Customers' Behavioral Intensions towards Gas Stations Fast-Food Outlets in Egypt

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Abstract:

With the Egyptians' changing lifestyle, especially working people and students are seeking easy access and rapid solutions. Gas stations convenience stores are continuing to grow and attract more customers. This study aims to determine how the general behavioral intentions of customers are influenced by characteristics present at fast-food outlets found in gas stations, such as the quality of the food, convenience, perceived service quality, and price.

This study presents the results of a questionnaire survey completed by 350 consumers at three of Cairo's best convenience stores: Circle K, One the Run, and Bonjour. A convenience sample was used in this study in order to achieve the aim of the research. This questionnaire consisted of five main sections, 21 items based on a seven-point Likert -scale (from strongly disagree to strongly agree) was used to measure customers' opinions regarding food quality, service quality, convenience, perceived value, and behavioral intention. All four of the hypotheses were supported, and four of them were confirmed. The findings show that behavioral intention has a positive correlation between food quality, convenience, perceived price and service quality

The findings of this study can be used by the owners and managers of fast-food outlets located inside gas stations to assess how satisfied customers are with the quality attributes and whether they plan to return or refer others. They can eventually sustain and grow their enterprises if their consumer bases are happy.

Keywords: Behavioral intentions, Gas stations, fast food, convenience stores, Egypt.

Introduction

Recently, convenience stores at gas stations in Egypt, for example, Circle K, On the Run, and Bonjour, have assigned additional areas for food preparation and rebuilt appealing dining places to improve their convenience and accommodate the busy lifestyles of many Egyptians. In this study, gas stations fast-food outlets (GSFOs) are regarded as unconventional fast-food establishments in contrast to the

traditional fast-food restaurants that have a long history of building their reputations and brand like McDonald's (1940s), KFC and Burger King (1950s) (Wilson, 2021).

Due to the presence of fast-food outlets inside the gas station convenience stores, these establishments are regarded as unconventional. So, merging fast-food restaurants with convenience stores at gas stations has given the fast-food sector a new look. The number of dining options for clients looking for a fast-food meal has increased as gas station outlets have begun to provide a variety of freshly prepared meals during the past ten years. Fast-food restaurants and convenience store eating are now more competitive than ever (Lefrid, 2021).

Previous studies have looked at the elements influencing customer satisfaction and behavioral intentions at traditional fast-food restaurants, such as service quality, physical environmental quality, and food quality (Richardson et al., 2019; Slack et al., 2020; Zhong and Moon ,2020; Kristiawan et al., 2021). Yet, there aren't many research on the dining experience standards at unconventional fast-food locations like gas stations. This study will be the first in Egypt to investigate the dining experience of fast-food outlets at gas stations to answer the following question:

How significantly do factors like perceived service quality, pricing, food quality, and convenience affect customers' overall behavioral intentions to revisit gas stations' fast-Food outlets or refer them to others?

Background and research hypothesis

Gas Stations Convenience stores in Egypt

A convenience store or C-store is a type of retail business that sells a variety of consumable goods for speedy purchase in accessible and public location. Decades ago, C-stores had nearly the same size (2,400 square feet) of packaged goods. Companies now approach markets with a wide range of product offers, in-store seating, and freshly prepared food service. The national association for convenience stores reported six kinds of C-stores, including kiosks, mini, small, standard, extended, and super convenience stores, which range in size between 800- 5000 square feet, with off-street parking and extended operations hours (24-hour/ 7 days a week) (NACS, 2023). The following introduces some examples of high-ranked gas stations convenience stores in Egypt:

Circle K

Circle K Stores Inc. is owned by the multinational Canadian Corporation Alimentation Couche-Tard. In addition to operating in the US, Canada, and Europe, the business also has franchisees in Mexico, Asia, and other parts of the world. With more than 25,000 locations worldwide, Circle K is currently the second-leading convenience store chain. In April 2015, Circle K Egypt established its first location in Maadi. Since then, it has expanded geographically and organizationally; now, they have more than 125 branches nationwide and have invested $50 million. They work hard to accommodate the demands and wants of on-the-go consumers and simplify things for their clients. To achieve this, they provide quick and amiable service, and convenience goods, including meals,

beverages, and mobility services. Due to its reputation for high-quality merchandise and friendly customer service, Circle K has emerged as one of the most well-known convenience store brands (Circle K, 2023)

