



## Electronic word of mouth and consumer behaviour towards fast food outlet in Port Harcourt, Nigeria

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### Abstract

*The study investigated electronic word of mouth and consumer behaviour towards fast food outlet in Port Harcourt. The study adopts a survey research design. The study was guided with three research questions and nine hypotheses. 775 was the population of the study made up of 87 Staff and 688 Consumers fast food outlet in Port Harcourt Metropolis in Rivers State. 233 was the sample size of the study and this was determined using the Taro Yamane's formula. The instrument for data collection is a self-constructed questionnaire. Result showed that Information influence enhances customer emotion towards fast food outlet, trust worthiness influence attitude of consumer behaviour towards fast food outlet and expertise influence preference of customers towards fast food outlet. Based on the findings the following recommendations were made: It enables fast food outlets to use the different media outlets in creating awareness of their products. They should develop brands that enables their customers to trust them. They should utilize the best technology in the development of their products.*

**Keywords:** Electronic Word of Mouth, Consumer Behaviour, Expertness, Customer E-Emotion, Trust Worthiness.

### 1. Introduction

There is a perceived increase in the number of fast-food restaurants that crop up in every city and township in Rivers State. Thus, suggesting that the sector is gaining acceptance among customers. Fast Food industry in Rivers State today is a beehive of activities and is gaining a lot of attention both within and outside the country. Industry trends such as rapid outlet expansion, strategic alliances (especially with companies in downstream sector of the oil and gas industry), and entrant of foreign players amongst others lends credence to the perceived phenomenal increase in the number of fast-food restaurants. Baroon (2020), also stated that the number of fast-food outlets in Rivers State is increasing at age of metric rate and it is expected to double in five years. This proliferation is not unconnected with the general up surge in social and economic activities. Milhic, (2017), stated that the popularity of fast-food restaurant in every growing city of the world is a product of the effect of

globalization. Thus, every segment of the society now consumer fast food. The consumption fast foods have become recent trend among upper society, teenagers and youths have also increased and the fast food has won the palate of those groups. Muhammed (2018), states that eating at fast food restaurants not only help customers to satisfy their hunger, but it also creates need for convenience, pleasure, entertainment, time saving, social interaction and the mood transformation. Besides, consumers experience excitement, pleasure and a sense of personal well-being in visiting fast-food restaurants. Khor (2020) averred that the hectic lifestyle of many Rivers States does not allow the luxury of home cooked meals. Since fast food is convenient and readily available, it has become the choice of many young adults and up worldly mobile individuals. In the same vein, industry players have gone beyond serving quick foods like snacks to venturing into African de legacies. This strategy of capturing more



markets has expanded the customer base of the industry over the past few years.

Electronic word of mouth has been rated as the most used information source when making purchasing decisions and influencing consumer behaviour allowing businesses and consumers to share information and knowledge, form social ties and create communities online. It is considered the key determinant when making purchasing decisions as many consumers find opinions from previous users more useful and trustworthy in their decision-making process than the ones delivered by the company offering the product or service. The characteristics of, such as it being easy and fast to access consumers experiences on products or services shared to a multiple number of consumers in real time, makes it a unique marketing tool, given their makeable rise of internet users as well as increasing importance of being part of social networks/media such as Myspace, Facebook and Twitter. Hence, the role played in influencing consumers' behaviour and attitudes towards products cannot be over emphasized. Electronic word of mouth (eWOM) is important for companies as it influences consumer behaviour as it drives customers to patronize fast food outlets which ultimately drive profitability and retention of consumers.

Blackwell (2015) revealed that the buying behaviour of consumers in itself is a dynamic and complex subject that is not commonly and easily defined. Hence, several scholars have come up with several definitions for the buying behavioural concept of consumers. Solomon (2016), states that the buying behaviour of consumers is described as the process of purchasing, choosing, disposing or using a product or service by a group or individual in a bid to satisfy a want or need. Similarly, Schiffman and Kanuk (2018) summarized consumer buying behaviour as the behaviour a consumer displays when

deciding on the product or service using the resources available to satisfy their desires and needs. Gabbot and Hogg (2016), states that this process can consist of a variety of stages and activities. Consequently, the various definitions boil down to the common meeting point of a group of people or an individual trying to satisfy a want or need. Conversely, researchers and academics have reached an agreement that as the consumer changes or the characteristics of the purchase changes as a result of the consumer's psychological and physical needs, the buying behaviour of the consumer is subject to continuously evolve. Meanwhile, Kotler and Keller (2016) emphasized the significance of understanding the buying behaviour of consumers and the drivers of consumer's product and service choice which is particularly important for service provider and manufacture alike, thus giving them a competitive edge. For instance, the knowledge gathered in the buying behaviour of consumer studies can be channelled to develop a strategy that offers a specific product and service to the target market, effectively reflecting the consumers' wants and needs. Egan (2017) made a valuable point about the significance of understanding the behaviours of consumers by suggesting that having a deeper understanding of the buying behaviour of consumers contributes positively to the economic state of any country. He went further to express that in a country where the quality of products and services is remarkably good, there is a great understanding of consumer buying behaviour. Furthermore, in a bid to achieve a greater knowledge of the buying behaviour of consumers, companies should engage in promotional activities and advertising to influence their purchasing decisions. However, companies need to bear in mind external factors beyond the consumers' and companies' control, i.e., politics, the economic conditions of the country, culture and technology (Kotler &

Keller, 2012).

