

Moon, Joonho; Ji, Yunho

Article

Structural relationship between taste, price fairness, and repurchase intention of fast food: Moderating effect of healthiness

Global Business & Finance Review (GBFR)

Provided in Cooperation with:

People & Global Business Association (P&GBA), Seoul

Suggested Citation: Moon, Joonho; Ji, Yunho (2023) : Structural relationship between taste, price fairness, and repurchase intention of fast food: Moderating effect of healthiness, Global Business & Finance Review (GBFR), ISSN 2384-1648, People & Global Business Association (P&GBA), Seoul, Vol. 28, Iss. 5, pp. 109-121,
<https://doi.org/10.17549/gbfr.2023.28.5.109>

This Version is available at:

<https://hdl.handle.net/10419/305921>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-nc/4.0/>

Structural Relationship between Taste, Price Fairness, and Repurchase Intention of Fast Food: Moderating Effect of Healthiness

Joonho Moon^a, Yunho Ji^{b†}

^aProfessor, Department of Tourism Administration, Kangwon National University, Gangwondaehak-gil 1 KR, Korea

^bProfessor, Department of Tourism Administration, Kangwon National University, Gangwondaehak-gil 1 KR, Korea

ABSTRACT

Purpose: The aim of this research is to explore the structural relationship between taste, price fairness, healthiness, and repurchase intention. Healthiness is the moderator when taste and price fairness impacts on repurchase intention. The research subject is McDonald's given the market share in the fast food market.

Design/methodology/approach: The main instrument of this research is survey. This study collected the data using Amazon Mechanical Turk; the number of observation is 376. Confirmatory factor analysis and correlation matrix were used to ensure convergent validity and discriminant validity. Structural equation model was employed to analyze the data.

Findings: Regarding the results, repurchase intention is both positively influenced by taste and price fairness. The results also revealed the significant moderating effect of healthiness in the relationship when taste and price fairness affect repurchase intention.

Research limitations/implications: The results of this research could be used for the management of fast food business by offering consumer characteristic information.

Originality/value: This research sheds light on the literature by identifying the moderating effect of healthiness on the relationship between price fairness, taste, and repurchase intention of fast food.

Keywords: Price fairness, Taste, Healthiness, Repurchase intention, Fast food

I. Introduction

Many players have been competing in fast food business (Allied Market Research, 2020; Financhill, 2022), and attaining more customer loyalty could become a corner stone to accomplish sustainability. Indeed, in food service business sector, many studies have chosen repurchase intention as the central

attribute because it is related to the increase of sales (Fungai, 2017; Herjanto & Amin, 2020; Loh & Hassan, 2021; Wen, Prybutok & Xu, 2011; Yi & La, 2004). Thus, the dependent variable of this research is repurchase intention because repurchasing brings about positive signal of business: sales growth and higher market share (Herjanto & Amin, 2020; Loh & Hassan, 2021; Yi & La, 2004).

Scholars contended that the advantages of fast food are price and taste (Fungai, 2017; Hanaysha, 2016; Pham, 2019) That is, fast food is delicious and the price is acceptable from the perspective of consumers (Dunn et al., 2008; Thompson et al., 2018). Given

Received: Jun. 30, 2023; Revised: Jul. 31, 2023; Accepted: Aug. 7, 2023

† Corresponding author: Yunho Ji

E-mail: yunho.ji@kangwon.ac.kr

the market aspect, this study adopts taste and price fairness as the focal elements. Meanwhile, a drawback of fast food is unhealthiness which can cause obesity, diabetes, high blood pressure, and depression (Chandon & Wansink, 2007; Davis & Carpenter, 2009). In recent, healthiness has become crucial market trend in food service industry because consuming healthy food is the core for maintaining healthy life (Bech-Larsen & Grunert, 2003; Choi & Choi, 2018; Lähdenmäki, 2013; Provencher & Jacob, 2016). Such a trend has enforced fast food business to produce healthy menu such as Mc wrap and fruit and oat meal (Taste of Home, 2018; Women's Health, 2019). Despite of the menu development, it is still unclear how consumers in fast food market assess the healthy menu in the fast food business. The question might be more interesting because offering healthy and tasty menu and healthy and cheap menu could become influential attributes on consumer behavior in fast food business domain. Hence, the purpose of this research is to explore the effect of healthiness on consumer behavior using taste and price fairness as the main elements.

Additionally, this research selects McDonald's as research domain because it possesses the largest share in fast food market (Financhill, 2022), indicating that numerous individuals are more likely to experience McDonald's product. In fact, Seeking Alpha (2022) documented that the US market share of McDonald's corporation was 39 percent in 2021. Such a fact might enable this research to obtain more realistic responses from the experience of survey participants.

