

The Influence of Viral Marketing on customer's Behavioral Intention in Restaurants

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Abstract

"VM" is referred to as a "recent marketing phenomenon that motivates internet users to pass marketing messages voluntarily to their relatives, colleagues, and friends." The study's primary goals can be summed up as determining how viral marketing messages' visibility, appeal, incentives, trustworthiness, and confidence affect decisions made by customers when buying fast food items. Determining the extent to which demographic factors activate the function of messages in purchase decisions is another goal. 331 Internet users participated in the field research, which was conducted using an analytical descriptive methodology. Descriptive statistical approaches were used to analyze the given data. The research's conclusions also suggested that customer' opinions on viral marketing and perceived incentives have a positive correlation. The aim of this study is to determine whether consumers' attitudes regarding viral marketing in restaurants would be influenced by perceived incentives and the reliability of the source of the

information. The results also show the influence of viral marketing on customers Behavioral Intentions in Restaurants.

Key Words:Restaurant Industry, Viral Marketing, customer's Behavioral Intention

Introduction

There can be no doubt that food has, and will continue to have, a significant impact on customer satisfaction and repeat business because food is a crucial part of the dining experience. Providing high-quality food that is not only appealing to customers but can also outperform commercial competition is a major challenge facing the restaurant industry today. And the use of fresh food is crucial in the race to outperform rivals. So, one of the best ways to ensure restaurant success is to provide high-quality meals (Aaker & Moorman, 2017). Fast food restaurant chains are aware that things are shifting to their advantage because modern families are more likely to dine out than prepare at home, which makes fast food more necessary. Building awareness, trust, and satisfaction with their fast food brand is how fast food businesses may attract people to their restaurants (Gesteiro et al., 2022).

On the other hand, elite restaurants' emphasis on the best service and their more distinctive cuisines are their most distinctive characteristics. The capacity of luxury restaurants to "personalize the experience" and make every dining outing "memorable" is one of their key differentiators (Margarido, 2015).

The influence of viral marketing on customers' behavioral intentions in restaurants is the research topic to be investigated here. This issue needs to be addressed for the sake of scholarly inquiry as well as for its practical ramifications. Residents are utilizing fast food outlets more frequently because of their quick growth; research has looked into customer visits. This

study empirically evaluates the impact of the self-view, the prosaically perspective, the viral marketing perspective, and the viral marketing perspective on consumer intention to visit fast food restaurants in relation to behavioral intentions towards green in restaurants. The idea that "VM" has become a significant component of the business environment in many affluent countries has been validated by recent marketing literature (Askool& Nakata, 2011). Viral marketing has become important as a contemporary marketing strategy that can be used to promote a variety of products, services, and ideas as a result of technical advancements and a growing dependence on the Internet and its applications (Abedniya&Mahmouei, 2010). The following sub-questions emerge from the main question:

- 1- What influence do viral marketing strategies that target the widest possible consumer segment through social media sites have on fast food restaurants?
- 2- What part do "influential" opinion leaders play in persuading consumers to make a particular purchase?
- 3- Do social media platforms play a part in viral advertising as a modern publishing medium?
- 4- Does the financial incentive offered by fast food businesses play a part in motivating patrons to act in a way that spreads the viral message and chooses what to buy?

The general aim of this study is to examine the influence of viral marketing on customer behavioral intention in fast food restaurants, with the aim of creating Conclusion and a set of recommendations for restaurant marketing managers. To reach this overall aim, the thesis has six specific objectives:

- 1- Undertaking a literature review on viral marketing, determining how exposure to viral marketing messaging affects consumers' decisions to buy.

- 2- Identifying the perspectives of customers in regard to viral marketing on customer behavioral intention, and effects on fast food restaurants. This is through viral advertising, electronic word of mouth (E-WOM), influencers, and brand trust and source credibility.
- 3- Examining how the authenticity of the source of viral marketing messages affects customers' decisions in restaurants.
- 4- Understanding the influence of incentives on triggering viral marketing messages and how they affect the formulation of purchasing decisions.
- 5- Examining the ways in which the content of viral marketing messages influences consumers' decisions to visit restaurants.

