	0.242	0.528							
PE	0.266	0.429	0.599	0.177	0.143						
PI	0.739	0.847	0.550	0.531	0.317	0.373					
REL	0.745	0.743	0.488	0.625	0.383	0.210	0.690				
RESP	0.854	0.867	0.448	0.663	0.336	0.242	0.777	0.864			
SI	0.164	0.292	0.344	0.207	0.210	0.173	0.199	0.218	0.159		
TANG	0.707	0.814	0.477	0.450	0.231	0.346	0.719	0.784	0.793	0.237	

ASR = Assurance; ATT = Attitude towards Fast-Food; EE = Effort Expectancy; EMP = Empathy; FC = Facilitating Conditions; PE = Performance Expectancy; PI = Purchase Intention of Fast-Food; REL = Reliability; RESP = Responsiveness; SI = Social Influence; TANG = Tangibility

Structural Model

Higher-order Construct Development

Table 5 shows the result of the higher-order construct development of SERVQUAL (Sarstedt et al., 2019).

Table 5: *Higher-Order Construct Development*

	Estimate	S. D.	T-Stats	Prob.
Assurance -> SERVQUAL	0.173	0.009	19.358	0.000
Tangibility -> SERVQUAL	0.206	0.009	24.055	0.000
Reliability -> SERVQUAL	0.337	0.011	31.594	0.000
Responsiveness -> SERVQUAL	0.242	0.009	27.455	0.000
Empathy -> SERVQUAL	0.258	0.015	17.687	0.000

Above table has shown that 1st order constructs of assurance (β = 0.173; p < 0.01), tangibility (β = 0.206; p < 0.01), reliability (β = 0.337; p < 0.01), responsiveness (β = 0.242; p < 0.01), and empathy (β = 0.258; p < 0.01) have been positively and significantly reflected from the higher (2nd) order construct of SERVQUAL.

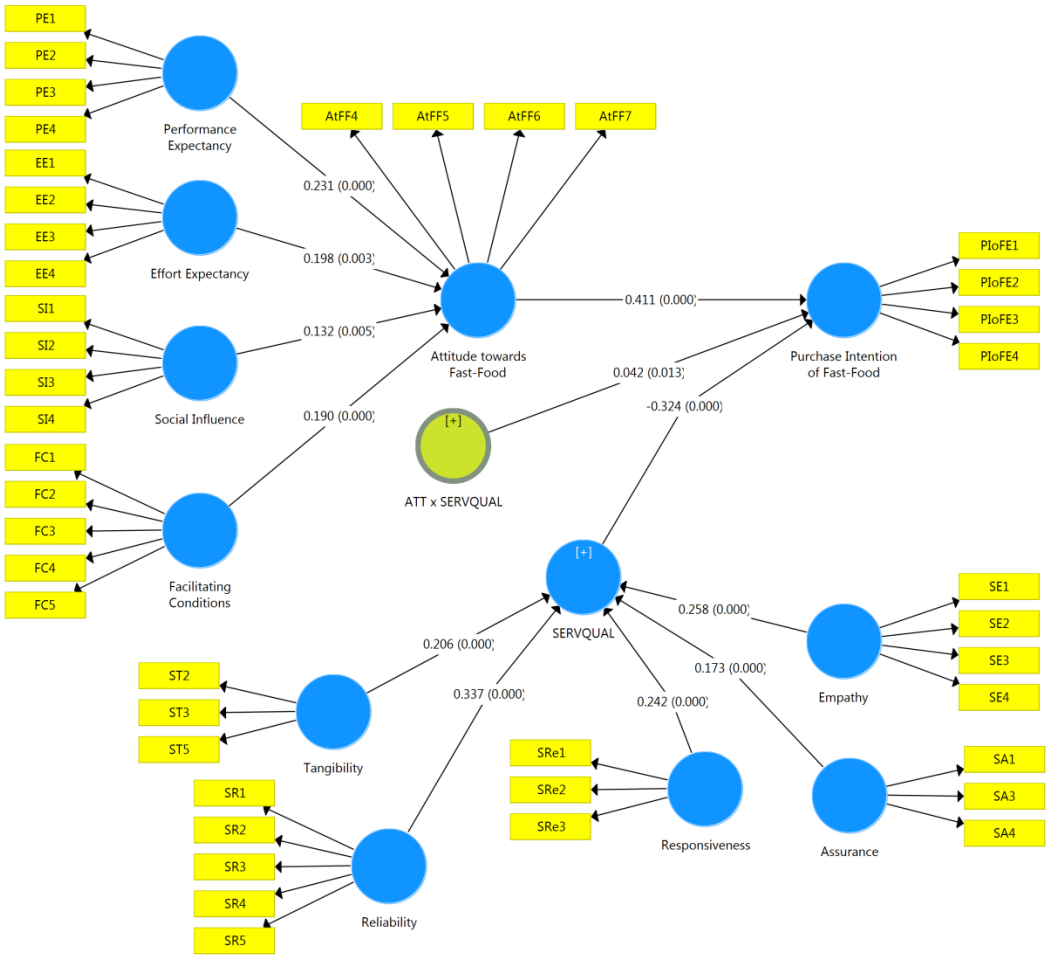

Figure 2: PLS Bootstrapping using SmartPLS

Direct-effect Estimations

The term effect size can be defined as the degree to which the phenomenon is present in the population. Effect size means the magnitude of the natural effect to be detected (Kim, 2015). The small, medium, and large effect sizes can be defined as 0.10, 0.30, and 0.50 (Mai & Zhang). Table 4.5 shows the result of path analysis for direct-effect hypotheses based on PLS path modeling estimations using PLS bootstrapping. At the same time, predictive power (R2) and effect size (f2) are also reported using the PLS algorithm.