### **Purpose of the Study**

The purpose of this study is to investigate the electronic word of mouth and consumer behaviour towards fast food outlet in Port Harcourt the study is guided by the following specific objectives:

1. To ascertain the relationship between information influence and customer emotion towards fast food outlet in Port Harcourt.
2. To examine the relationship between trustworthiness and attitude of consumer towards fast food outlet in Port Harcourt.
3. To examine the relationship between expertise and preference of customers towards fast food outlet in Port Harcourt Metropolis in Rivers State.

### **Research Questions**

The following research questions are developed to guide this study:

1. To what extent is the relationship between Information and customer emotion towards fast food outlet in Port Harcourt Metropolis in Rivers State?
2. To what extent is the relationship between trustworthiness and attitude of consumer behaviour towards fast food outlet in Port Harcourt?
3. To what extent is the relationship between expertise and preference of consumer behaviour towards fast food outlet in Port Harcourt.?

### **Research Hypothesis**

The following hypotheses are formulated and tested in this research.

**H0<sub>1</sub>:** There is no significant relationship between information influence and

customer emotion of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>2</sub>:** There is no significant relationship between information influence and Attitude of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>3</sub>:** There is no significant relationship between information influence and Preference of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>4</sub>:** There is no significant relationship between trustworthiness and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>5</sub>:** There is no significant relationship between trustworthiness and Attitude of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>6</sub>:** There is no significant relationship between trustworthiness and Preference of consumer behaviour towards fast food outlet in Port Harcourt.

**H0<sub>7</sub>:** There is no significant relationship between Expertise and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt

**H0<sub>8</sub>:** There is no significant relationship between Expertise and Attitude of consumers toward fasts food outlet in Port Harcourt.

**H0<sub>9</sub>:** There is no significant relationship between Expertise and Preference of consumers towards fast food outlet in Port Hardcourt.