Literature Review

Viral marketing a marketing strategy known as viral marketing encourages consumers to tell their social network members about a product or brand-name advertisement. The spread of the message results in a rapid increase in the visibility of "the marketed message" among the intended audience or prospective clients (Al Muala, 2018). To begin spreading their first message, marketers can do so via a variety of communication channels, such as TV, magazines, newspapers, and occasionally mail. However, consumers access the Internet through their personal PCs, laptops, tablets, and even always-on mobile phones (Park, 2013).

Hasik said that "viral marketing is one of the e-marketing terms you may come across while visiting several websites and it is an expression used to describe the fast spreading marketing using communication networks." (Vernallis, 2011). As he sees it (Gil, 2010) a marketing strategy known as viral marketing encourages consumers to tell their social network members about a product or brand-name advertisement. The spread of the message

results in a rapid increase in the visibility of "the advertised message" among the intended audience or prospective clients (Jain & Jain, 2018).

The media critic "Douglas" published a book in 1994 AD called "Media Viral" that established the idea of internet marketing (Wu, 2013). By spreading the message to others and convincing them to share it again in their social context in exchange for a reward, either money or moral (Lópezet al., 2022). The propagation of a disease virus from one person to another is more analogous to advertising (Goldenberg et al., 2009).

The components of the marketing mix are essentially the same as those of conventional marketing (Vieira et al., 2019). Additionally, there is e-marketing; however, there is a difference in the area of implementation since e-marketing relies on how the traditional marketing mix's components—product design, pricing, and promotion—as well as the buying and selling process, which occurs mostly online, are applied. Variables related to the marketing mix continue to be important factors in marketing activity (Yusuf &Matin, 2022).

A) Viral electronic product: One of the most crucial components of the marketing mix is dependent upon it (Helm &Gritsch, 2014). The effectiveness of an organization's marketing strategy depends on the product, which can be anything real or intangible that can be acquired through an exchange process and includes practical, social, and psychological advantages (Vargo&Lusch, 2004).

b) Pricing: With the goal of encouraging consumers to spread the word about their purchases and build a large customer base (Kumar et al., 2010). Online marketers use a strategy known as the "free pricing strategy," which is based on marketing free products. This strategy does not depend on the price being completely free, but rather, it is almost free, and the pricing is meant to

promote video and audio conversations over the network (Grauman et al., 2022).

C) Distribution: For each company or organization, choosing a distribution strategy is crucial since it affects other marketing decisions and requires long-term financial commitments. Online distribution can help with this (Mishra, 2021). It aims to bring the product to the customer at the appropriate time and location while reducing the number of marketing channels (Redjeki&Affandi, 2021). The impact of viral marketing on distribution in terms of decreasing the number of staff, in addition to reducing marketing channels, and creating direct interactions with customers, which helped improve sales and customer service speed, in addition to responding to their needs around-the-clock(Taneja, 2021).

D) Promotion: Promotion is the exchange of information between a seller and a prospective customer or other channel participants in an effort to change attitudes and behaviors. Informing target clients that the correct product is available at the right place at the right price is the marketing manager's primary promotion role (Shankar et al., 2022). One may quickly observe what kinds of viral content fast food companies have on their social media pages by taking a quick look at the first new promotions, which have lots of lovely images and brief videos of what appears to be a fantastic meal surrounded by smiling faces (Al Muala, 2018).

Social networking site viral marketing is significant since it has taken over as the primary determinant of what people choose to buy (Chu & Kim, 2011). Studies have revealed that there is a steady rise in the number of consumers who decide which items and services to buy by searching on Google or other social networks (Shah & Halligan, 2009). Here, we underline the significance of viral marketing by virtue of the qualities it possesses while looking for feedback from prior customers (Craig, 2014).

Viral Marketing strategy: Viral marketing presents start-up businesses with the chance to maximize exposure while spending the least amount of money (Brooks et al., 2014). Launching viral marketing campaign demands knowledge of its workings as well as carefully thought-out methods. A marketing idea needs to meet some requirements in order to go viral. The buyer must first initiate it of his own free choice. The goal is not to pay a consumer to perform advertising or, even worse, to have him do something he would not ordinarily do (Arriagada, 2021).