All things considered, the goal of this research is to not only examine the impact of taste and price fairness on repurchase intention of fast food but also inspect the moderating effect of healthiness on the impact of taste and price fairness of fast food on repurchase intention. The results of this research affiliates research gap to examine the effect of healthiness on fast food business context because scholars have scarcely explored the relationship between healthiness, taste, price fairness, and repurchase intention in fast food service domain considering moderating effect. Furthermore, the results of this study can provide the information for the fast food

business to allot business budget more efficiently.

II. Literature Review

A. Repurchase Intention

Repurchase intention is defined as how consumers are to pay certain product or service again (Antwi, 2021; Lin & Lekhawipat, 2014; Wen et al., 2011). Repurchase intention brings about revenue growth of business as a sort of loyalty behavior; many works have chosen repurchase intention as the main attribute (Choi et al., 2022; Hume, Mort & Winzar, 2007; Sullivan & Kim, 2018; Yi & La, 2004). For instance, Liang, Choi and Joppe (2018) selected repurchase intention as the dependent variable at the area of Air bnb product. Ariffin et al. (2016) explored the determinants of green product repurchase intention. Chan, To and Chu (2015) used repurchase intention as explained attribute for luxury goods. Moreover, numerous studies have researched influential attributes on repurchase intention in various business domains: bank (Herjanto & Amin, 2020), airline (Chen, Li & Liu, 2019), grocery retailing (Anshu, Gaur & Singh, 2022) and food truck (Loh & Hassan, 2021). In the area of fast food business research Fungai (2017) used repurchase intention as explained attribute. Browsing the review of literature, many studies have adopted repurchase intention as dependent variable.

B. Taste

Taste refers to consumers' assessment for the food, and the appraisal is subjectively associated with sensory element (Drewnowski, 1997; Seo & Lee, 2021; Wang & Yu, 2016;). Previous research alleged that consumers' choice of fast food is caused by delicious food (Huang & Lu, 2015; Scott, 2005; Warde, 1997; Wright, Nancarrow & Kwok, 2001). Additionally, taste is a sub-dimension of food quality in numerous studies (Ghasemi-Varnamkhasti, Mohtasebi & Siadat,

2010; Namkung & Jang, 2007; Son & Park, 2018; Suhartanto et al., 2019; Warde, 1997). Singh et al. (2022) documented that food taste is an element of food quality from the view point of customers, and its role is very essential for consumer assessment in the context of fast food business. Fungai (2017) also revealed that food taste exerts positive impact on customer retention. Spence and Velasco (2018) and Ferreira (2019) displayed that taste is essential element to build positive consumer reactions. Zhang, Chen and Hu (2019) uncovered that customer loyalty is positively influenced by taste. Plus, Srivastava (2015) showed that fast food loyalty is affected by offering delicious food. Ha and Jang (2010) researched ethic restaurant customers and documented that food quality is crucial attribute to build higher level of loyalty. Prasetyo et al. (2021) also demonstrated that sensory elements: taste and look substantially functioned building higher level of repurchase intention of fast food. Hanaysha (2016a) additionally documented that fast food quality which is associated with the food taste, and it is an imperative attribute to account for positive consumer appraisal. Similarly, Uddin (2019) and Zhong and Moon (2020) also disclosed that food quality played a significant role on consumer behavior in the domain of fast food business. Given the review of literature, the following hypothesis is proposed:

H1: Taste positively impacts on repurchase intention.

C. Price Fairness

Consumers pay for the product because it is worthy for payment based on price; price fairness is how consumers perceive the product price reasonably (Bei & Chiao, 2001; Malc, Mumel & Pisnik, 2016; Xia, Monroe & Cox, 2004). Namely, if price level is very higher than expectation, consumers evaluate the price as irrational piece (Babin, Hardesty & Suter, 2003; Richards, Liaukonyte & Streletskaia, 2016). Scholars also contended that a merit of fast food is cost-efficiency, which leads consumers to choose fast food

more (Bei & Chiao, 2001; Hanaysha, 2016a; Hanaysha, 2016b). It suggests that price fairness is worthy to inspect in the domain of fast food market.