On the Run

ExxonMobil created the signature convenience store brand On the Run, which is used at Exxon and Mobil stations in the United States, BP and Mobil stations in Australia, and Esso and Mobil stations worldwide. The On the Run trademark and franchise network were purchased by Alimentation Couche-Tard in the United States in 2009 and Parkland Fuel in Canada in 2016. ExxonMobil continues to hold the On the Run brand in its entirety in the rest of the world. As compared to older-model convenience stores, On the Run stores in Egypt are more prominent, open 24/7, and provide more selection of fresh gourmet sandwiches, fresh snacks, flavorful coffee blends, as well as fast meal options (Mobile,2023)

Bonjour

Total Energies Egypt, which was founded in 1998, is one of the largest TOTAL SA companies outside of Europe and the second-largest private downstream operator in Egypt, with more than 240 service stations. The mission of Total Egypt is to offer its clients high-quality goods and services. The company runs 240 service stations and over 130 Bonjour convenience stores nationwide. "Bonjour" is a French term that means "hello" or "good morning "and greets customers at a convenience store at local Total gas stations. Bonjour offers customers with a variety of local and imported goods, including snacks, refreshments, hot meals, car accessories, newspapers, magazines, and even travel supplies. Recently, Bonjour has started to offer a wide range of baked items and coffee served by Starbucks and TBS (Bonjour, 2022)

Customers' Behavioral Intention

The attributes and features of a product are referred to as its quality (Solomon, 2018). Moreover, reliability and efficiency in performing a product's functions are signs of quality. Consumers can be satisfied and receive more value from high-quality items (Kotler and Armstrong, 2018). Service providers make an effort to satisfy their clients by giving them more meaningful benefits. Numerous researches have been done to determine the relationship between customer satisfaction and loyalty, and the results show that satisfaction is a crucial predictor of loyalty. Typically, happy customers turn into devoted ones who repeat their actions and attitudes by making sound recommendations to others and making repeat purchases. (De Waal and Heijden, 2016; Ali et al., 2018; Al-Ansi et al., 2019; Shamah et al., 2018; Carranza et al., 2018; Savelli and Murmura 2023).

According to Sulaiman and Haron (2013), behavioral intentions refer to a customer's desire to return to a restaurant following a dining experience, spread the good word about the establishment, and promote it to others. Dawson et al., (2020) described word-of-mouth marketing as the process of people talking to one another about an experience that has resulted in a certain level of consumer pleasure or discontent. This is due to the fact that consumers prefer to use casual and personal

communication channels rather than formal and institutional ones, like advertising campaigns, when making purchases. Thus, it has been recognized that word-of-mouth is one of the most important information sources for consumers' purchasing decisions and that it affects consumers' behavioral intentions (Tran, 2020; Soelasih and Sumani, 2021).

Based on earlier research (Ardani et al., 2019; Tendur et al., 2021; Ababneh et al., 2022; Uddin and Nasrin, 2023), quality, customer satisfaction, and behavioral intentions are all positively associated. According to some research on convenience stores at gas stations, there is a positive and linear association between a few qualitative traits of a convenience store and consumer behavioral intentions, like the intention to return or promote it to others. In 2014, a study examined consumer behavior toward convenience store chains in Greek. It determined that customers select convenience stores mainly to save shopping time and fulfill their daily needs, despite their dissatisfaction with the offered services (Zairis and Evangelos, 2014). Another recent study used customer satisfaction as a mediating factor in its survey of 220 convenience store customers in Vietnam to examine the relationship between service quality, product quality, perceived value, and customers' behavioral intentions. The study's findings demonstrated that customer satisfaction and behavioral intentions are highly positively impacted by product quality, perceived value, and service quality (Tran and Le, 2020).

The earlier research looked at convenience stores as a retail industry. Due to the highly competitive character of these services, the impact of quality features on consumers' behavioral intentions in the setting of fast-food outlets at gas stations in Egypt is relatively unexplored and merits further research. As a result, this study was carried out, and the following hypotheses were developed.

The development of study hypotheses

Many factors, including those that are of relative importance to the consumer, influence a customer's decision regarding which restaurant to visit and the perceived value derived from the dining experience at a restaurant. (Liu and Tse, 2018; Lefrid, 2021). A pleasant atmosphere, attractive price, service, and food quality are highlighted by Jani and Han (2015) as the key attributes that increase customer satisfaction in the restaurant industry. Improved customer retention rates lead to improved sales, good word of mouth, and lower restaurant marketing and promotional costs due to increased customer satisfaction. (Espinosa et al., 2018).