Viral Advertising :Viral advertising is one of the most widely used elements of viral marketing (Dafonte-Gómez, 2014). Because the success of such an issue depends on the customers, who will distribute the ads on their social networking site profiles and pay attention to them, viral advertising is primarily focused on sharing the message with others, particularly friends. I'll share the text body with others for amusement and enjoyment (Pressgrove et al., 201[^]). Investing large sums of money in broadcasting, printing, or distribution is not necessary with viral marketing; this is an unavoidable benefit due to its design, and it is also more effective than traditional methods of advertising. The new generation that uses social networking sites does not believe in traditional methods because highly influential advertisements are more popular for this generation of subsidized and corporate-designed (Sawaftah et al., 2020).

Electronic Word of Mouth (E-WOM): Word-of-mouth communication (WOM) is the term used to describe spoken language. Given that spoken word is a type of viral marketing, the present marketing paradigm has a significant impact on both theoretical and practical marketing fields (Arjona Martín et al., 2020). Through the emergence of social networking sites, the idea of electronic word-of-mouth (E-WOM) has emerged and evolved. People may now share their opinions with their friends online and discuss

concepts linked to certain brands of goods or services (Erkan, 2014). One of the main advantages for users of social networking sites is that word-of-mouth has gone electronic. Due to its widespread use, many customers are able to freely voice their thoughts on businesses, brands, products, and services. Faithful clients of any company will act as a sort of middleman, using their online word-of-mouth to connect the company, its product, and potential customers, turning them into actual ones (Owino et al., 2014). E-WOM is a reliable source of information that lowers risk and increases the confidence of clients' decision-making (Bartosik-Purgat, 2018). The E-WOM, on the other hand, will be a good predictor for the client through the shared information when he weighs his options prior to making the actual buy; it may influence the purchase intention by its quality, quantity, and credibility (Yoo et al., 2013).

Influencers: In the scientific accumulation of information transmission theory and other fields, opinion leaders are the most significant... Influence theories identify prominent opinion leaders as having traits that set them apart from other people who represent a mediator in the dissemination of information to the public and who are also featured in the public concerns covered by the media (Zoch&Molleda, 2006). We observe that opinion leaders are individuals. They are certified cognitively and scientifically in a way that lends credibility to them and enables them to have the intended impact in the context of the communication process (Bassegy et al., 2015). A recent study has shown that many public figures and influencers, through various social networking sites, greatly influence the lives of their followers (Lou & Yuan, 2019). Opinion leaders are also considered a natural extension of the reference groups, as in each group there must be one or more leaders. They can be famous people or known to the group or individuals they are interested in (Chang, 2007).

Brand trust and Source Credibility: A key problem is the lack of consumer trust in fast food companies, who are already criticized by the media for marketing unhealthy food to children and consumers. The food served at fast food establishments contains excessive calories (Harris et al., 2010). A wide spectrum of customers are being reached by McDonald's marketing communication channels via social media, demonstrating the effectiveness of social media to hold viral marketing messaging (Chaffey & Smith, 2013). The argument being made by McDonald's is that "bad substances may be utilized in fast food restaurants, but not by McDonald's, perhaps because people are curious about what they eat." We suggest that McDonald's "Our Food, Your Question" marketing helps the company regain the trust of its clients, which will result in client happiness. From our perspective, one aspect of viral marketing that influences how satisfied fast food customers are is trust (Cannon et al., 2008). Source credibility is the degree of deference shown to the message's creator. An important factor in the success of a viral marketing strategy is the message's source's credibility (Hoogeveen et al., 2022).

Customer behavioral intentions (CBIs) relate to a customer's commitment to a certain product, even when devoted customers who are less price-sensitive might use other items. Customer loyalty can be predicted by the restaurant's service and ambiance (Antón et al., 2017). Additionally, it was demonstrated that CBIs were affected by perceived value, which highlighted the discrepancy between customers' expectations of the goods they received and their actual consumption. Finally, businesses should make an effort to encourage repeat business from customers, since this will maintain their ability to compete in the long run (Erhun et al., 2021). The attitude indicators of behavioral intentions in the context of up market restaurant patronage include consumers' propensity to repurchase and to promote products to

others (Vicker, 2017). Positive behavioral intentions may result in a willingness to pay a premium price, depending on the experiences and evaluations that customers have after consuming a product. Previous research has focused on how appreciation affects purchasing intentions and how it contributes to the rise in favorable reciprocal behavior in the luxury restaurant sector (Chang & Polonsky, 2012).