Considering the effect of price fairness on consumer behavior, Grewal, Hardesty and Iyer (2004) disclosed positive association between price fairness and repurchase intention. Jin, Line, and Merkebu (2016) exhibited positive impact of price fairness on loyalty of waterpark. Numerous works offer evidence that price fairness causes positive consumer behaviors. To be specific, Konuk (2019) explored organic food business area, and the results indicated that price fairness determines customer loyalty. In the fast food business sector, Hanaysha (2016a) and Hanaysha (2016b) demonstrated the significant effect of price fairness on consumers' intention. Also, Fungai (2017) showed that customers purchase fast food again because of the affordable price. It thus can be inferred that price fairness is critical attribute to explain consumer decision making. With respect to the literature review, the following is hypothesized:

H2: Price fairness positively impacts on repurchase intention.

D. Healthiness

Healthiness denotes consumers' perception how certain food promotes health condition (Bech-Larsen & Grunert, 2003; Lähteenmäki, 2013; Yoo, Lee & Jeon, 2020). Consumers have been more attentive their health condition, which brings about the more demand of healthy food (Plasek, Lakner & Temesi, 2020; Provencher, Polivy & Herman, 2009; Provencher & Jacob, 2016;). Scholars also argue that food healthiness is related to the nutrition contents: sugar, fat, sodium, and calorie because it minimizes the risk of physiological problem such as high blood pressure, heart attack, obesity, and diabetes (Jansson-Boyd & Kobescak, 2020; Plasek et al., 2020; Rizk & Treat, 2014). Therefore, a vast body of literature documented the healthiness in the food business domain. For instance, Huang and Lu (2016) researched food healthiness and packaging which provide nutritional information.

Krystallis and Chrysochou (2011) inspected the characteristics of food healthiness in the context of dairy product market. Yazar, Machiels and Orth (2019) also explored the how consumers perceive healthiness regarding packaging design. Plus, Yoo et al. (2020) documented food healthiness from the perspective of grocery store customers. As a similar vein, Bech-Larsen and Grunert (2003) investigated food healthiness in the domain of function food business. Given the review of literature, it implied inferred that food healthiness has become an crucial issue to investigate.

Regarding the food healthiness for consumer decision making, prior studies documented that consumers' decision making depends on multiple factors: food healthiness, food taste, and price perception at the same time (Hartmann, Furtwaengler, & Siegrist, 2022; Plasek, Lanker, & Temesi, 2020; Wang, Lin, & Tsai, 2021). In fact, Mergelsberg et al. (2019) claimed that food healthiness is considered as the criteria for decision making with food taste. Moreover, prior research documented that food expenditure could be regarded with the healthiness for decision making because consumers value more healthy food (Nakandala & Lau, 2013; Pechey & Monsivais, 2016). By integrating the review of literature, it is rationally presumed that fast food consumer behavior regarding

taste and price fairness of fast food is likely to appear as varied manners depending on the perception of food healthiness. Current work thus proposes the hypotheses as follows:

- H3a:** Healthiness significantly moderates the association between taste and repurchase intention.
- H3b:** Healthiness significantly moderates the association between price fairness and repurchase intention.

III. Method

A. Research Model and Data Collection

Figure 1 presents the research model. The dependent variable of this study is repurchase intention. Independent variables are taste and price fairness. Taste positively affects repurchase intention, and price fairness positively impacts on repurchase intention. Moreover, healthiness works as the moderating variables when repurchase intention is influenced by taste and price fairness. This study selected Amazon Mechanical Turk (<https://www.mturk.com>) to collect survey responses. Amazon Mechanical Turk has been widely used to collect survey data by numerous

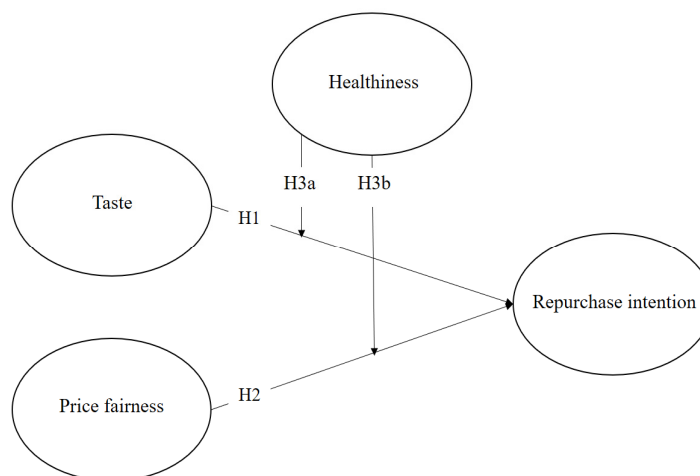


Figure 1. Research model

studies; the sampling technique was simple random sampling because the target of the data collection was the public who experienced with McDonald's fast food. The quality of data was sound to attain remarkable statistical inferences (Ahn & Kwon, 2020; Kim & Qu, 2020; Lee, Lee & Moon, 2018). The data collection was performed from February 12th, 2021 to February 16th, 2021. The number of observation for statistical analysis 376.