Table 6: *Direct-Effect Analysis*

	Estimate	**S. D.**	**T-Stats**	**Prob.**	**R^2**	**f^2**	**Decision**
ATT -> PI	0.411	0.056	7.379	0.000	0.528	0.139	Supported
EE -> ATT	0.198	0.067	2.972	0.003	0.258	0.033	Supported
FC -> ATT	0.190	0.043	4.435	0.000		0.045	Supported
PE -> ATT	0.231	0.045	5.172	0.000		0.050	Supported
SI -> ATT	0.132	0.047	2.828	0.005		0.021	Supported

ATT = Attitude towards Fast-Food; PI = Purchase Intention of Fast-Food; FC = Facilitating Conditions; PE = Performance Expectancy; EE = Effort Expectancy; SI = Social Influence.

Above table shows that attitude ($\beta = 0.411$; $p < 0.01$) has a significant positive effect on purchase intention, while effort expectancy ($\beta = 0.198$; $p < 0.01$), facilitating conditions ($\beta = 0.190$; $p < 0.01$), performance expectancy ($\beta = 0.231$; $p < 0.01$), and social influence ($\beta = 0.132$; $p < 0.01$) have a positive and significant effect on attitude towards fast-food.

The above table showed that attitude had been moderately explained up to 25.8 percent while purchase intention was substantially explained up to 52.8 percent in the structural model (Hair et al., 2011).

The above table shows that attitude toward fast food has a moderate effect size of 13.9 percent. In comparison, other explanatory (predictors) constructs have acceptable effect sizes ranging between 2.1 percent to 5 percent (Hair et al., 2017), as shown in the table.

Indirect Effect Estimations

Indirect effect (also called mediation analysis) has been used to statistically estimate the effect of a mediating construct (i.e., attitude towards fast-food) between predictors and outcome constructs using the PLS bootstrapping technique (Nitzl et al., 2016; Ramli et al., 2018). Table 4.6 shows the result of mediation analysis using PLS bootstrapping based on specific indirect effect estimation (Henseler et al., 2016; Nitzl & Chin, 2017; Roemer, 2016).

Table 7: *Specific Indirect Effects*

	Estimate	**S. D.**	**T-Stats**	**Prob.**	**Decision**
EE -> ATT -> PI	0.081	0.030	2.717	0.007	Supported
FC -> ATT -> PI	0.078	0.021	3.686	0.000	Supported
PE -> ATT -> PI	0.095	0.022	4.278	0.000	Supported
SI -> ATT -> PI	0.054	0.020	2.663	0.008	Supported

ATT = Attitude towards Fast-Food; PI = Purchase Intention of Fast-Food; FC = Facilitating Conditions; PE = Performance Expectancy; EE = Effort Expectancy; SI = Social Influence.

Above table showed that effort expectancy ($\beta = 0.081$; $p < 0.01$), facilitating conditions ($\beta = 0.078$; $p < 0.01$), performance expectancy ($\beta = 0.095$; $p < 0.01$), and social influence ($\beta = 0.054$; $p < 0.01$) have a positive and significant effect on purchase intention through the mediating effect of attitude towards fast-food.

Moderation Analysis

Table 8 shows the result of moderation analysis using PLS bootstrapping (Henseler & Fassott, 2010).

Table 8: *Moderating Effects*

	Estimate	S. D.	T-Stats	Prob.	Decision
ATT x SERVQUAL -> PI	0.042	0.017	2.492	0.013	Supported

ATT = Attitude towards Fast Food; PI = Purchase Intention of Fast Food; SERVQUAL = Service Quality

The above table showed that SERVQUAL ($\beta = 0.042$; $p < 0.05$) has a positively significant moderating effect on the effect of attitude on purchase intention providing that the higher the SERVQUAL greater the effect of attitude on purchase intention.

Predictive Relevance

Table 9 shows the result of the predictive relevance of the outcome constructs in the structural model based on the PLS blindfolding technique (Geisser, 1975; Stone, 1974).

Table 9: *Predictive Relevance*

Variable	Q Square
Attitude towards Fast-Food	0.157
Purchase Intention of Fast-Food	0.295

The above table has shown that attitude has 15.7 percent moderate relevance while purchase intention has 29.5 percent moderate relevance in the structural model (Hair et al., 2013).