### Conceptual Framework

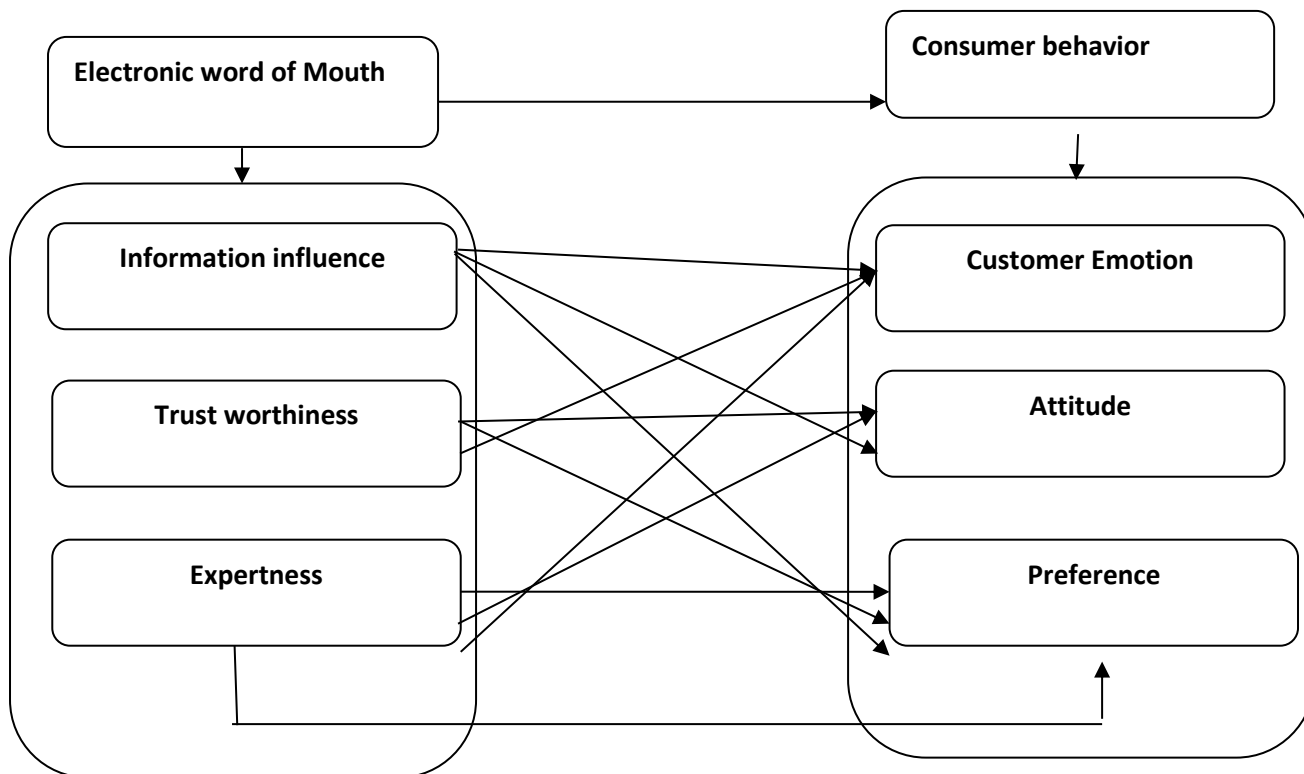


Fig 1.1: Conceptual frame work of electronic word of mouth amd consumer behaviour towards fast food outlet in port Harcourt

## 2. Literature Review

### 2.1 Concept of electronic word of mouth

The word-of-mouth concept has been the centre of attention for practitioners and academics alike for decades. Arndt (2017) described word of mouth as “oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product, or service”. Communication for businesses is important. In fact, without it, businesses are unlikely to succeed in their respective fields. It remains clear that there is an enormous amount of research on word of mouth, signifying that it is one of the most impactful channels of communications in the market (Brown, 2017). It is the most powerful and credible source of information for consumers in the market given that people perceive information

from people on the same level to be credible and believable. Most consumers actually stated that they decided to buy a certain product or service following a recommendation from friends, family and work colleagues. As such, word of mouth can be explained as the delivering of information from one individual to another through oral communication.

A Dichter (2016) state that electronic word-of-mouth is a powerful marketing force that is often under-utilized. Nowadays, people can use email, mobile phones, the internet, text messaging and even blogs to share information and in easier and quicker ways than before. Hence, word of mouth becomes a powerful tool for companies to use to increase the popularity of their brands (Wiedmann,2015). Electronic word-of-mouth plays a significant role in the consumer marketplace. Even though the



consumer marketplace is a dynamic and complex system which is determined by a variety of factors such as the economy, competition and marketing, the role of word of mouth has shown that it should be given emphasis.

The success of a company depends on the creation, advancements and sustenance of bonds of loyalty, familiarity or favourability with its consumers and key stakeholders. This bond then becomes important in developing social networks with consumers and the stakeholders hence providing a platform for them to influence each other through word of mouth. It then becomes imperative for companies to identify the social networks that their clients are involved in and how they operate. This will be with the intention of influencing the spread of positive word-of-mouth reviews for the firm and its services and products. There are several principles which guide the concept of word of mouth. By adhering to the principles, businesses are able to understand ways to make their businesses thrive.

The first principle that enterprises should consider is that social networks vary and that all the people in a social network have similar influence. Research conducted by Gladwell (2017) reveals that there are three types of people: connectors, mavens and salesmen, and they have a significant role in ensuring that messages are spread.

Watts (2017) opined that social change is not directed by influencers but rather by individuals who are easily influenced and their interaction with individuals with the same character trait. These ideas reveal that word of mouth is not tied to special people whose opinion is considered crucial regarding a particular subject; rather every individual is capable of making their own observations and hence offering their opinion regarding a particular product. Additionally, individuals may play different roles given that they can belong to various social networks. For instance, an individual may speak about food products

to a particular social network and still offer his/her opinion to a special network of people concerned with automobile cars. It is therefore important for business enterprises to determine how these social network groups function to enable them to utilize the data accordingly. Research into this idea has shown that there are significant variations in activity in social networks based on demographic characteristics such as gender and age (Nielsen, 2016). For instance, men were found to be most active in social network groups dealing with financial services, vehicles, computers and politics. Women, on the other hand, were found to be most active when dealing with products concerned with personal care and beauty, health, and nutrition. However, both women and men were equally active in searching for information regarding their points of interest.

The principle of word of mouth expresses that it occurs in the context of particular occasions and situations (Watts, 2017). These perspectives may include the credibility of the source of information. It remains important that the source of a particular piece of information is believable. Moreover, the person could be persuasive and hence increase the absorption of such information. The rate of activity is crucial under this principle since it determines whether an individual may form a social network by either seeking information about a certain product or providing information about it (Andriole, 2016). Additionally, the tone of the message being conveyed by a person is also important. Usually, negative tones tend to discourage members of the social network from buying a certain product.