B. Survey Description

This study employed survey instruments to carry out data collection with five points Likert scale (1 = strongly disagree, 5 = strongly agree). Prior research was examined and modified to develop measurement items. Considering the definitions of constructs, taste is how consumers perceive the fast food as delicious manner (Huang & Lu, 2015; Namkung & Jang, 2007; Seo & Lee, 2021; Wang & Yu, 2016). Price fairness also denotes how customers appraise the price of fast food as rational manners (Babin et al., 2003; Konuk, 2019; Xia et al., 2004). Healthiness denotes consumers' perception how the fast food products improves individual health condition (Krystallis & Chrysoschou, 2011; Lähteenmäki, 2013; Yarar et al., 2019; Yoo et al., 2020). Last, repurchase intention

is consumer's intent to buy the fast food product again (Anshu et al., 2022; Chen et al., 2019; Loh & Hassan, 2021; Wen et al., 2011). Table 1 exhibits the measurement items.

C. Data Analysis

This study executed frequency analysis for demographic information of survey participants. Confirmatory factor analysis (CFA) with factor loadings (cut-off: 0.5) and construct reliability (cut-off: 0.7) was implemented to examine construct validity (Hoyle, 1995; Hair et al., 2010).

Then, correlation matrix was employed to ensure discriminant validity using the rule that the square root of the average variance extracted is greater than the correlation coefficient, which stands for the discriminant validity of constructs (Fornell & Larcker, 1981; Hair et al., 2010). For hypothesis testing, this study carried out structural equation model. Scholars noted that the goodness of fit indices are appraised by checking the following items including Q (CMIN/degrees of freedom) < 3; the root mean square residual (RMR), the goodness-of-fit index (GFI), the normed fit index (NFI), the relative fit index (RFI), the incremental fit index (IFI), the Tucker-Lewis index (TLI), the comparative fit index (CFI) > .8, and the

Table 1. Description of measurement

Construct	Code	Item
Taste	TA1	McDonald's burger is tasty.
	TA2	McDonald's menu is delicious.
	TA3	McDonald's food is flavorful.
	TA4	McDonald's offers tasty food.
Healthiness	HE1	McDonald's food is healthy.
	HE2	McDonald's food is nutritional.
	HE3	McDonald's food promotes health condition.
	HE4	McDonald's food contains healthy ingredient.
Price fairness	PF1	Price of McDonald's product is fair.
	PF2	Price of McDonald's product is rational.
	PF3	McDonald's offers acceptable price level.
	PF4	McDonald's product price is reasonable.
Repurchase intention	RI1	I am going to purchase McDonald's product again.
	RI2	I will repurchase McDonald's product.
	RI3	I intend to buy McDonald's product again.
	RI4	I will make repurchase McDonald's product.

root mean square error of approximation (RMSEA) < .05 (Fornell & Larcker, 1981; Hair et al., 2010). For confirming the moderating effect of healthiness, the high healthiness group (n=174) and the low healthiness group (n=202) were divided initially. χ^2 values for both baseline model and nested model were calculated at both models, and both values are compared to check whether there is a significance difference or not using $\Delta\chi^2$ statistics. A moderating effect was evaluated by the significance of value $\Delta\chi^2$ (H_0 : no moderating effect ($\Delta\chi^2=0$), H_a : moderating effect ($\Delta\chi^2 \neq 0$)), with respect to the prior literature (Hair et al., 2010; Hsiao & Lai, 2018; Steenkamp & Baumgartner, 1998).

IV. Results

A. Demographic Information

Table 2 illustrates the demographic information of survey respondents. For gender, 207 were male participants and 169 were female participants. Table 2 presents information of age (20-29 years old or

younger than 20:88, 30-39 years old: 178, 40-49 years old: 67, 50-59 years old: 22, and Older than 60 years old: 21) and monthly household income (Less than \$2,000: 103; Between \$2,000 and \$3,999: 120; Between \$4,000 and \$5,999: 71; Between \$6,000 and \$7,999: 34; Between \$8,000 and \$9,999: 13; and More than \$10,000: 35). Regarding the monthly visiting frequency of McDonalds', it was less than 1 time for 104 participants, 1-2 times for 173 participants, 3-5 times for 67 participants, and more than 5 times for 32 participants.

B. Confirmatory Factor Analysis and Correlation Matrix

Table 3 describes the results of confirmatory factor analysis, and the mean values of constructs. The range of mean value for taste is from 3.94 to 4.10; the range of mean value for healthiness is from 2.50 to 2.73. Moreover, the mean value ranges of price fairness and repurchase intention are 3.64-3.82 and 4.00-4.08 respectively. Regarding goodness of fit indices, the results of confirmatory factor analysis is statistically essential ($\chi^2 = 269.405$, $df = 98$, $Q(\chi^2/df) = 2.749$, $RMR = .069$, $GFI = .912$, $NFI = .955$, $RFI = .945$, $IFI = .971$, $TLI = .964$, $CFI = .971$, and $RMSEA = .068$). All the loading values are greater than the threshold value. Plus, construct reliability appeared as acceptable level to assess reliability. The results present sound convergent validity of measurement. Based on the results, four constructs are derived, and these are named as taste, price fairness, healthiness, and repurchase intention. All constructs consist of four items.

Table 4 displays correlations matrix. All diagonal values are square root of average variance extracted, and the values are greater than correlation coefficients. The results indicate the discriminant validity of measurement items. Additionally, taste positively correlates with price fairness ($r = .384$, $p < .05$), healthiness ($r = .516$, $p < .05$), and repurchase intention ($r = .693$, $p < .05$). In addition, price fairness positively correlates with repurchase intention ($r = .388$, $p < .05$).

Table 2. Demographic information

Item	Frequency (%)
Male	207(55.1)
Female	169(44.9)
20-29 years old or younger than 20	88(23.4)
30-39 years old	178(47.3)
40-49 years old	67(17.8)
50-59 years old	22(5.9)
Older than 60s	21(5.6)
Monthly household income	
Less than \$2,000	103(27.4)
\$2,000 and \$3,999	120(31.9)
\$4,000 and \$5,999	71(18.9)
\$6,000 and \$7,999	34(9.0)
\$8,000 and \$9,999	13(3.5)
More than \$10,000	35(9.3)
Monthly visiting frequency	
Less than 1 time	104(27.7)
1~2 times	173(46.0)
3~5 times	67(17.8)
More than 5 times	32(8.5)
Total	376(100.0)

Table 3. Results of confirmatory factor analysis: McDonald's

Construct (AVE)	Code	Mean	Loading	Construct reliability
Taste (0.771)	TA1	4.10	0.862	0.931
	TA2	3.94	0.863	
	TA3	3.98	0.872	
	TA4	4.05	0.915	
Healthiness (0.819)	HE1	2.50	0.930	0.947
	HE2	2.73	0.914	
	HE3	2.58	0.874	
	HE4	2.69	0.900	
Price fairness (0.674)	PF1	3.67	0.720	0.891
	PF2	3.64	0.741	
	PF3	3.82	0.895	
	PF4	3.82	0.909	
Repurchase intention (0.856)	RI1	4.08	0.921	0.856
	RI2	4.04	0.937	
	RI3	4.00	0.910	
	RI4	4.04	0.933	

Note: AVE stands for average variance extracted

Goodness of fit indices: Goodness of fit indices: $\chi^2 = 269.405$ $df = 98$, $Q(\chi^2/df) = 2.749$ RMR = .069, GFI = .912, NFI = .955, RFI = .945, IFI = .971, TLI = .964, CFI = .971, RMSEA = .068

Table 4. Correlation matrix

	1	2	3	4
1. Taste	0.878			
2. Price fairness	0.384*	0.821		
3. Repurchase intention	0.693*	0.388*	0.925	
4. Healthiness	0.516*	0.312*	0.333*	0.905

Note: * $p < .05$, diagonal - square root of AVE

and healthiness ($r = .312$, $p < .05$). It indicates that price might become an essential attribute to both food healthiness and repurchase intention. Lastly, healthiness positively correlates with repurchase intention ($r = .333$, $p < .05$). It implied that healthiness might become a critical determinant of repurchase intention of fast food.

C. Hypotheses Testing

Table 5 depicts the hypotheses testing. Repurchase intention is positively impacted by taste ($\beta = .638$, $p < .05$) and price fairness ($\beta = .143$, $p < .05$). Considering moderating effect of healthiness, taste for high healthiness ($\beta = .461$, $p < .05$) and low healthiness ($\beta = .643$, $p < .05$) positively affects repurchase intention.

Moreover, repurchase intention is positively influenced by price fairness with only high healthiness ($\beta = .376$, $p < .05$). The results of structural equation model are statistically significant based on goodness of fit indices: $\chi^2 = 200.659$, $df = 51$, $Q(\chi^2/df) = 3.934$, RMR = .066, GFI = .914, NFI = .953, RFI = .940, IFI = .965, TLI = .954, CFI = .965, and RMSEA = .088.

Table 6 is the results of structural invariance appraisal. The number of high healthiness group is 174; the number of low healthiness group is 202. The goodness of fit indices for baseline model denotes the statistical significant of structural equation model ($\chi^2 = 463.524$, $df = 153$, $Q(\chi^2/df) = 3.030$, RMR = .068, GFI = .905, NFI = .945, RFI = .928, IFI = .962, TLI = .951, CFI = .962, and RMSEA = .052). $\Delta\chi^2$ values presents the significant moderating effect of healthiness when taste and price fairness impact

on repurchase intention ($\Delta\chi^2 = 4.065$, $p < .05$) Figure 2 reports the results of hypotheses testing. The results

suggest the H1, H2, H3a and H3b are supported.

Table 5. Results of hypotheses testing

H	Path	Standardized β	t-value	p-value	Results
H1	Taste \rightarrow Repurchase intention	.638	12.85	.000	Supported
H2	Price fairness \rightarrow Repurchase intention	.143	3.14	.002	Supported
H3a	Taste (H) \rightarrow Repurchase intention	.461	4.84	.000	Supported
	Taste (L) \rightarrow Repurchase intention	.643	10.15	.000	
H3b	Price fairness (H) \rightarrow Attitude	.376	4.12	.000	Supported
	Price fairness (L) \rightarrow Attitude	.081	1.41	.159	

Note: * $p < .05$, High healthiness group (H) (N = 174), Low healthiness group (L) (N = 202)

Goodness of fit indices for structural model: $\chi^2 = 200.659$ df = 51 $Q(\chi^2/df) = 3.934$ RMR = .066 GFI = .914 NFI = .953 RFI = .940 IFI = .965 TLI = .954 CFI = .965 RMSEA = .088.

Goodness of fit indices for baseline model (Healthiness): $\chi^2 = 463.524$ df = 153 $Q(\chi^2/df) = 3.030$ RMR = .068 GFI = .905 NFI = .945 RFI = .928 IFI = .962 TLI = .951 CFI = .962 RMSEA = .052.

Table 6. The structural invariance assessment for health concern

Path	High healthiness β (t-value)	Low healthiness β (t-value)	Baseline model χ^2 (df)	Nested model χ^2 (df)
Taste \rightarrow Repurchase intention	.461(4.84)*	.643(10.15)*	$\chi^2 = 463.524$ (153)	$\chi^2 = 467.589$ (155)
Price fairness \rightarrow Repurchase intention	.376(4.12)*	.081(1.41)		

Note: * $p < .05$, High healthiness group (H) (n = 174), Low healthiness group (L) (n = 202)

Goodness of fit indices for baseline model (Healthiness): $\chi^2 = 463.524$ df = 153 $Q(\chi^2/df) = 3.030$ RMR = .068 GFI = .905 NFI = .945 RFI = .928 IFI = .962 TLI = .951 CFI = .962 RMSEA = .052.

Chi-square difference test: $\Delta\chi^2 = 467.589 - 463.524 = 4.065^*$ H3a and H3b are supported

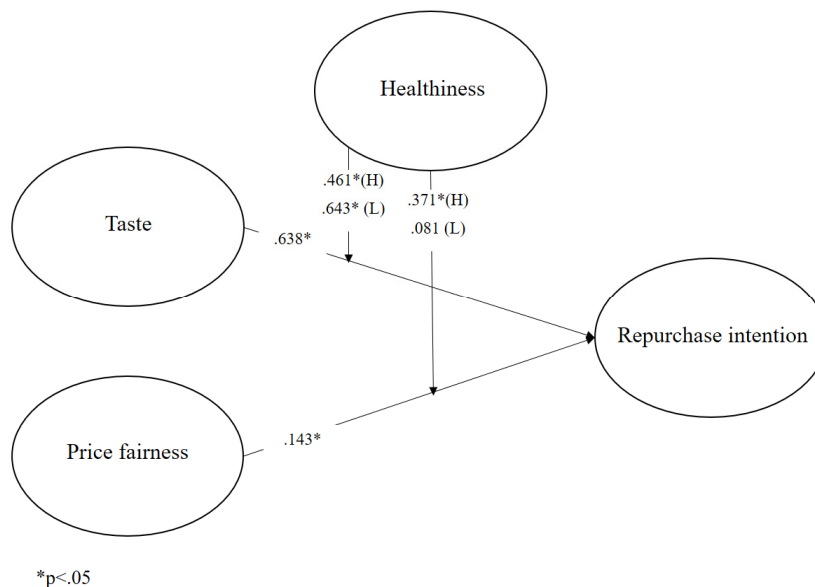


Figure 2. Results of hypotheses testing

V. Discussion

The aim of this research is to explore the structural relationship between taste, price fairness, healthiness, and repurchase intention. The results present that taste and price fairness play a pivotal role elevating consumers repurchase intention of fast food. Regarding magnitude, the effect of taste is stronger than the impact of price fairness. It indicates that tasty food is the strongest motivation to buy fast food again from the view point of consumers. This work also examined the moderating effect of healthiness; it is found that healthiness significantly moderates the association between taste and repurchase intention. To be specific, consumers perceiving low healthiness exerts stronger positive impact on repurchase intention than consumers with high healthiness. It implies that low healthiness perception is likely to cause the effect of taste on repurchase intention as stronger manners because low healthiness is linked with high calorie, sugar and sodium level. In other words, high healthiness food might contain less sugar and sodium as well as low calorie, which might become the opposite direction regarding the fast food consumers' expectation: pursuing pungent taste. Moreover, the results revealed that the relationship between price fairness and repurchase intention is positively moderated by price fairness, meaning that high level of healthiness with the perception of price fairness leads fast food customers to pay more for the product. It implies that low healthiness perception group is likely to cause the effect of taste on repurchase intention as stronger manners. It might be because low healthiness is linked with high calorie, sugar and sodium level. In other words, high healthiness food might contain less sugar and sodium as well as low calorie, which might become the opposite direction regarding the fast food consumers' expectation: pursuing pungent taste. Moreover, the results revealed that the relationship between price fairness and repurchase intention is significantly moderated by healthiness. Namely, higher level of healthiness group only exerted significant effect of price fairness

on repurchasing intention. In detail, it can be inferred that high level of healthiness group with the perception of price fairness leads fast food customers to choose more the fast food restaurant. Considering descriptive statistics, consumers assessed the fast food as quite tasty manners, and the price level of fast food is reasonable. However, the appraisal for the healthiness of fast food is somewhat negative. It can be inferred that fast food is cheap and delicious; it is somewhat unhealthy from the perspective of market.

VI. Conclusion

A. Theoretical Contribution and Practical Implications

This study contributes to the literature by clarifying the association among taste, price fairness, healthiness, and repurchase intention in the area of fast food management. Despite such a research gap, extant literature has scantily scrutinized the effect of healthiness on the consumer perception in the domain of fast food restaurant consumers. In order to streamline such a research gap, this study scrutinized the moderating effect of healthiness, and significant impact was ensured. By doing so, this study sheds light on the literature by refining the association among four attributes: repurchase intention, taste, price fairness, and healthiness. Furthermore, the results of this research is externally validated by unveiling the impact of taste (Fungai, 2017; Srivastava, 2015; Ferreira, 2019; Zhang et al., 2019) and price fairness (Fungai, 2017; Hanaysha, 2016; Jin et al., 2016; Konuk, 2019) on repurchase intention of fast food by suggesting that fast food customers choose fast food again because it is inexpensive and delicious.

There are practical implications. First, fast food managers could allocate their resource to improve food taste. Food taste could be upgraded by developing new menu and better quality of food ingredient. Since food taste is very influential, fast food managers are likely to prioritize this element. Moreover, fast food

managers might concentrate more on their food ingredient suppliers: farmer, processing, and distribution companies because ingredient quality could be assured through consistent administration of suppliers. In addition, fast food managers could become more cautious for changing the price because price variation can undermine the price fairness, which might result in pertaining more repeat guests. Next, fast food managers need to carefully approach to healthy menu development because it might be able to contradict the consumers' expectation which is linked with the delicious food and low-cost, although market has been interested in healthy food. Namely, fast food managers might need to consider that market anticipates tasty food with affordable price rather than healthiness. If fast food taste is impaired by the consideration of healthiness, it could become fatal for the business because they can lose their loyal customers. However, fast food managers could consider that high healthiness segment is willing to pay more for the healthy product. In sum, releasing healthy menu or modifying current menu focusing on healthiness could be considered conservatively because it is likely to become double-edged sword.

B. Limitations

This study is not free from limitations. First, the variables of this research is constrained as four attribute: taste, price fairness, healthiness, and repurchase intention. In other words, future research might consider more various elements to explain consumer behaviors considering more diverse moderating variables. In addition, the domain of this research is limited to McDonald's corporation case. Therefore, the applicability of implication could be approached carefully. In order to minimize such a research gap, future research needs to consider more general cases.

References

- Ahn, J., & Kwon, J. (2020). The role of trait and emotion in cruise customers' impulsive buying behavior: An empirical study. *Journal of Strategic Marketing*, 3(30), 1-14.
- Allied Market Research. (2020). 2022 Fast food market. Retrieved 14 June, 2023, from <https://www.alliedmarketresearch.com/fast-food-market>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64, 102798.
- Antwi, S. (2021). "I just like this e-Retailer": Understanding online consumers repurchase intention from relationship quality perspective. *Journal of Retailing and Consumer Services*, 61, 102568.
- Ariffin, S., Yusof, J., Putit, L., & Shah, M. (2016). Factors influencing perceived quality and repurchase intention towards green products. *Procedia Economics and Finance*, 37, 391-396.
- Babin, B., Hardesty, D., & Suter, T. (2003). Color and shopping intentions: The intervening effect of price fairness and perceived affect. *Journal of Business Research*, 56(7), 541-551.
- Bech-Larsen, T., & Grunert, K. G. (2003). The perceived healthiness of functional foods: A conjoint study of Danish, Finnish and American consumers' perception of functional foods. *Appetite*, 40(1), 9-14.
- Bei, L., & Chiao, Y. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 125-140.
- Chan, W., To, C., & Chu, W. C. (2015). Materialistic consumers who seek unique products: how does their need for status and their affective response facilitate the repurchase intention of luxury goods? *Journal of Retailing and Consumer Services*, 27, 1-10.
- Chandon, P., & Wansink, B. (2007). The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, 34(3), 301-314.
- Chen, L., Li, Y., & Liu, C. (2019). How airline service quality determines the quantity of repurchase intention-Mediate and moderate effects of brand quality and perceived value. *Journal of Air Transport Management*, 75, 185-197.
- Choi, S., & Choi, J. C. (2018). Uncertainty of food safety in South Korea: An analysis of the imported food items from China. *Global Business & Finance Review (GBFR)*, 23(3), 38-48.
- Choi, J.G, Yi-Wei, Z., & Nadzri, N. I. B. M. (2022). A Review of Forecasting Studies for the Restaurant Industry:

- Focusing on results, contributions and limitations. *Global Business & Finance Review*, 27(2), 61.
- Davis, B., & Carpenter, C. (2009). Proximity of fast-food restaurants to schools and adolescent obesity. *American Journal of Public Health*, 99(3), 505-510.
- Drewnowski, A. (1997). Taste preferences and food intake. *Annual Review of Nutrition*, 17(1), 237-253.
- Dunn, K. I., Mohr, P. B., Wilson, C. J., & Wittert, G. A. (2008). Beliefs about fast food in Australia: a qualitative analysis. *Appetite*, 51(2), 331-334.
- Ferreira, B. M. (2019). Packaging texture influences product taste and consumer satisfaction. *Journal of Sensory Studies*, 34(6), e12532.
- Financhill. (2022). Burger King Market Share Is Surprising. Retrieved 2 February, 2023, from <https://financhill.com/blog/investing/burger-king-market-share>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Fungai, M. (2017). Factors influencing customer repurchase intention in the fast food industry: A case study of Innscor-Mutare, Zimbabwe. *Business & Social Sciences Journal*, 2(1), 113-133.
- Ghasemi-Varnamkhasti, M., Mohtasebi, S. S., & Siadat, M. (2010). Biomimetic-based odor and taste sensing systems to food quality and safety characterization: An overview on basic principles and recent achievements. *Journal of Food Engineering*, 100(3), 377-387.
- Grewal, D., Hardesty, D., & Iyer, G. (2004). The effects of buyer identification and purchase timing on consumers' perceptions of trust, price fairness, and repurchase intentions. *Journal of Interactive Marketing*, 18(4), 87-100.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520-529.
- Hair, J., Anderson, R., Babin, B., & Black, W. (2010). *Multivariate Data Analysis: A Global Perspective* (Vol. 7). Upper Saddle River, New Jersey, NJ: Pearson.
- Hanaysha, J. (2016a). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*, 6(2), 31-40.
- Hanaysha, J. (2016b). Restaurant location and price fairness as key determinants of brand equity: A study on fast food restaurant industry. *Business and Economic Research*, 6(1), 310-323.
- Hartmann, C., Furtwaengler, P., & Siegrist, M. (2022). Consumers' evaluation of the environmental friendliness, healthiness and naturalness of meat, meat substitutes, and other protein-rich foods. *Food Quality and Preference*, 97, 104486.
- Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*, 38(6), 1351-1371.
- Hoyle, R. (1995). *Structural Equation Modeling: Concepts, Issues, and Applications*. Sage.
- