

GREEN MARKETING AND CUSTOMER AWARENESS IN QUICK SERVICE RESTAURANTS IN YENEGOA BAYELSA STATE

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ABSTRACT

This study aimed to identify the relationships between green brand dimension (green brand awareness, green brand image, and green brand trust), green perceived value and quick service restaurants in Yenagoa, Bayelsa State. Data was collected through structured survey questionnaire from 103 respondents of three restaurants in Yenagoa. Data was analyzed using SPSS, multiple regression. The results indicate that there is significant relationships between green brand awareness, green brand trust, green perceived value, and customers' use of quick service restaurants. However, green brand image was not found to have significant relationship with customer's awareness in quick service restaurants. The discussion presented suggestions for marketers and researchers interested in green branding.

Key Words: Green Brand Awareness, Green Brand Image, Green Brand Trust, Green Perceived Value and Customer awareness in quick service restaurants

INTRODUCTION

Environmental complications such as environmental toxic waste and degradation, excessive wastes disposal, climate change and global warming have changed the purchasing patterns of customers as many customers are now demanding for green products that do not only meet their immediate needs but will also preserve the environment from damage. (Kushwaha & Kumar, 2019). Products that are considered "green" are ones that do not contribute to environmental degradation. The growing demand for green products requires food and beverage firms to respond to the market changes by adopting green marketing practices.

Green marketing practices is a marketing orientation that aimed at satisfying customer needs and wants without damaging the natural environment (Onditi, 2020). It is a marketing orientation that takes the environment into consideration while striving to satisfy customer needs and wants. "Green marketing" is "the process of discovering, forecasting, and meeting client requirements in a profitable and sustainable way," as defined by Chen and Chai (2019). In addition, the term "Green Marketing" was used by (2019) to describe the practice of advertising products widely accepted to be environmentally benign. Gao and Mattila (2022) opined that green marketing entails a wide variety of actions, such as adjusting products to include the green element, altering material sourcing and selection to ensure green procurement practices, adjusting production methods to reduce carbon emissions, adjusting packaging to include sustainable elements, and adjusting marketing and advertising to highlight environmental benefits. Green marketing practices has come to change the way in which marketing is being practiced by business organizations by integrating sustainability issues into marketing practices. It is a marketing philosophy that has gained much

importance across the globe in view of the increasing environmental challenges facing countries of the world. Any company that develops new product or improves an existing product with environmental inputs in mind can be said to have green marketing initiatives (Mallen-Ntiador, 2019). Such company modifies its production process to integrate sustainability element into it, selects its material suppliers based on sustainability practices, modify its packaging practices by integrating environmental friendliness into it, promotes its products on the basis of its environmental benefits and modify its distribution practices by incorporating sustainability philosophy into it to protect the environment from pollution during distribution processes.

Many customers are now demanding for green products because of their environmental benefits. Surpriadi and Astuti (2021) submitted that many customers are buying more of green products that can satisfy their needs even though the prices of these products are much higher than the unsustainable products in the market. Before now, customers were demanding for unsustainable products because they can satisfactorily meet their needs and their prices are relatively cheaper when compared to green products in the market. However, as customers become increasingly aware of the environmental harms such as macroclimate change, total warming up, environmental pollution and degradation, ozone diminution, excessive wastes, etc. and how they affect their living standard and health status, they began to switch from their unsustainable consumption lifestyle to sustainable consumption lifestyle. Today, the demand for green products has increased tremendously and as such customers will remain loyal to those companies that produce green products that can satisfy their needs. As the demand for green products increases, manufacturing firms are expected to respond to the changes in market demands in order to satisfy their customers' needs.