The principle suggests that human beings make decisions on the basis of a complex interplay of emotional benefits and cognitive preferences (Nielsen, 2016). It can be said that human beings are influenced by various factors that eventually lead them to buy a certain product. The factors include the qualities of

a product, the emotional consequences and functional benefits that are derived from a product's attributes and personal values that the consequences evoke. Values, in this case, are very emotional, powerfully motivating and highly personal. It is said that the best way to influence someone is to appeal to the values that he or she appreciates the most.

With this principle in mind, it becomes easier for markets and companies to determine how social networks have an impact on whether a person will buy a product or not (Smith, 2017). For example, if a particular product Y is able to deliver better quality services for a person, highlighting such qualities to a person is likely to influence them to buy a product. If an individual prefers products that emphasize the killing of germs rather than their aesthetic value, emphasis on that attribute is likely to convince them to buy a product. For precise information and social interactions in the community that can make purchasing decisions. The credibility of the data submitted, whether it is trusted or not from the source of the message to consumers, tends to help consumers find information and make decisions, said (Lou & Yuan, 2019), also expressed by (Pustap and Wulandari, 2020). The credibility, quality, and quantity of EWOM positively affect buying interest in (Bataineh, 2015) and (Anaya-Sánchez et al., 2020). And the benefits of adopting this information can be received by someone depending on the message conveyed, according to (Edition, n.d.) Kotler and Keller (2016).

For the marketing department of most companies, it has been seen that introducing a value-based approach in advertising has provided deep insights that have enabled marketing strategies that have a high level of success in the field. As such, companies that have utilized this approach have found that their advertising campaigns have been very effective and have delivered the right amount of information persuading a consumer to buy a particular product.

Given the importance of personal relevance in marketing strategies, it is essential that one considers this factor when determining how this principle applies to word-of-mouth communication.

The other principle is that the customer environment that facilitates word of mouth is constantly changing (Smith, 2017). This principle relies on the idea that human beings are constantly evolving, and the dynamic and complex nature of the consumer environment allows various changes so they have an impact on word of mouth as a means of communication. It therefore becomes essential that companies constantly monitor social network platforms to determine how their products and services are being viewed by people on the platforms. Additionally, this principle has made companies take a keen interest in the views that blogs have of their opinions and some clever companies have gone on to provide information and positive reviews about their products by developing blogs that are personally tailored for such ideas (Hennig-Thurau, 2014).

The fifth principle of word of mouth signifies the importance of the polarity of messages that word of mouth delivers. As such, it says that how people perceive and if false information that is spread through word of mouth is determined by whether the information was delivered in a positive or negative tone. Deitz & Cakim (2015), negative information spreads faster than positive information. Therefore, it is important for companies to identify means of controlling negative reviews of their products which have spread through word of mouth, given that people have different reasons for choosing to spread negative information than when they choose to spread positive information. It is essential that marketers get an insight into these reasons so as to influence the process to their advantage.

## **2.2 Concept of Consumer of behaviour**

Association defines consumer behavior as a dynamic interaction between influence and

awareness, behavior and the environment, were humans exchange life aspects. Consumer behavior will involve the thoughts and feelings in them that are experienced so that they then take action in the consumption process. This includes paying attention to other consumer comments, viewing advertisements, checking pricing information, packaging, product appearance, and catalogs. So, dynamic consumer behavior will involve interaction and information exchange, which is very important to be analyzed. When consumers are surprised and delighted by new experiences, even long-held beliefs can change, making consumers more willing to repeat the behaviour (Mcgloin et al., 2021). Customers current trust a message that they judge it worthy or not for them to decide on a twist (Ajzen, 2019). Individual motivation factors as determinants if the likelihood of performing specific behavior (Kang et al., 2018), (Teo, 2020). Buying habits of consumer are being trusty influence (Sun et al., 2019) and (Chen et al., 2020).

### **2.3 Dimension of Electronic Word of Mouth**

#### **Information influence**

At the present stage of human development, information influence is the basis for effective activity in the field of management, pedagogy, trade, advertising, etc. (Lin, Herbert, & Kerr, 2017) However, information influence is the main weapon of information-psychological wars and operations. (Horban, 2015) It causes serious damage to the object to which it is directed. Informational and psychological influence is a purposeful psychological attack on specific spheres of an individual, group psyche, or social consciousness as a whole. The danger of informational and psychological influence on the citizens' consciousness is that such influence changes the normal behavior of people, their reactions to the surrounding world. It makes the person's psyche vulnerable and encourages the individual to destructive

actions against society. This is a danger not only for the psychological state of an individual member of society, but also for the whole country. That is why today it is necessary to investigate the peculiarities of informational and psychological influence on social consciousness in the conditions of the information-psychological war. (Moroz, & Tverdokhlib, 2016).