The Theory of Planned Behavior (TPB) to forecast a person's intention to engage in a behavior at a certain time and location, the Theory of Reasoned Action was developed in 1980. All behaviors that humans have the capacity to control can be explained by the theory. The most important part of this model is behavioral intent, which is impacted by beliefs about the likelihood that a behavior will result in the desired end and a personal assessment of the risks and advantages of that outcome (Yousafzai et al., 2010).

For many years, one of the most important factors in predicting customers' actual behavior and behavioral intentions has been their level of customer satisfaction. After a purchase, customer satisfaction positively influences the development of new attitudes, which in turn strengthens consumers' intentions to make another buy (Kim et al., 2001). And contented clients assist the business by free word-of-mouth promotion additionally; a loyalty condition is the result of client happiness. Customer satisfaction is therefore crucial to business success because it translates into the more practical concern of whether or not customers would return to a company or suggest it to others (Khan et al., 2022).

Attitude and behavioral metrics can be used to define and rate loyalty. The behavioral perspective refers to the idea of recurrent behavior, whereas the attitudinal dimension refers to a specific desire to sustain a relationship with a service provider (Liat et al., 2017).

Research Methodology:

This study employed quantitative research approach towards descriptive research design which was adapted and revised from (Chatzigeorgiou, 2017; Rukuni et al., 2017; Reyes-Menendez et al., 2019; Shin & Choi, 2021). Table 1 and 2 shows the questionnaire items as well as the sources. The questionnaire items were discussed and adjusted with faculty members. The final version of the survey was divided into three main sections. Clients were asked to rate twenty three items on a five-point Likert-type scale ranging from: “strongly disagree” (1); to “strongly agree” (5) about the factors that Viral Marketing Elements influence Customers' Behavioral Intention. The answer boils down to the question: To what extent do you agree or disagree with each item? The 23 items are divided into five variables: Viral Advertising (four items), E-Word of Mouth (E-WOM) (five items), Influencers (four items), Brand Trust and Source Credibility (five items), and Behavioral Intention (five items). Finally, the questionnaire asks customers for profile information (Table 1).

Construct	Factors	Items	Measure	Source
Independent	Viral Advertising	VA1	The advertising messages displayed on the restaurant's online networking sites are informative.	(Rukuni et al., 2017)
		VA2	The advertising messages displayed on the restaurant's online networking sites are constantly updated.	
		VA3	The restaurant's online advertising messages are attractive.	
		VA4	The element of humor and fun of the restaurants' online advertisements is a must.	
	Influencers	I1	Famous influencers strongly affect my choice of a restaurant	(Chatzigeorgiou, 2017)
		I2	An influencers' followers number affects my trust in their marketing	

		I3	The activities which the influencer carries out at the restaurant affect my choice of this restaurant		
		I4	The authentic experience that the influencer communicates via social media affect my choice of this restaurant		
	Brand Trust and Source Credibility	BTSC1	Restaurants market their products through professional viral marketing sites		(Shin & Choi, 2021)
		BTSC2	Restaurants market their products through viral marketing sites that are skilled in providing information		
		BTSC3	Restaurants market their products through viral marketing sites that are full of knowledge		
		BTSC4	Restaurants market their products through viral marketing sites that are trustful		
		BTSC5	Restaurants market their products through viral marketing sites that are not hypocritical		
	E-Word of Mouth (E-WOM)	EWOM1	Restaurants market their products through professional viral marketing sites		(Reyes-Menendez et al., 2019)
		EWOM2	Restaurants market their products through viral marketing sites that are skilled in providing information		
		EWOM3	Restaurants market their products through viral marketing sites that are full of knowledge		
EWOM4		Restaurants market their products through viral marketing sites that are trustful			
EWOM5		Restaurants market their products through viral marketing sites that are not hypocritical			
Dependent	Behavioral Intention	BIC1	I intend to continue visiting this restaurant	(Choi, 2021).	
		BIC2	I consider this restaurant as my first choice		
		BIC3	Even if another restaurant runs a special, I will still patronize this restaurant		
		BIC4	I will spread positive word-of-mouth about this restaurant		
		BIC5	I will recommend this restaurant to my friends and others		