Food quality

Klein (2020) stated that the elements influencing a customer's perceived value and restaurant selection are not static and constantly evolve as customers' expectations and restaurant experience change. According to Chamhuri and Batt (2015), food quality can differ from individual to individual as it considers a subjective measurement by customers. Food presentation was pointed out by Kivela et al., (1999) as the primary indicator of food quality when demonstrating eating satisfaction. According to Jang (2007), menu diversity and freshness are the most important elements influencing consumer happiness and choosing a fast-food restaurant. Generally, food quality includes several factors, such as menu variety, meal presentation, flavor, food temperature, freshness, and healthiness. Customers'

diets have recently become more concerned with health and freshness (Hanaysha, 2016; Savelli et al., 2017).

High-quality service cannot guarantee a higher degree of satisfaction without high-quality food. Customers may be even more satisfied if the food and service are of high quality (Kim and Ham, 2016). Previous research (Mathe-Soulek et al., 2015; Shariff et al., 2015; Namin, 2017; Erkmen and Hancer, 2019) revealed that food quality is considered one of the essential factors in all parts of the restaurant sector to determine the customers' satisfaction and behavioral intentions.

Consequently, the following was investigated:

Hypothesis 1: Customers' general behavioral intentions are positively impacted by the food quality at GSFOs.

Convenience

People today are looking for convenient services that will save them time and effort in addition to high-quality services (Kaura et al., 2015). Adiele and Kenneth-Adiele (2017) defined convenience as the provision of goods or services with a minimum of effort or risk on behalf of the consumer. Five categories of convenience were presented by Berry et al., (2002) in relation to distinct service encounter stages: decision, access, transaction, benefit, and post-benefit convenience.

Because of the gap between customer expectations and service offerings, the previously mentioned conveniences help businesses better understand how customers perceive how much time and effort they use at different levels. When a service exceeds a customer's expectations and saves more time and effort, it results in a satisfied customer.

Mehmood and Najmi (2017) concurred with Lin et al., (2015) that consumers choose to purchase fast food meals because it is more convenient when weighing the cost of dining out against the time required to prepare meals at home. Other research (Mohlmann, 2015; Bellotti et al., 2015; Wong and Zhao, 2016; Tussyadiah, 2016) have demonstrated a direct connection between convenience, satisfaction, and the customers' behavioral intentions, such as the likelihood to purchase more goods and services in the future. This study suggests that convenience is crucial for improving customers' dining experience at gas station fast-food outlets.

Hypothesis 2: Customers' general behavioral intentions are positively impacted by convenience at GSFOs.

Perceived price

According to Hsu et al., (2017), most people frequently consider price a vital component of a company's product positioning. Consumers frequently see a product's high price as reflecting its outstanding quality, and vice versa. Price sensitivity is the degree to which changes in a product's price affect consumers' purchasing decisions (Han et al., 2001). Contreras and Ramos (2016) found a correlation between price sensitivity and consumer satisfaction and dissatisfaction levels. The majority of clients are extremely worried about the cost of the service or the product and react quickly to any reduction or rise. Restaurant owners and

managers should therefore be worried about the issues of consumers' price satisfaction and draw their attention by making sporadic or special offers (Ling and Aun, 2018; Paramananda and Sukaatmadja, 2018)

According to Ali et al. (2016), the client's perception of fairness and unfairness in pricing significantly impacts customer satisfaction. In a resort hotel in China, they discovered that client happiness was more strongly correlated with their favorable price perception. Additionally, Januarko et al., (2018) concurred with Kaura et al., (2015) that customers' pleasure and behavior intention is positively impacted by pricing perception. Customers would have a positive attitude and behave accordingly if they believed the prices were reasonable. Conversely, customers' complaints and unfavorable word of mouth may be impacted by their poor perception of unfair pricing (Rothenberger,2015). As a result, we can speculate that:

Hypothesis 3: Customers' general behavioral intentions are positively impacted by perceived price at GSFOs.