#### **Trust worthiness**

Attitude, on the other hand, refers to feelings about a product or a particular service. Through interaction with services and products, consumers develop certain attitudes towards them, and this determines whether they will buy a particular product or not (Kenrick, 2016). Additionally, consumers may have certain attitudes towards a particular company, which affects their interaction with their products and services. Moreover, attitude defines the type of lifestyle an individual lives and this extends to their choices when buying products.

While the mentioned factors have a huge impact on consumer behaviour, it is essential to understand the decision-making process that takes place before consumers purchase a particular product or service (Kotler, 2016). Initially, the need for a specific brand or service triggers the buying decision of a person. For instance, a person may be thirsty and would need to buy a drink. After recognizing the need for the particular product, a consumer then tries to gather as much information about the product as they can. This might involve commercial, personal, public and experimental sources.

The third step involves evaluation of the alternatives present for the consumer whereby they weigh their options to determine which best suits their need, pocket and taste (Andriole, 2018). After passing through the steps mentioned, the consumer finally buys the product and follows this with an evaluation of the product purchased. As such, this will weigh heavily when the consumer is faced with a

similar need in future.

Convenience, affordability, and sustainability have become the key factors in the establishment of the sharing economy. As people continue to live mobile and increasingly hectic lifestyles, they seek ways to reduce costs, live freely and save time (Liao, 2020). Hence, with this in mind, marketers are encouraged to identify innovations that will satisfy the requirements of consumers.

The internet has had a lot of impact in the market as it has been used extensively to entice consumers (Nielsen, 2016). As a significant driver for businesses, the internet has developed to become a flexible platform whereby consumers can buy, convey, review and network without any boundaries. Therefore, it remains imperative that marketers make use of the proliferation of this trend as it continues to engage all components of the market. Moreover, many consumers are sharing or providing information about their tastes and preferences on online social platforms such as Face book and Instagram (Nielsen, 2016). This has allowed several firms to take part in data-mining activities which have the function of identifying what their consumers prefer (Mayzlin, 2016). Thereby, markets are able to target specific consumers with particular products that peak their interests. Lastly, consumer behaviour is an important element when firms enter a market with the objective of attracting many clients. It becomes important that they identify the behaviours of their consumers so as to influence their buying behaviours and patterns. Moreover, firms are able to ensure that their products remain in the market for a long time by ensuring they are tailored to the specific needs of clients. This even encourages brand loyalty, which ensures that a company's products are always perceived in a positive light. Additionally, taking note of current trends will facilitate the introduction of products that suit the evolving needs of consumers, especially

with the current affairs going on in the world.

#### **2.4 Factors influencing customers' patronage of fast-food restaurants**

With the effect of globalization, fast food restaurants have increasingly become popular in Rivers State and have also increased in their numbers. So have consumers increased in their numbers, taste and preference. What determines a customer's choice of selecting or patronizing a fast-food restaurant differs from country to country and from region to region as are sult of cultural, environmental and socioeconomic specifics (Aris, 2018) noted that factors vastly found to influence behaviour intention in most literature include the physical surrounding, service quality and food quality. AlHalwachi (2019), included food quality, service quality, atmospheric quality and perceived value as factor is influencing consumers patronage intention (Nur, 2021) proposed product quality, customer satisfaction and brand trust as the dominant variable that drives the customer loyalty to preferred fast food restaurants. In a study carried out by Hamid (2011) to investigated Consumers' Purchase Intentions in Fast Food Restaurants on Undergraduate Students using the five dimensions of service quality, assurance was found to be the strongest determinant of customer satisfaction towards fast food restaurants (FFRs), followed by responsiveness, reliability, tangibility and empathy. The results also supported the contention that customer satisfaction can lead to customer purchase intentions. Akbar and Mehyar, (2020) investigated determinant of factors that influence customers in choosing normal full-service restaurant in Seri kandar, Perak, Malaysia. Result showed that, customers put heavy priorities on food quality, followed by trustworthiness, service quality, price, environment, and lastly location in choosing normal full-service restaurant. Malay respondents are more concern on trust worthiness compared





to other races in selecting normal full-service restaurant

### **2.5 Theoretical Framework**

#### **The Theory of Buyer Behaviour and Consumer Decision Model by Howard 1963**

The first consumer decision model was developed in 1963 by Howard (Du Plessis, 1991) and was further modified in 1969 by Howard to become the Theory of Buyer Behaviour. This model gives “a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing”.