Table 2 displays the age of respondents; 41.4% (n=137) of them ranged between 26 and 35 years, this is representing ages of the most significant

percentage among the Chapter Four: They are followed by 29% (n=96) of them ranging between 18 and 25 years, 18.1% (n=60) of them ranging between 36 and 45 years, and 11.5% (n=38) more than 45 years. , so this is the lowest percentage. Additionally, 51.4% (n=170) of the respondents were female. This is a high percentage compared with male respondents, 48.6% (n=161). Regarding the educational level of the respondents, high categories were percentage 61.3% (n=203) University degree and 26.6% (n=88) Postgraduate degree. Then the high school degree Came in third place with 9.7% (n=32). At the same time, the lowest percentage was Elementary school, 2.4% (n=8). Finally, the respondents' monthly income was 36.3% (n=120), ranging from 6000 L.E. to 10000 L.E Therefore; they are very reasonable percentages of the income for the customers frequenting fast food restaurants constantly. Also, 28.4% (n=73) of the respondent's monthly income went from 1000 L.E up to 5000 L.E. However, 18.1% (n=60) of their monthly income from 11000 L.E. up to 15000 L.E., while the lowest percentage was 17.2% (n=57) of their monthly income of more than 15000 L.E. (See Table 2).

Table 2: Profile of respondents (N=331)			
Demographic Data		Frequency	%
Age	18 up to 25	96	29 %
	26 up to 35	137	41.4 %
	36 up to 45	60	18.1 %
	More than 45	38	11.5 %
Gender	Male	161	48.6 %
	Female	170	51.4 %
Educational Level	Elementary School	8	2.4 %
	High School	32	9.7 %
	University	203	61.3 %
	Postgraduate	88	26.6 %
Monthly Income	1000 up to 5000	94	28.4 %
	6000 up to 10000	120	36.3 %

	11000 up to 15000	60	18.1 %
	More than 15000	57	17.2 %

Confirmatory Factor Analysis (CFA): In this work, a confirmatory factor analysis (CFA) model fit was used to assess the validity and reliability of the components. Table 3 presents the structural model results with factor loading. A fit of confirmatory factor analysis (CFA) model was used to perform configuration reliability and validity tests. Table 3 shows both the results of the structural model and its constructs' factor loading. These results imply that the initial model was not a good fit. Therefore, it is required to modify some indices to enhance the overall model's fit. More specifically, modification indices suggested remedies to some items from research scale (i.e. VA4; I3; BTSC5, EWOM5 and BIC1 have been deleted to achieve model fit indices).

Finally, the results of the estimation from the model yielded the overall fit indices for the good fit of the model fit was achieved for the measurement model, which was an acceptable threshold, with $\chi^2 = 215.155$ with 125 degrees of freedom, $p < .0001$, $\chi^2/df = 1.721 (<3$, Hair et al., 2010). To determine the model fit, indices at least three of NFI, RFI, CFI, IFI and TLI exceeded the minimum acceptable value of 0.90 (NFI= 0.914, IFI= 0.962, CFI= 0.962 and TLI= 0.953), representing a good fit model (Tucker & Lewis 1973; Hu & Bentler, 1999). In addition, root mean square error of approximation (RMSEA) is 0.047 (<0.08 , Arbuckle, 2011).