Discussions

The study found a significant positive relationship between ATT and PI. This result is also supported by Shimul et al. (2022), conducted in South Africa. The outcome indicates that purchase intention refers to a consumer's willingness to plan or seek the purchase of a product or service in the future. The behavioral determinant also emphasizes the consumers' likes and dislikes and willingness to purchase a product.

The study identified a significant positive effect of effort expectancy on attitude. This result is consistent with Botero et al. (2022), conducted in Columbia. The result concluded that the UTAUT model also includes a concept called effort expectancy, which evaluates the ease of use associated with the usage of information technology. EP is also a good predictor of product purchase intention behavior. Consumer ATT has a direct relationship with effort expectancy; therefore, increasing EE will result in a positive consumer ATT toward purchase intention.

The study found that PE also has a significant positive effect on ATT, which is also in line with Popova and Zagulova (2022), conducted in Riga. The outcome reveals that the performance expectation is that by using the system, they will be able to achieve the task successfully. Develop e-services that consider the importance of paying more attention to reducing the difficulties associated with the use and research of digital applications so that their use and adoption are more effective at any time, and customers can easily purchase products online, resulting in a positive attitude toward the PE of technology.

The study identified a significant positive effect of social influence on attitude. This outcome is also consistent with Gera et al. (2021), who conducted the research in India. The outcome reveals that social influencers influence consumers' decisions to acquire a product or service. It is based on the influence of

prominent individuals on consumers and whether their opinions support or oppose the buyer's choice to buy anything online.

The study identified that facilitating condition has a significant effect on ATT. This outcome is also in line with Pangaribuan and Wulandar (2019), conducted in Indonesia. The result revealed that FC refers to providing technical assistance for users working on e-commerce and e-commerce compatibility with other systems and users who utilize e-commerce. Moreover, FC is the availability of the resources required to conduct an online payment transaction.

The study has identified that ATT has a significant but positively mediates relationship between PE and PI, which is also in line with Dwivedi et al. (2017), which was conducted in India. The outcome revealed that the degree to which an individual feel that adopting a specific service or technology would enable them to do related duties successfully is referred to as performance expectancy. Individuals' attitudes toward using various aspects of online purchasing services are influenced by their performance expectations.

The study found that ATT positively but significantly mediates the relationship between EE and PI. This result is also supported by Sreejesh et al. (2016), conducted in India. The outcome indicates that customer ATT and effort expectation are inextricably linked; therefore, boosting EE will result in a positive consumer attitude toward online services. EE directly influences ATTs' attitudes regarding online services, and ATT is the most critical predictor of online purchase intention. Because online services give rapid, accessible, and readily available information, the user may acquire a more positive ATT, resulting in a higher PI for online shopping.

The study found that ATT positively but significantly mediates the relationship between SI and PI. This result is consistent with Mindra et al. (2022), conducted in Uganda. The result revealed that social influence significantly influences a potential customer's purchase decision. External factors play a significant role in determining one's opinion toward online products. As a result of SI, consumers' attitudes and ideas about online products changed, and they purchased products based on the social context.

Furthermore, the consumer's purchasing choice and behavior will influence their purchase intention. Aside from that, customer satisfaction and online purchase intention impact and interact with each other. Also, Sánchez-Alzate and Sánchez-Torres (2017) state that social influence can affect consumer purchase behavior.

The study found that ATT significantly but positively mediates the relationship between FC and PI. This outcome is also consistent with Ly et al. (2021). The study was conducted in Cambodia, which suggested that the environment in which the technology is employed creates facilitating conditions. It incorporates a consumer's knowledge of online products. Customers may be more inclined to use online services if they have access to a particular level of support and resources compatible with other technologies they already use.

The study found that SERVQUAL positively but significantly moderates the relationship between ATT and PI. This result is also consistent with Arshad (2014), who conducted the research in Pakistan. The result reveals that service quality is crucial in developing and implementing marketing strategies. It is critical for the service provider to sustain service and create a positive image in the minds of their customers to gain market share.

Conclusion

The study has concluded that making the right decisions at the right time since policymakers play an essential role in society and the economy. To shape the positive attitude of consumers, the government is implicated in forming economic policies that can stimulate the positive intention of food consumers. Second, economic stimulus policy strongly influences consumer perception and adaptive belief.

Therefore, fast food chain managers are implicated in providing transparent information since it plays an essential role in consumer behavior. Besides, the manager should give clear information regarding food menus, ingredients, and preparation methods, making it easy for consumers to make decisions. Third, the practitioners and higher authorities should look into safety measures and precautions for safety concerns. Consumers are also concerned about performance expectancy as it will shape their intention. Hence, communicating with customers and delivering safely is necessary. Other safety protocols should be followed to ensure safe and sound food delivery.

Considering the limitations, the study recommends that future studies consider other personal, social, and economic factors other than present variables to examine the effect on purchase intention. The study has used deductive approach due to its ability to aid the development of the framework. Future researchers should utilize other methodological approaches to extend the literature. Since the study has focused on Pakistan; future studies should consider other countries, so that the study's findings can be generalized. Future studies could also focus on other sectors like retail stores, apparel and groceries.

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