Overall, having a clear understanding of the buying behaviour of consumers, through identifying and studying their wants and needs, definitely leads to greater long-term business benefit. He stated that it is important to highlight that despite the immense work applied to understanding and learning the consumer buying behaviour, pinpointing the specific reasons a consumer will prefer one product or service as oppose to the other is difficult. This can be traced to the fact that consumers in most cases make the decision to purchase a particular product or service based on emotional attachment or beliefs which in most cases they are not conscious of. On the other hand, internal factors, i.e., beliefs, lifestyle, demographic, attitude, knowledge, personality, motivations and feelings, can influence consumer behaviour. Similarly, aligning them message with the target market personality plays a significant role in making sure that the message is successful. Below is a frame work analysing the consumer decision process.

#### **Attachment theory developed by Bowlby, 1979**

This study was guided by attachment theory developed by Bowlby, 1979. Attachment theory states that the degree to which individuals are strongly attached to a brand determines their level of commitment to the

relationship and the level of acceptance of sacrifices involved in the relationship.

Attachment theory is a psychological model that attempts to describe the dynamics of long-term and short-term personal relationships between humans. However, attachment theory is not formulated as a general theory of relationships. The most important tenet of attachment theory is that an infant need to develop a relationship with at least one primary care giver for the customer's successful social and emotional development, and in particular for learning how to effectively regulate their feelings. Organizations are equally likely to become principal attachment figures if they provide most of the customers care and related social interaction. In the presence of a sensitive and responsive caregiver, the organizations should use the caregiver as a safe base from which to explore.

Attachment theory in this study referred to the process of establishing emotional bonding, and emotional bonding developed through consistent experiences with an entity contributes to the degree of comfort perceived in their relationship of customers with the product advertised. In the branding context and in this study, brand attachment represents the closeness of the self to a brand in terms of a strong cognitive and affective perception existing in customers' mindsets.

### **3. Methodology**

This study adopted the descriptive survey design. According to Gall cited in Ojera, (2016) opined that the purpose of the descriptive survey research design was to obtain pertinent and precise information concerning the current status of phenomenon and whenever possible to draw valid general conclusions from facts discovered. The population of this study was 775 made up of 87 staff and 688 consumers of fast-food outlet in Port Harcourt A sample size of 233 was determine using Taro Yamane formula and served with questionnaires. Data was

collected by use of questionnaire which was developed in line with the purpose of the study and was validated by experts in educational measurement and evaluation and two lecturers in marketing department in Ignatius Ajuru University of Education. Reliability was measured using Cronbah's Alpha for its measure of consistency and stability of the instrument and a reliability coefficient of 0.0 was established which shows an acceptable level of reliability. The questionnaires were administered with the aid of two research assistance. Data analysis was done with mean and standard deviation on a four (4) point Likert-type scale (of Strongly Agree = 4, Agree = 3,

Disagree = 2 and Strongly Disagree = 1) while hypotheses were tested with Pearson Product Moment Correlation using SPSS version 25.

**4. Results and Discussion**

**4.1 Data Analysis and Results**

Decision Rule: The 0.05% significance level was adopted as a criterion for the probability of either accepting the null hypothesis at ( $p > 0.05$ ) or rejecting the null hypothesis at ( $p < 0.05$ ).

**HO<sub>1</sub>: There is no significant relationship between information influence and customer emotion towards fast food outlet in Port Harcourt Metropolis in Rivers State**

**Table 1: Analysis on the relationship between information influence and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt**

			Information Influence	Customer Emotion
Spearman's rho	<b>Information Influence</b>	Correlation	1.000	.814**
		Coefficient		
		Sig. (2-tailed)	.	.000
		N	233	233
	<b>Customer Emotion</b>	Correlation	.814**	1.000
		Coefficient		
Sig. (2-tailed)		.000	.	
	N	233	233	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: *SPSS Output, 2022*

From the analysis in table 4 the result showed that Information influence has a very strong positive and significant relationship with Customer emotion ( $r = 0.814$ , and  $P-v = 0.000 < 0.05\%$ ). Therefore, the null hypothesis is hereby rejected and restated that there is a very strong positive and significant relationship

between information influence and customer emotion towards fast food outlets in Port Harcourt Metropolis in Rivers State.

**Ho<sub>2</sub>: There is no significant relationship between information influence and Attitude of consumer behaviour towards fast food outlet in Port Harcourt**

**Table 2: Analysis on the relationship between information influence and attitude of consumer behaviour towards fast food outlet in Port Harcourt**

			Information Influence	Attitude
Spearman's rho	<b>Information Influence</b>	Correlation	1.000	.969**
		Coefficient		
		Sig. (2-tailed)	.	.000
		N	233	233



<b>Attitude</b>	Correlation	.969**	1.000
	Coefficient		
	Sig. (1-tailed)	.000	.
	N	233	233

\*\* Correlation is significant at the 0.05 level (2-tailed).

The result of the test of hypothesis one (see table 2) shows that the coefficient (r) and the p values are 0.969 and 0.000 respectively. The p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that Information Influence has a significant

relationship with attitude of consumer behaviour towards fast food outlet in Port Harcourt.

**H03: There is no significant relationship between Information Influence and Preference of consumer behaviour towards fast food outlet in Port Harcourt**

**Table 3: Analysis on the relationship between Information Influence and Preference of consumer behaviour towards fast food outlet in Port Harcourt**

		Information Influence	Preference
<b>Information Influence</b>	Correlation	1.000	.938**
	Coefficient		
	Sig. (2-tailed)	.	.000
	N	233	233
<b>Preference</b>	Correlation	.938**	1.000
	Coefficient		
	Sig. (2-tailed)	.000	.
	N	233	233

\*\* Correlation is significant at the 0.05 level (2-tailed).

The result of the test of hypothesis two (see table 3) shows that the coefficient (r) and the p values are 0.938 and 0.000 respectively. Since p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that information influence has a significant

relationship with preference of consumer behaviour towards fast food outlets in Port Harcourt.

**H04: There is no significant relationship between trustworthiness and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt**

**Table 4: Analysis on the relationship between trustworthiness and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt**

		Trustworthiness	Customer Emotion
<b>Trustworthiness</b>	Correlation	1.000	.940**
	Coefficient		
	Sig. (2-tailed)	.	.000
	N	233	233
<b>Customer Emotion</b>	Correlation	.940**	1.000
	Coefficient		
	Sig. (2-tailed)	.000	.
	N	233	233

\*\* Correlation is significant at the 0.05 level (2-tailed).



In the test of hypothesis four, (see table 4) the values of r and p were found to be 0.940 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance, we therefore reject the null hypothesis and accept the alternate hypothesis that trustworthiness has a significant relationship with customer emotion of

consumer behaviour towards fast food outlets in Port Harcourt.

**HO5: There is no significant relationship between trustworthiness and attitude of consumer behaviour towards fast food outlets in Port Harcourt Metropolis in Rivers State.**

**Table 5: Analysis on the relationship between trustworthiness and attitude of consumer behaviour towards fast food outlet in Port Harcourt**

			Trustworthin ess	Attitude
Spearman's rho	<b>Trustworthin ess</b>	Correlation	1.000	.906**
		Coefficient		
		Sig. (2-tailed)	.	.000
	<b>Attitude</b>	N	233	233
		Correlation	.906**	1.000
		Coefficient		
		Sig. (2-tailed)	.000	.
		N	233	233

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

From the analysis in table 5, the result showed that trustworthiness as a very strong positive and significant relationship with attitude of customers patronage behaviour towards fast food outlet ( $r = 0.906$ , and  $P-v = 0.000 < 0.05\%$ ). Therefore, the null hypothesis is hereby rejected and restated that there is a very

strong positive and significant relationship between trust worthiness and attitude of customer behaviour towards fast food outlet in Port Harcourt.

**H06: There is no significant relationship between trustworthiness and Preference of consumer behaviour towards fast food outlet in Port Harcourt.**

**Table 6: Analysis on the relationship between trustworthiness and preference of consumer behaviour towards fast food outlet in Port Harcourt.**

			Trustworthin ess	Preference
Spearman's rho	<b>Trustworthiness</b>	Correlation	1.000	.965**
		Coefficient		
		Sig. (2-tailed)	.	.000
	<b>Preference</b>	N	233	233
		Correlation	.965**	1.000
		Coefficient		
		Sig. (2-tailed)	.000	.
		N	233	233

\*\**. Correlation is significant at the 0.05 level (2-tailed).*



Testing hypothesis five (see table 6) shows that r and p values are 0.965 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that trustworthiness has significant relationship

with preference of consumer behaviour towards fast food outlets in Port Harcourt.

**H07: There is no significant relationship between Expertise and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt**

**Table 7: Analysis on the relationship between expertise and customer emotion of consumer behaviour towards fast food outlet in Port Harcourt**

		Expertise	Customer Emotion
Spearman's rho	<b>Expertise</b>	Correlation Coefficient	1.000
		Sig. (2-tailed)	.881**
		N	.000
	<b>Customer Emotion</b>	Correlation Coefficient	.881**
		Sig. (2-tailed)	.000
		N	233

\*\* . Correlation is significant at the 0.05 level (2-tailed).

The test of hypothesis seven (see table 7) shows that the coefficient (r) and p values are 0.881 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that expertise has significant relationship with customer emotion of

consumer behaviour towards fast food outlets in Port Harcourt.

**H08: There is no significant relationship between Expertise and Attitude of consumers toward fasts food outlet in Port Harcourt.**

**Table 8: Analysis on the relationship between Expertise and Attitude of consumers toward fasts food outlet in Port Harcourt.**

		Expertise	Attitude
Spearman's rho	<b>Expertise</b>	Correlation Coefficient	1.000
		Sig. (2-tailed)	.890**
		N	.000
	<b>Attitude</b>	Correlation Coefficient	.890**
		Sig. (2-tailed)	.000
		N	233

\*\* . Correlation is significant at the 0.05 level (2-tailed).