Service quality

Zeithaml (1988) defined service quality as "the customer's judgment of the overall excellence or superiority of the service." According to Dabholkar (2015), service quality measures a brand's excellence in the travel, retail, hotel, airline, and restaurant sectors. The quality of the restaurant's service affects the diners' experience (Lai, 2015). The service industry provides its clients with high-quality services to preserve a competitive advantage. The restaurant's level of service influences customer satisfaction (Jalilvand et al., 2017). How well clients evaluate the quality of the service is influenced by degrees of customer care and friendliness. The quality of the services offered in the hotel industry affects customer happiness, enhances company image, attracts new clients, increased return business, and heightens business success. (Sadegh et al., 2017),

According to Kochabut and Albayrak (2019), the SERVQUAL survey instrument is often used to evaluate perceived service quality since it assesses the discrepancy between customers' assumptions and their understanding of the actual service outcome. SERVQUAL was created by Stevens et al. in 1995 to evaluate the attribute of service quality in various service settings according to five dimensions. These dimensions are empathy (personalized assistance provided by the business to its clients), reliability (the ability to reliably and accurately provide the promised service), assurance (the staff's professionalism, competency, and capacity to establish trust), responsiveness (the business's willingness to assist clients and behave in a way that fosters goodwill), and Tangibility (features of the physical space, tools, and staff). Kim et al. (2009) developed the DINESERV instrument since SERVQUAL did not evaluate some of the other distinguishing traits of restaurant quality. The DINESERV included the five SERVQUAL characteristics in addition to new ones (atmosphere, service quality, convenience, food quality, price, and value) that were more tailored to the restaurant setting.

The effectiveness of the service was found to have a positive correlation with customer satisfaction in fast-food restaurants by Liu and Tse (2018). Prior research (Jun et al., 2017; Nguyen et al., 2018; Alharthey, 2019, Naveed et al., 2019,

Goeltom et al., 2020) underlined the significance of both food and service quality in enhancing overall satisfaction and desire to return to these restaurants. As a result, this study postulates that:

Hypothesis 4: Customers' general behavioral intentions are positively impacted by service quality GSFOs.

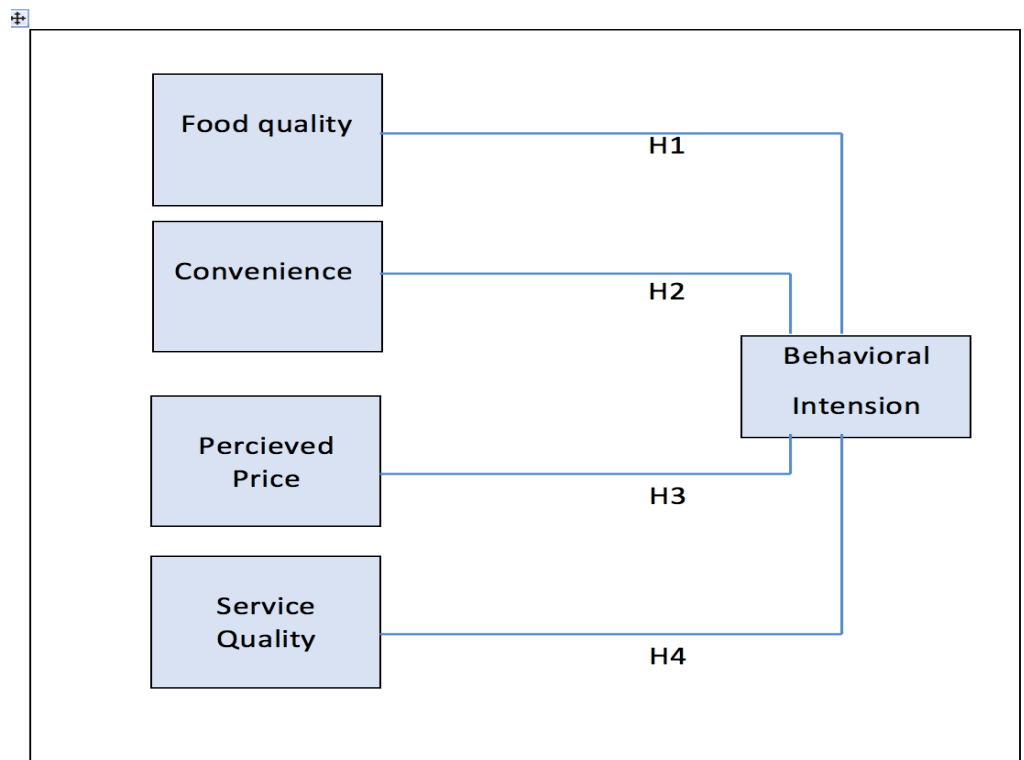The given hypotheses are expressed in the proposed research model shown in Figure (1) as follows:

Figure 1: The proposed research model

Research Methodology

Measurement Scale

The current scales that have been demonstrated to be valid and reliable were generally used as the basis for the scale assessments of construct in this investigation. The research's variables are measured as shown in the table below based on a literature survey. (see Table 1).