Table 3: Factor loadings, validity analysis, and reliability test of the measurement model				
Construct	Factor Loading	CR	A	AVE
Viral Marketing Elements				
Viral Advertising		0.813	0.811	0.592
VA1	0.812			
VA2	0.766			

VA3	0.728			
VA4	(deleted)			
Influencers		0.778	0.768	0.541
I1	0.784			
I2	0.820			
I3	(deleted)			
I4	0.794			
Brand Trust and Source Credibility		0.814	0.811	0.524
BTSC1	0.783			
BTSC2	0.781			
BTSC3	0.761			
BTSC4	0.764			
BTSC5	(deleted)			
E-Word of Mouth (E-WOM)		0.820	0.814	0.534
EWOM1	0.806			
EWOM2	0.701			
EWOM3	0.726			
EWOM4	0.728			
EWOM5	(deleted)			
Customers' Behavioral Intention				
Behavioral Intention		0.804	0.804	0.507
BI1	(deleted)			
BI2	0.682			
BI3	0.771			
BI4	0.714			
BI5	0.777			

The data is deemed acceptable and reliable based on the lowest Cronbach's and construct reliability values of 0.768, as indicated by the CFA results shown in Table 3. This is done in order to verify the validity of the survey scale responses from customers. CR and AVE were also used to measure convergent validity. Additionally, both MSV and ASV values were used to evaluate discriminant validity. Sufficient convergent validity was demonstrated by the CR and AVE indices, whose convergent validity was above the lowest permitted level. However, in order to guarantee the discriminant validity, the square correlation of every pair of constructs and

the AVE of every research construct were assessed (see table 4). There are certain common points of convergence and an acceptable degree of internal consistency among the measurements (Harris et al., 2010).

Table4: Discriminated Validity for the Measurement Model					
Variables	VA	I	B TSC	EWOM	BI
Viral Advertising	0.592				
Influencers	0.22	0.541			
Brand Trust and Source Credibility	0.35	0.25	0.524		
E-Word of Mouth	0.15	0.23	0.21	0.534	
Behavioral Intention	0.19	0.19	0.24	0.48	0.507

In light of the aforementioned, Table 5 illustrates how the proposed associations were examined using standardized path coefficients (β). Given that most Absolute t-values are > 3.29 and $p < 0.001$, The findings revealed a very good relationship between Viral Advertising, Brand Trust and E-Word of Mouth, customer focus, and Behavioral Intention, supporting H1 ($\beta = 0.112$; t value = 3.016), H3 ($\beta = 0.130$; t value = 2.910), and High strong H4 ($\beta = 0.480$; t value = 11.076). In the meantime, H2's rejected hypothesis, ($\beta = .042$; t-value = 1.156), do not have any relation with Customers Behavioral Intention in Restaurants, rejected hypothesis of H2.

Table 5 : Standardized Parameter Estimates of the Structural Model					
H	Path		Beta coefficients (β)	t-values	Results
H1	Viral Advertising	Behavioral Intention	.112	3.016**	Supported
H2	Influencers	Behavioral Intention	.042	1.156	Rejected
H3	Brand Trust and Source Credibility	Behavioral Intention	.130	2.910**	Supported
H4	E-Word of Mouth	Behavioral Intention	.480	11.076**	Supported

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

Discussion and Implications:

Through tools whose measurements are determined by a model adapted from (Rukuni et al., 2017), (Chatzigeorgiou, 2017), (Shin & Choi, 2021), (Reyes-Menendez et al., 2019), and (Choi, 2021).Fast food restaurants investigate the impact of viral marketing on customer intent and critical success factors. Four essential success elements for service quality are included in this new model: Viral Advertising (VA),Influencers (I), Brand Trust and Source Credibility (B TSC), and E-Word of Mouth (EWOM).

First, the model indicated Supported for H1, which suggests that social media, email, and other channels can be leveraged to increase brand exposure through viral advertising, which encourages users to share marketing messages on social media and forward them to friends and family before reaching a wider audience. Numerous studies i.e., Rukuni et al.(2017) stated that demonstrate how viral advertising increases marketing successfully led to the assumption of this concept.This finding agrees with (Arnold, 2018) who indicated thatThe new generation that uses social networking sites does not believe in traditional methods because highly influential advertisements are more popular for this generation of subsidized and corporate-designed.

The research findings indicate that there is no statistically significant correlation between Influencers (I) and Behavioral Intention in restaurants. This could be because different restaurants use different information analysis systems, according to the system marketing in restaurants, or it could be because influencers aren't giving me relevant content to read, and their social media interactions don't influence my choice of restaurant. The H2 model is not supported due to these factors.From my perspective as a scholar, public people are essential in developing the concept of marketing. According to

(Lou & Yuan, 2019), the abundance of celebrities and influencers on social media platforms has a significant impact on the lives of those who follow them.

Furthermore, H3 indicates that in fast food restaurants, there is a strong positive correlation between behavioral intention and brand trust. The findings lend credence to (Shin & Choi, 2021). This finding agrees with (Chaffey & Smith, 2013) who declared that a wide spectrum of customers are being reached by marketing communication channels via social media, demonstrating the effectiveness of social media to hold viral marketing messaging.

The study highlights the importance of E-Word of Mouth at the conclusion of the modified model. The findings validate H4, which states that the current marketing word-of-mouth paradigm has a major impact on both theoretical and practical marketing domains. The results also confirm the considerable beneficial influence of such significance on behavioral intention. These findings have resemblance to the research conducted by (Reyes-Menendez et al. 2019).

To put it briefly, E-Word of Mouth, Brand Trust and Source Credibility, and Viral Advertising are crucial success variables in viral marketing. This finding agrees with (Erkan, 2014) who mentioned that through the emergence of social networking sites, the idea of electronic word-of-mouth (E-WOM) has emerged and evolved. People may now share their opinions with their friends online and discuss concepts linked to certain brands of goods or services.

Limitations and Future Research:

This study focused on the influence of viral marketing on customer behavioral intention in restaurants in Greater Cairo, but even with that

constraint, the results offered significant management implications for restaurant managers. The experimental work of this study was carried out by means of a questionnaire survey examining the patrons of 331 fast food restaurants and seven restaurants in Greater Cairo, both local and foreign (187 and 144, respectively). Only viral marketing messages endorsing fast food products are included in the results. Therefore, it is not possible to extrapolate these findings to any other food products.

Being one of the few studies that looked into the impact of viral marketing on patrons' behavioral intentions in restaurants, this one offers some prospects for further investigation into the elements influencing patrons' intentions to return to restaurants in different restaurant contexts or in different sectors of the hospitality industry, like hotels.

It makes sense for future studies to focus on restaurants in various towns. Apart from the instrument's limitations, this study used a questionnaire. Other quantitative techniques may be employed in subsequent studies; however, greater sample sizes and additional research are needed to guarantee that the results may be appropriately generalized. This study has practical significance for scholars studying hospitality, despite these limitations.

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الملخص العربي

تأثير التسويق الفيروسي على النية السلوكية للعملاء في المطاعم

المقدمة :

يُشار إلى "التسويق الفيروسي" على أنه "ظاهرة تسويقية حديثة تحفز مستخدمي الإنترنت على نجاح رسائل تسويقية مجانيه لأقاربهم وزملائهم وأصدقائهم. ان الدراسة الأولية يمكن تلخيص الأهداف على أنها تحديد كيفية رؤية رسائل التسويق الفيروسي وجاذبيتها وتأثير الحوافز والجدارة بالثقة على القرارات التي يتخذها العملاء عند الشراء بسرعة المواد الغذائية. تحديد مدى تفعيل العوامل الديموغرافية لوظيفة الرسائل في قرارات الشراء هدف آخر. شارك في هذا المجال ٣٣١ مستخدمًا للإنترنت البحث الذي أجري باستخدام المنهج الوصفي التحليلي. وصفي واستخدمت الأساليب الإحصائية لتحليل البيانات المعطاة. وأشار إلى أن غالبية الاستطلاع المشاركون حاصلون على درجات علمية ويستخدمون الإنترنت كثيرًا. واقترحت استنتاجات البحث أيضا أن آراء العملاء حول التسويق الفيروسي والحوافز المتصورة لها علاقة إيجابية. الهدف من هذه الدراسة هو تحديد ما إذا كانت اتجاهات المستهلكين نحو التسويق الفيروسي في ستنأثر المطاعم بالحوافز المتصورة وموثوقية مصدر الحوافز معلومة. كما أظهرت النتائج تأثير التسويق الفيروسي على سلوكيات العملاء النوايا في المطاعم.