The test of hypothesis eight (see table 8) shows that the coefficient (r) and p values are 0.890 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that expertise has significant

relationship with attitude of consumer behaviour towards fast food outlets in Port Harcourt.

**H09: There is no significant relationship between expertise and preference of customers towards fast food outlet in Port Harcourt Metropolis in Rivers State**

**Table 9: Analysis on the relationship between expertise and preference of consumer behaviour towards fast food outlet in Port Harcourt**

			<b>Expertise</b>	<b>Preference</b>
Spearman's rho	<b>Expertise</b>	Correlation Coefficient	1.000	.908**
		Sig. (2-tailed)	.	.000
		N	233	233
		<b>Preference</b>	Correlation Coefficient	.908**
	Sig. (2-tailed)		.000	.
	N		233	233

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

From the analysis in table 6, the result showed that expertise has a very strong positive and significant relationship with preference of customers ( $r = 0.908$ , and  $P-v = 0.000 < 0.05\%$ ). Therefore, the null hypothesis is hereby rejected and restated that there is a very strong positive and significant relationship between expertise and preference of customers towards fast food outlet in Port Harcourt Metropolis in Rivers State.

**4.2 Discussion of Findings**  
**Information influence enhance consumer behaviour towards fast food outlet in Port Harcourt Metropolis in Rivers State**

From the data in table 1, 2 and 3 above, the correlational analysis on information influence revealed a moderate and positive significant relationship of consumer behaviour towards fast food outlet in Port Harcourt. This finding is in line with Mayzlin (2016), this allowed several firms to take part in data-mining activities which have the function of identifying what their consumers prefer

**Trustworthiness influence customer behaviour towards fast food outlet in Port Harcourt**

From the data in table 4, 5 and 6 above, the correlational analysis on trustworthiness revealed a moderate and positive significant relationship of consumer behaviour towards fast food outlet in Port

Harcourt. This finding is in line with AlHalwachi, (2019) included food quality, service quality, atmospheric quality and perceived value as factors influencing consumers patronage intention.

**Expertise influence consumer behaviour towards fast food outlet in Port Harcourt**

From the data in table 7, 8 and 9 above, the correlational analysis on expertise revealed a moderate and positive significant relationship of consumer behaviour towards fast food outlet in Port Harcourt. This finding is in line with Donald (2016) states that expertise utilized in the development of a product determine customer patronage of such a product.

Consumer behaviour, like other human endeavours, is unmistakably goal-directed. Consumers are led to believe via advertising that products have magical properties; they will do special and mysterious things for them that will transform their lives. Advertising appears effective in increasing the volume purchased by loyal buyers but less effective in winning new buyers. For loyal buyers, high levels of exposure per week may be unproductive because of a levelling off of defectiveness and it appears unlikely to have some cumulative effect that leads to loyalty like features, displays, and especially price have a stronger impact on response than does advertising. Companies should maintain their advertisements in every situation and try to develop new

technology that will enhance their product quality.

### Summary of Findings

1. Information influence enhance consumer behaviour towards fast food outlet in Port Harcourt Metropolis in Rivers State
2. Trustworthiness influences consumer behaviour towards fast food outlet in Port Harcourt Metropolis in Rivers State
3. Expertise influences consumer behaviour towards fast food outlet in Port Harcourt Metropolis in Rivers State

### 5. Conclusion and Recommendations

Based on analysis of data, the study concludes that there is significant relationship between information influence and customer emotion of consumer behaviour towards fast-food outlet in Port Harcourt, there is a significant relationship between information influence and attitude of consumers towards fast food in Port Harcourt, there is a significance relationship between information influence between Preference of consumer of fast food outlet in Port Harcourt, there is a significance relationship between Trustworthiness and customer emotion towards fast food outlet in Port Harcourt, there is a significance relationship between Trustworthiness and Attitude of consumers towards fast food in Port Harcourt, there is a significance relationship between Trustworthiness and Preference of consumer towards fast food in Port Harcourt, there is a significance relationship between Expertise and customer emotion of consumers towards fast food in Port Harcourt, there is a significance relationship between Expertise and Attitude of consumer toward fast food in Port Harcourt, there is a significance relationship between Expertise and Preference of consumer towards fast food outlet in Port Harcourt

The following recommendations were made in the course of the study:

- 1 Fast food outlets should use the different media outlets in creating awareness of their products.
- 2 They should be consistency in the quality of their product in order to attract trust.
- 3 They should employ expert especially cooks and waiters to ensure customers are properly served.

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