Table 1: Measurement items	References
Food quality	
Food presentation is visually attractive	Kivela et al. (2000) confirmed by Namkung and Jang (2007) as well as Ha and Jang (2010).
The outlet offers a variety of menu items	
The outlet offers healthy options	
The outlet serves tasty food	
The outlet offers fresh food	
Food is served at the appropriate temperature	
Convenience	
I am able to get to the outlet quickly and easily	Berry et al. (2002).
The outlet is at a convenient location	
The outlet offers convenient store hours	
It is easy to find the products I am looking for at the outlet	
I am able to complete my purchase quickly at the outlet	
It takes little time to pay for my purchase at the outlet	
Perceived price	
The price of the fast food is reasonable.	Haghighi et al. (2012)
Based on the food, the price here is fair.	
The price of the fast food is affordable.	
Service quality	
Staff members are friendly.	Parasuraman et al. (1991). Namkung and Jang (2007).
Staff members serve quickly and promptly	
I feel comfortable with staff members' service.	
Behavioral Intention	
I would like to come back to this outlet in the future.	Ha and Jang (2010). Zeithaml et al. (1996)
I would recommend this outlet to my friends or others.	
I would say positive things about this outlet to others.	

An online questionnaire was used to study consumer behavior towards nonconventional fast-food outlets at Egyptian gas stations. The study aimed to determine the variables influencing Egyptian consumers' behavioral intentions toward fast food at gas station establishments. The analyses were updated for research reasons, and all responses were checked for confidentially. Participants were sent links to the online questionnaire (available in English and Arabic) via emails and various social media profiles. The research team reviewed and followed the responses several times per day. The research populations are the customers who visited these fast-food outlets at gas stations in Cairo such as Circle K, On the Run, and Bonjour.

Customers received 400 forms altogether, 350 of which were validly completed, representing an 87.5% response rate. Four significant sections made up the questionnaire's final iteration. Participants were questioned about their profiles in the first segment (i.e., age, gender, education, and marital status). Participants in the second three sections were asked to score 20 things using a seven-point Likert-type scale, from "strongly disagree" (1) to "strongly agree" (7), about their opinions regarding food quality, service quality, convenience, perceived value, and behavioral intention. The 21 items are divided into four variables: food quality (6 items), convenience (6 items), perceived price (3 items), service quality (3 items), and behavioral intention (3 items). Data from the questionnaire were analyzed using the social sciences software package SPSS 25. A descriptive data analysis was done to show the profile of the respondents. Multiple regressions were carried out to test the study hypothesis.

Results and Discussions

1- Analyzing demographic data

Table 2: Customers Demographic Data		Freq.	%
Gender	Male	220	62.8%
	Female	130	37.2%
Age	25 years or under	140	40%
	From 26 to 35 years	53	15.1%
	From 36 to 50	130	37.1%
	Over 50 years	27	7.8%
Marital status	Single	154	44%
	Married	177	50.6%
	Other	19	5.4%
Educational level	Secondary School Education	22	6.2%
	degrees from undergraduate institutions or higher	239	68.3%
	Postgraduate Degrees	89	25.5%
Occupation	Student	131	37.5%
	Working	145	41.5%
	Not working	74	21 %

Have you recently visited a convenience store at gas station and buy fast food	Yes	230	65.7%
	No	120	34.3%

The profile information for respondents includes the respondent's gender, age, marital status, level of education, and occupation. Table (2) reveals that 62.8% of the patrons were males, and 37.2% were females. The table also shows that 40 percent of clients were under 25 years old; subsequently, the customers aged between 36 to 50 years, with a percentage of 37.1%. Only 7.8% of the clients were over 50, compared to 15.1% of customers between 26 and 35.

Regarding marital status, 50.6% of clients were married, followed by 44% were single. While only 5.4% of the customers were other. It was discovered that 68.3% of customers had an undergraduate or higher college degree. In comparison, 25.5% held postgraduate degrees. Furthermore, 6.2% of clients had secondary certificates. Table (2) shows that 41.5% of the clients were working. Moreover, 37.5% of them were students. In contrast, 21% of the customers were not working. Regarding the question (Have you recently visited a convenience store at the gas station and bought fast food?), 65.7% of the customers said yes, and 34.3% said no.

2. Measurement Scale Descriptive Analysis

The descriptive analysis of the customer questionnaire items, including means (M) and standard deviations (SD), is provided in Table 3

Table 3: Construct measurements			
Construct	**Measure**	**M**	**SD**
Food quality	Food presentation is visually attractive.	4.23	0.87
	The outlet offers a variety of menu items.	3.10	0.61
	The outlet offers healthy options.	3.08	0.52
	The outlet serves tasty food.	4.67	0.88
	The outlet offers fresh food.	4.58	0.92
	Food is served at the appropriate temperature.	4.06	0.75
Convenience	I can go to the outlet quickly and simply.	4.78	0.83
	The outlet is at a convenient location.	4.39	0.67
	The outlet offers convenient store hours.	4.55	0.95
	The things I'm looking for are easy to find at the outlet.	3.46	0.66
	At the outlet, I was able to complete my purchase swiftly.	4.02	0.81
	It only takes a few minutes to pay for my transaction at the outlet.	4.89	0.79

Perceived price	The fast food is reasonably priced.	2.88	0.52
	The price here is reasonable based on the food. .	2.10	0.49
	The price of the fast food is affordable.	2.54	0.65
Service quality	Staff members are friendly.	4.52	0.85
	Staff members provide prompt and courteous service.	4.34	0.74
	I am at ease with the service provided by staff members.	4.44	0.67
Behavioral intention	I hope to return to this outlet in the future. .	4.09	0.86
	I would recommend this outlet to my friends or others.	4.71	0.81
	I would say positive things about this outlet to others.	4.28	0.65

The following is a discussion of the data in Table (3):

Regarding food quality, the respondents were in high agreement that the outlet offers fresh food reporting the highest average mean score of (4.58) and an average standard deviation value of (0.92), followed by the outlet serves tasty food with a mean score of (4.67) and standard deviation value of (0.88). Moreover, the visually attractive food presentation was (4.23) mean score and (0.87) standard deviation. Food is then provided at the proper temperature, with a mean score of (4.06) and a standard deviation of (0.75). The last two statements, the outlet offers a range of menu items and healthy options, had the lowest mean score (3.10 and 3.08) and standard deviation (0.61 and 0.52) on the food quality scale. The overall food quality scale has an average mean score of (3.93). These findings were consistent with Jin et al., (2012), who stated that food presentation, temperature, freshness, nutrition, and menu variety are all aspects of food quality affecting customers' decision to return to a restaurant.

In regards to convenience, respondents were in high agreement that It only takes a few minutes to pay for your product at the outlet reporting the highest average mean score of (4.89) and SD (0.79), followed by that they are being able to reach the outlet fast and easily with a mean score of (4.78) and standard deviation (0.83). Moreover, they agreed that the outlet offers convenient store hours with a mean score of (4.55) and a standard deviation (of 0.95). Followed that the outlet is at a convenient location with a mean score of (4.39) and standard deviation (0.67). Moreover, they agreed that they could complete their purchase quickly at the outlet with a mean score of (4.02) and standard deviation (0.81) and the last one in the convenience scale, which is that the things customers are looking for are easily found at the outlet was a mean score of (3.46) and standard deviation (0.66). The overall average mean score for the convenience scale is (4.34). These findings coincided with Lai et al., (2014), who discovered that service convenience and the tendency to repurchase are positively connected.

 The third scale was perceived price. The price of fast food was rated as reasonable, with a mean score of (2.88) and a standard deviation of (0.52), followed by the price of fast food as inexpensive, with a mean score of (2.54) and standard deviation of (0.65) and the final statement on the perceived price scale (based on the meal, the price here is reasonable) had a mean score of (2.10) and a standard deviation of (0.49). The average mean score of the overall perceived price scale is (2.50). These findings agreed with Andaleeb and Conway (2016), who emphasized that behavioral intentions and customer happiness are two more traits influenced by perceived price fairness. Moreover, Varki and Colgate (2011) suggested that since price assumptions significantly impact client retention, managers may benefit from aggressively managing client price perception.

Regarding service quality, the respondents were in high agreement that the Staff members are friendly, reporting the highest average mean score of (4.52) and an average standard deviation value of (0.85), followed by the fact that they feel comfortable with staff members' service with a mean score of (4.44) and standard deviation (0.67). The last statement in the service quality scale (staff members serve quickly and promptly) was a mean score of (4.34) and (0.74) standard deviation. The average mean score of the overall service quality scale is (4.43). These findings agreed with Sadeghi et al., (2017), who demonstrated how communication between restaurant staff and customers affects customer behavioral intention. Furthermore, he believed that the level of friendliness and care influences how clients evaluate the quality of service.

The last scale was the behavioral intention. Regarding the statement that they would recommend this outlet to their friends or others was a mean score of (4.71) and (0.81) standard deviation, followed by they would say positive things about this outlet to others with a mean score of (4.28) and standard deviation (0.65). Furthermore, the last statement they would like to return to this outlet in the future had a mean score of (4.09) and a standard deviation of (0.86). The overall behavioral intention scale has a mean score of (4.36). These findings supported the findings of Sulaiman and Haron (2013), who discovered that a customer's desire to return to a restaurant following a dining experience, spreading the good word of mouth about the restaurant, and promoting it to others is their behavioral purpose.

3. Testing Research Hypotheses

Table 4 shows the results of multiple regression hypothesis testing (e.g., standardized path coefficients (ß) and P-values for relevant significance levels).

Table 4 : Testing Research Hypotheses				
Hypotheses	**Direct Relationships**	**ß**	***P*-Value**	**Result**
H1	FQ ☐ bI	0.139	0.005**	Supported
H٢	Convenience ☐ bI	0.118	0.031*	Supported
H٣	P. Price ☐ bI	0.107	0.012*	Supported
H٤	SQ ☐ bI	0.260	0.006**	Supported

Note: ß = Standardized path; * P ≤ 0.05, ** P ≤ 0.01 and *** P ≤ 0.001

Table 4 shows how the hypothesized correlations were tested using standardized path coefficients (ß). The findings confirmed H1 by revealing that food quality substantially affected behavioral intention (= 0.139; p-value = 0.005). This finding supported the assertion made by Gagi et al., (2013) that consumer happiness and behavioral intentions can be significantly impacted by food quality. Moreover, numerous researches revealed that food quality might favorably impact consumer behavior. (Qin et al., 2009; Abdullah et al., 2018). Moreover, convenience significantly positively affected behavioral intention (β = 0.118; p-value = 0.031), supported by H2. This outcome is consistent with Ozturk et al. (2016), who showed that the convenience of the service positively impacts consumer behavioral intent and referral to a friend. Other research has demonstrated a connection between customer behavior intentions, such as their propensity to purchase additional goods and services in the future, and convenience and satisfaction. (Mohlmann, 2015; Bellotti et al., 2015; Wong and Zhao, 2016; Tussyadiah, 2016).

As assumed, the perceived price positively correlated with behavioral intention (β = 0.107; p-value = 0.012), supported H3. This outcome is consistent with Han and Pyu's (2009) study, which defined price perception as the underlying presupposition of fairness or unfairness, significantly impacting consumers' overall pleasure and behavior intentions in the service industries. Moreover, Kaura et al., (2015) described how customer happiness and behavior intention are positively impacted by price perception. Furthermore, service quality significantly positively affected behavioral intention (β = 0.260; p-value = 0.006), supported by H4. This conclusion was shared by Sadeghi et al. (2017), who claimed that in the hospitality industry, high-quality service results in more repeat business and positive consumer behavior. Moreover, Yu et al., (2006) also mentioned how behavioral intention is impacted by service quality. All the above findings are agreed with (Hyun, 2010; Erkmen & Hancer, 2019), who stated that a restaurant's features have an impact on a customer's inclination to return. They include food quality, service quality, ambiance, location, and price.

Conclusions and Recommendations

According to the findings of this study, there is a favorable relationship between food quality and behavioral intention. The findings also revealed a positive correlation between convenience and behavioral intention. Moreover, there was a positive correlation between perceived price and behavioral intention. And there was a positive correlation between service quality and behavioral intention.

This research makes theoretical contributions. First, it fills the research gap about gas stations and fast-food outlets. Second, it draws attention to the crucial role that specific eating experience components play in a setting of gas stations and fast-food outlets. This study adds to the body of knowledge by investigating eating at gas station restaurants as a novel niche within the fast-food restaurant business.

Based on the preceding findings, the following recommendations are suggested: gas stations fast-food outlets owners and managers should focus more on

promotional programs by advertising (TV ads, social media, flyers& brochures, etc.) as well as sales offers such as (discounts, buy 1 get 1, giving presents, etc.) to access more population. Food service managers should think of inventive approaches to improve the appeal of gas stations fast-food outlets and take into account all aspects of the eating experience to guarantee higher customer behavioral intention. Fast-food outlets at gas stations may also attract new customers by emphasizing food quality trends such as low-calorie and freshly produced dishes and healthier food options. Moreover, GSFOs can cater to their customer's desire for convenience by providing drive-through, an app for ordering ahead of time, and other inventive techniques to deliver the quickest and most accurate service possible. Furthermore, emphasizing specific aspects of service excellence, such as employee friendliness, carrying meals to customers' seats, and simplifying menu displays. Also, offering more checkout points (cashier) facilities, for example, an automated paying machine to avoid crowded rush hours.

Limitations and future research

There are some limitations in this study; Firstly, there are many branded convenience stores in Egypt, but our research sampling included only 3 top convenience stores (Circle K, One the Run, Bonjour) located only in Cairo. As a result, generalizations of the findings would be possible only if more research looked at other brands in different regions throughout Egypt. Secondly, an online survey was used in this study; from 400 forms distributed, only 350 were valid. A subsequent study with a larger sample size should be undertaken right after customers leave gas stations to boost the reliability and validity of the results. Thirdly, this study focuses on customer behavioral intention in fast-food gas stations. A future study could evaluate customers' behavioral intentions in comparison with other food service establishments, including ethnic fast-food outlets, home delivery, and food trucks. Last, this study hypothesized only the direct relationship between food quality, convenience, perceived price, service quality, and the customers' intentional behavior to revisit or recommend GSFO to others without moderators. Future studies should consider the impact of other variables, such as perceived value, atmosphere, or physical environment, on behavioral intentions, with customer's satisfaction as a mediator.

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نوايا العملاء السلوكية تجاه منافذ الوجبات السريعة بمحطات الوقود في مصر.

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الملخص

مع نمط الحياة المتغير للمصريين ، يبحث الموظفون والطلاب بشكل خاص عن سهولة الوصول والحلول السريعة.وهذا ماتوفره متاجر محطات الوقود المستمره في النمو وجذب المزيد من العملاء. تهدف هذه الدراسة إلى تحديد كيفية تأثر النوايا السلوكية العامة للعملاء بالخصائص الموجودة في منافذ الوجبات السريعة الموجودة في محطات الوقود ، مثل جودة الطعام والسهوله وجودة الخدمة المقدمه والاسعار. تم جمع البيانات من خلال استطلاع عبر الإنترنت أكمله العملاء الذين قاموا مؤخرًا بشراء وجباتهم من المتاجر الصغيرة في محطات الوقود مثل Circle K و On the Run و Bonjour وما إلى ذلك. يتكون هذا الاستطلاع من خمسة أقسام رئيسية ، و ٢١ عنصرًا بناءً على مقياس Likert المكون من سبع نقاط لقياس آراء العملاء فيما يتعلق بجودة الطعام وجودة الخدمة والسهوله والاسعار والنوايا السلوكية. تم دعم جميع الفرضيات الأربعة ، وتم تأكيد أربعة منها. تظهر النتائج أن النية السلوكية لها علاقة إيجابية بين جودة الطعام والسهوله والاسعاروالخدمة المقدمة .

يمكن استخدام نتائج هذه الدراسة من قبل مديري منافذ الوجبات السريعة الموجودة داخل محطات الوقود لتقييم مدى رضا العملاء عن سمات الجودة وما إذا كانوا يخططون للعودة أو نصح الآخرين لتجربه المكان . وبناءا علي هذا التقييم يتمكن مالكي ومديري هذه المنافذ من وضع خطط التحسين والتطوير والتغلب علي نقاط الضعف لاستمرار النجاح .

الكلمات الداله: النوايا السلوكيه ـ محطات الوقود ـ منافذ الوجبات السريعه ـ مصر