Green marketing practices can help food and beverage firms to increase sales performance since many customers have readjusted their consumption pattern and realigned the satisfaction of their needs with more environmentally friendly products that companies would offer (Kushwaha & Kumar, 2024). Since customers are increasingly demanding for products with sustainable solutions to their needs, food and beverages firms can take advantage of this opportunity to create green products that can satisfy customers' needs and wants. By creating environmental products, green marketing tends to deliver superior customer value which will in turn increase sales performance. Macharia et al (2021) remarked that a company with green marketing orientation analyzes customers' needs and develops a sustainable solution that can provide superior value to customers. Furthermore, they argued that a firm might acquire an edge over its competitors and serve consumer demands in a more long-term and efficient manner by employing green marketing strategies.

Statement of the Problem:

Despite the growing interest in sustainable practices in the food industry, there is a lack of awareness among customers about green initiatives in Quick Service Restaurants. This gap in knowledge hinders the adoption of environmentally-friendly behaviors and limits the potential impact of green marketing strategies in QSRs. This seminar aims to address this issue and explore ways to increase customer awareness of sustainability in QSRs in Yenagoa Bayelsa State respectively. Green marketing is an emerging trend in the business world, aimed at promoting

environmentally-friendly products and practices. Quick Service Restaurants (QSRs) play a significant role in the food industry and have the potential to influence consumer behavior towards sustainability. This paper focuses on exploring the concept of green marketing and customers' awareness of environmental practices in QSRs, with a case study conducted in Yenagoa, Bayelsa State.

Objectives of the Study:

1. To examine the level of awareness among customers regarding green marketing practices in Quick Service Restaurants in Yenagoa Bayelsa State.
2. To examine the relationship between brand trust and customer's use of quick service restaurant in Yenagoa Bayelsa State.
To assess the impact of brand image on customer perceptions and use of quick restaurant in Yenagoa Bayelsa State.
3. To identify to the relationship between perceived value and Customer's use of quick service restaurant in Yenagoa Bayelsa State.

Research Questions:

1. What is the relationship between Brand awareness and customer's use of quick service restaurants in Yenagoa, Bayelsa State?
2. How does brand does relates with customer's use of quick service restaurant in Yenagoa, Bayelsa State
3. How does brand image affective customer's use of quick service restaurants in Yenagoa Bayelsa State.
4. What is the relationship between perceived value and Customer's use of quick service restaurants in Yenagoa Bayelsa State?

Research Hypothesis:

- H01** There is no significant relationship between Brand awareness and customer's use of quick service restaurants in Yenagoa, Bayelsa State?
- H02** There is no significant relationship between green brand trust and customer's use of quick service restaurants in Yenagoa, Bayelsa State.
- H03** There is no significant relationship between green brand image and customer's use of quick service restaurants in Yenagoa Bayelsa State.
- H04** There is no significant relationship between green perceived value and Customer's use quick service restaurants in Yenagoa Bayelsa State.

LITERATURE REVIEW

Intention to Use

The Theory of Reasoned Action (TRA) has been broadly developed in comprehending consumers' decision-making processes in different contexts (Han & Kim, 2019). According to TRA, behavioral intention is a function of two factors; namely, attitude toward subjective norm and performing the behavior (Han & Hsu, 2021). TRA proved its applicability in explaining social behavior purposed at buying green products. The most excellent predictors of the intention to buy green products are

attitudes towards the behavior perceived value. The study by Vazifehdoust (2023) indicated that the intention of customers to buy green products is defined by having a positive attitude and green perceived value toward green products. The study also has examined the impact of a variety of marketing factors and personal on the attitude toward green products of customers.

Green Brand Awareness

Green brand awareness is defined as "the ability for a buyer to recognize and to recall that a brand is environmental friendly" (Tseng, 2023, p. 98). Ng (2023) stated that increasing awareness amongst customers on environmental threats caused by electronic products has pushed companies to incorporate eco-friendly attributes in their products to fulfill consumers green expectations. Therefore, companies that offer environmentally sustainable products/services enhance green perceived value of their brands. However, incorporating green attributes in a product may not directly influence perceived value of a trade name. Ottman (2019) found that there is a strong positive effect and correlation of green awareness, green brand image and green trust and green brand preference. Chen (2022) indicates that awareness about products, especially green products, create positive perception about the products and decrease the perceived risk of green products. According to Chen (2023) green brand awareness is "the ability for a buyer to recognize and to recall that a brand is environmental friendly". And this study argues that that green perceived quality and green brand awareness are positively related to buying decision of customers. Moreover, according to social cognitive theory, environmental issues modify the human behavior (Zarnikau, 2023). And human behavior influences the aspects of the ecological to which they are exposed. For instance, education and awareness about green products significantly influence on buying behavior of customers (Aman, 2022; Chahal, 2019; Suki et al., 2023). Therefore, it can be hypothesized that:

H01: There is no significant relationship between green brand awareness and customer's use of quick service restaurants in Yenagoa, Bayelsa State?

Green Brand Trust

In this study, green brand trust is defined as "the readiness to be depended on only one thing based on the trust or belief resulting from its reliability, kindness, and capability about eco-friendliness" (Chen, 2022, p. 192). Trust summoned from three viewpoints—benevolence, ability and integrity—is an expectation held by one party that the word, statement or promise of a different party be able to be relied on (Rotter, 2019). Besides, trust is a level of the self-belief that another party will act as expected. Consumer trust is a primary determinant of long-term consumer behavior (Lee et al., 2020). For this reason, customer intentions to buy are affected by customer trust (Harris and Goode, 2019). Previous literature supports that buyer trust is a determinant of customer intentions to buy (Schlosser et al., 2022). Multiple studies have proved that customers purchase intentions significantly affected by customers' trust and it is a determinant of consumer purchase intentions (Lee et al., 2020; Schlosser et al., 2021). The study findings by Kang (2022) affirm that green satisfaction has positive effects on green trust and green affect. Also, the results support hypothesis in positive effects in both green brand trust and green brand affect on green brand loyalty. Hence, green trust and loyalty has positive effect on intention to buy eco-friendly products. Customer trust is a fundamental determinant of long-term consumer behavior (Lee et al., 2020). If buyers have had

a trust experience with the seller, they would possess a higher level of purchase intentions. Thus, consumer trust is an antecedent of customer intentions to use (van der Heijden et al., 2003; Ercis, 2022; Mohamed, 2022; Asgharian, 2022). Based on the reviewed literatures the following hypothesis can be inferred:

H02. There is no significant relationship between green brand trust and customer's use of quick service restaurants in Yenagoa Bayelsa State.

Green Brand Image

Green brand image is defined as "as a whole range of impressions, conceptions and apprehensions towards a brand in the customers' memory which is correlated to the sustainability and eco-friendly concerns" (Chen, 2022, p. 309). Green brand image is a subset of the overall brand image. It is plausible that when a firm proclaims to deliver environmentally friendly products, the existing quality perceptions in consumer mind may positively influence to enhance a greener brand image. Cretu (2019) defines brand image as the consumer's mental visuals that illustrate a specific brand which is related to the products produced by a company. Ko (2023) indicates that the outcomes of green marketing significantly related to the creating a positive brand image for green products, and results shows that the customers intention to use green brand product, generally identity in combination with product excellence and company social responsibility views. Mourad (2022) stated the green brand image is understood to have a positive effect on the green brand choice. In other words, a company reputation is significantly affected by green brand image, and positive brand image and company's reputation increase customers' use of quick service restaurants. Juwaheer (2022) argued that the appropriate marketing strategy to create positive brand image is the initial step toward a company's success in attracting more customers and creating loyal customers for company's products. Based on social cognitive theory, individuals act in way that is highly acceptable in the society and tend to choose the products which are more well-known. It means that the reputation and image of a brand seems a good reason of the buying activities, decisions, and behaviors of individuals (Bandura, 2019; Juwaheer, 2022; Yusof, 2022; Mayer, 2022; Namkung, 2023). Therefore, it is hypothesized:

H03. There is no significant relationship between green brand image and customer's use of quick service restaurants in Yenagoa Bayelsa State.

Green Perceived Value

Perceived value is described as a customer's general assessment of the net benefit of a service or product based on a customer's judgment (Bolton, 2019). Past research has broadly studied perceived value because it has a positive effect on marketing performance (Sweeney et al., 2019). Because perceived value is more significant today's, corporations can increase customer purchase intention through product value (Steenkamp, 2019). A product can send message value to customers by presenting them by distinguishing the product from competitors' and other benefits (Zeithaml, 2020). Prominent product value for businesses can distinguish their products from their competitors' (Kim, 2024). Perceived value can not only be a central determinant in maintaining long-term consumer relationships, and also play a key role

in affecting intentions to buy (Zhuang, 2020). Besides, perceived value is also significant in influencing consumer trust (Kim et al., 2022). Also, business that regularly increases their new eco-friendly products in the market; they allocate themselves to way in the new marketplace, to enhance their effectiveness, and to take pleasure in economic advantages more than the businesses that are not worried about ecological problems (Chang, 2019). The green value increases the awareness of social value. Keller (2021) has stated that the green perceived value is one of the most important for green users. A lot of consumers really care about their purchases, it is important for them that green products which they buy were accepted in their social surrounds. If a product execute poorly in terms of social approval, negative incident like disagreement or dissatisfaction are probably could happen (Keller, 2011; Chi, 2012; Zhuang, 2020; Ansar, 2023; Li, 2023; Dumitrescu, 2023; Mahesh, 2023; Szocs, 2022; Ng, 2023). Based on the discussion above it can be hypothesized that:

H04. Green perceived value has no positive significant relationship between Customer's uses of quick service restaurants in Yenagoa Bayelsa State.

Theoretical Framework

The theoretical framework of this study was adapted from previous studies mainly Chen (2020) and Mourad and Ahmed, (2022). Chen (2020) conducted a study on the relationship of the green brand dimensions (GBA, GBT, GBI, GPV) to intention use green products. For this study, the researcher is expanding Chen's (2020) study to include green perceived value by Mourad and Ahmed (2022) to intention to use green products. Mourad and Ahmed (2022) focused that green perceived value significant positive relationship to intention to use green products. Underlying theory for this study was Theory of Reasoned Action as shown in

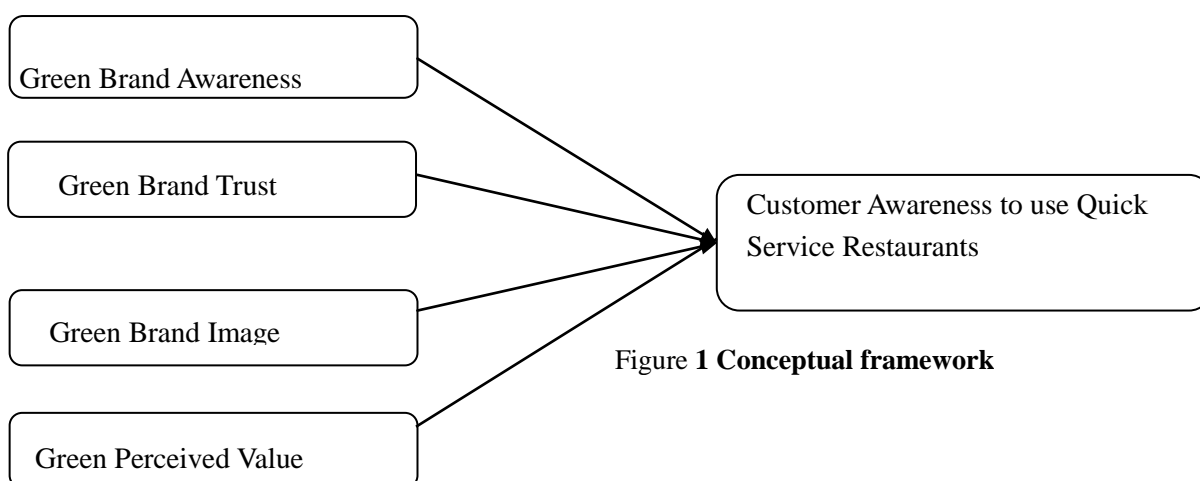


Figure 1 Conceptual framework

METHODOLOGY

This study is an explanatory research employing the quantitative research method to accomplish the objective of the study which is to identify the relationship between green brand awareness, green brand trust, green brand image, perceived value and customers' use of quick service restaurants. Sample of 103 respondents were used. The sampling techniques used was convenience sampling and SPSS was used for data analysis. These types of studies are appropriate to examine the

significance of the correlations between investigated constructs (Creswell, 2019). The population of this study includes selected customers of three Quick Service Restaurants in Yenagoa, Bayelsa State, which are Buca-swalo, Lady K. Diches and Madam Stella Foods. In these restaurants, multiple types of green products are available such as green electronic products, green packed products, grocery products and different eco-friendly products. As this study is not focused on specific types of products, population of this study consist majority of people who are customers of these restaurants. However, actual number of customers is unknown, because there is no way to quantify how many customers enter to these restaurants (Mourad and Ahmed, 2022). It would have been ideal to survey the whole population, however, the population of this study was unknown which was impossible to include entire population. Therefore, this study used convenience sampling technique and the subjects were selected because of their convenient accessibility and proximity to the researcher.

A survey questionnaire designed to collect primary data from customers to explain the relationship between variables. A total of 150 survey questionnaires were distributed among customers of three restaurants. From 150 survey questionnaires, 103 questionnaires were filled up and collected. From collected survey questionnaires eight questionnaires had some un-answered questions; therefore these questionnaires were considered as incomplete data. Overall, 103 survey questionnaires were usable as relevant data for further analyses. To analyze the relationship between selected factors, multiple regression analysis was used.

FINDINGS

Demographic questions of the designed survey questionnaire of this study were asking the respondents' age, gender, level of education, occupation and level of income. The frequency and percentage of demographic distribution of 103 respondents are presented in Table 1.

Table 1
Demographic Distribution

Items	Frequency	Percentage
Gender		
Male	62	60.2%
Female	41	39.8%
Age		
30 or below	41	39.8%
31-40	22	21.4%
41-50	30	29.1%
Above 50	10	9.7%
Level of Education		
Diploma	22	21.4%
Bachelor Degree	41	39.8%
Post Graduate	30	29.1%
Other	10	9.7%

Occupation		
Employed	32	31.1%
Self-Employed	25	24.3%
Student	21	20.4%
Retired	5	4.9%
Housewife	17	16.5%
Other	3	2.8%
Level of Income		
50,000-100,000	25	24.3%
100,000-150,000	30	29.1%
150,000-200,000	25	24.3%
200,000 and above	23	22.3%
Total: 103		

The results of descriptive analysis and reliability test are presented in Table 2. Based on Vogt (2007), the Cronbach's Alpha value more than .70 for designed questions indicate that the measurement items are a good items to measure a construct. The means for the variables range from 3.12 to 3.67.

Table 2
Descriptive Analysis and Reliability

Variables	Mean	S.D.	No. of Items	Cronbach's Alpha
Customers' use of quick service restaurants	3.55	1.13	4	.94
Green Brand Awareness	3.67	.96	5	.92
Green Brand Trust	3.48	1.10	5	.91
Green Brand Image	3.48	1.06	5	.93
Perceived Value	3.12	1.32	5	.95

The Pearson Correlation value shows the correlation between variables and should be between -1 and 1. The amount close to 1 shows high correlation, and negative amount shows negative correlation. Based on information in Table 3, there is high correlation between the independent variables and customers' use of quick service restaurants as all Pearson values are more than .90.

Table 3
Correlations

	Intention to Use Green Products	Green Brand Awareness	Green Brand Trust	Green Brand Image	Green Perceived Value
Intention to Use Green Products	1.00				
Green Brand Awareness	.97	1.00			
Green Brand Trust	.95	.90	1.00		
Green Brand Image	.94	.93	.92	1.00	
Green Perceived Value	.92	.87	.89	.86	1.00

FINDINGS

Table 4 represents the model summary for the analysis done based on the model presented in this study. From the model summary table, customers' use of quick service restaurants can be explained by green brand awareness, green brand trust, green brand image, and green perceived value. With the Adjusted $R^2 = .97$, therefore, it can be argued that 97 percent of variations in customers' use of quick service restaurants can be explained by green brand awareness, green brand trust, green brand image, and green perceived value.

Table 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.99 ^a	.970	.97	.19	.97	3087.694	4	379	.000	2.593

a. Predictors: (Constant), Green Perceived Value, Green Brand Image, Green Brand Trust, Green Brand Awareness

b. Dependent Variable Customer Awareness to Use Quick Service Restaurant.

The results of F-test clarify how much the model presented in this study is an acceptable model to describe variations in customers' use of quick service restaurants. Table 5 shows the P-value for ANOVA is 0.00 less than .05 indicating that the model presented in this study is an appropriate model.

Table 5
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	472.00	4	118.00	3.08E3	.000 ^a
	Residual	14.48	379	.04		
	Total	486.48	383			

a. Independent (Constant), Green Perceived Value, Green Brand Image, Green Brand Trust, Green Brand Awareness

b. Dependent Variable: Customer Awareness to Use Quick Service Restaurant.

Table 7 shows the P-value is .00 for the relationship between green brand awareness and customers' use of quick service restaurants. Therefore, it can be inferred that green brand awareness has a significant relationship with customers' use of quick service restaurants. And the beta value for the relationship between green brand awareness and customers' use of quick service restaurants is .60. The amount indicates that the relationship between green brand awareness and customers' use of quick service restaurants is positive. Consequently, H_{01} is rejected. Similarly, the P-value for the relationship between green brand trust and customers' use of quick service restaurants is also .00. Therefore, it can be argued that green brand trust has significant relationship with customers' use of quick service restaurants. Moreover, the beta value for this relationship is .30. H_{02} is rejected.

Table 7
Multiple Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.31	.05		-6.86	.000
Green Brand Awareness	.60	.03	.51	18.33	.000
Green Brand Trust	.31	.03	.30	11.13	.000
Green Brand Image	.05	.03	.05	1.55	.122
Green Perceived Value	.14	.02	.16	7.59	.000

a. Dependent Variable: Customers Awareness to use Quick Service restaurant

Based on the results, Hypothesis 3 is rejected because the P-value is .12 for the relationship between green brand image and customers' use of quick service restaurants and the beta value is .05. Lastly, there is a significant and positive relationship between perceived value and customers' use of quick service restaurants (P-value = .00). The Beta value is .14, hence, H_4 is accepted. Based on results of multiple regression analysis the following formula for the linear regression model of this study can be explored:

$$\text{Customers' use of quick service restaurants} = .51 * \text{Green Brand Awareness} + .30 * \text{Green Brand Trust} + .05 * \text{Green Brand Image} + .16 * \text{Green Perceived Value}$$

DISCUSSION

Based on the findings of this study all defined constructs have positive relationship with customers' use of quick service restaurants, except green brand image. The relationships between green brand awareness, green brand trust, green perceived value and customers' use of quick service

restaurants were significant. Consequently, this study explored that green brand awareness, green brand trust, and green perceived value have significant positive relationship with customer's intention to use green products.

The findings of this study support the findings of Mourad and Ahmed, (2022), Cheah and Phau, (2021), Chen and Chang, (2022). Researches indicate that awareness about products, especially green products, create positive perception about the products and decrease the perceived risk of green products. Moreover, according to social cognitive theory, environmental issues modify the humans' behavior. And human's behavior influences the aspects of the ecological to which they are exposed.

The results show that the relationship between green brand trust and customers' use of quick service restaurants is significant positive relationship. The findings support the findings of Lee et al., (2021), Schlosser et al., (2022), Harris and Goode (2020) and Schlosser et al., (2022) that customers purchase intentions significantly affected by customers' trust and it is a determinant of consumer purchase intentions. These findings indicate that customer trust is a fundamental determinant of consumer behavior, and if buyers have had a trust experience with the seller, they would possess a higher level of purchase intentions. Therefore, organization should strategies for organization to create trust about their products, in order to encourage customers to buy them.

However, the findings of this research reveal that the relationship between green brand image and customers' use of quick service restaurants is not significant. The results of this study differ from previous studies (Juwaheer, 2022; Mourad and Ahmed, 2022; Hartmann, 2022; and Mourad, 2022) which found significant positive relationship between green brand image and customers' use of quick service restaurants. This could be due to the lack of clear green brand image such as environmental friendly products as this study focused on green brand in general.

The findings of the research explored that there is significant positive relationship between green perceived value and customers' use of quick service restaurants. The findings support the findings of Cheah and Phau (2021) Chen and Chang (2022), Steenkamp and Geyskens (2022) and Keller (2019). Green products have great value both for individuals and for environment, therefore, there is a good opportunity for organizations highlight the value of their products to enhance consumers' quick service restaurants. Moreover, according to the Theory of Reasoned Action, if a customer feels that there are desire outcomes and values for choosing a products or taking an action, he or she has incentive and motivation to engage in those actions or select those products (Ajzen and Fishbein, 2019 2020; Bandura, 2019). And this study and previous studies indicate that perceived value for customers' plays fundamental role to use green products. The social impact of this study supports the importance of perceived value held by the community represented by the customers, and this can affect public policy on green products in Malaysia.

There were some limitations for this study. First, this study did not focus on specific product or specific brand. As green products are very diverse, it was hard for the researcher to investigate the relationship between brands dimensions and customers intention to use specific green branded

product. This study included all products in restaurants. Future scholars could use the theoretical framework provided in this study to analyze it for specific brand and product. This study conducted on the customers of restaurants. Future studies should focus on other markets to identify the relationships between defined variables.

Secondly, due to lack of time the researcher was not able to study more variables and as highlighted in the literature review as well as moderators and mediators. There are more brand dimensions, or other factor based on Social Cognitive Theory and Theory of Reasoned Action which can influence customers' use of quick service restaurants. As this research found that green brand image did not have significant relationship with customers' use of quick service restaurants, future study could explore the effects of green brand image in different circumstances.

This study focused on Theory of Reasoned Action to identify the relationship between brand dimensions and perceived value and customers' use of quick service restaurants. The findings of this study provide a good evidence for scholars to explore the effects of brand awareness, brand trust, and perceived value of green products on customers buying behavior. And, this study explored the implication of Theory of Reasoned Action and Social Cognitive Theory in green marketing which provide opportunities to further studies to support for these theories.

CONCLUSION

In conclusion, the findings of this research indicate that there are significant relationships between green brand awareness, green brand trust, green perceived value and customers' use of quick service restaurants. The findings of this study bear implications to companies to improve the awareness of customers about their products, create green brand trust among customers, and enhance green perceived value for customers to increase their intention to use quick service restaurants.

RECOMMENDATION

Based on the finding, the following recommendations were made:

1. That Future scholars could use the theoretical framework provided in this study to analyze it for specific brand and product
2. That Future studies should focus on other markets to identify the relationships between defined variables.
3. That more variables, literature review as well as moderators and mediators and brand dimensions should be used for further research based on Social Cognitive Theory and Theory of Reasoned Action which can influence customers' use of quick service restaurants.

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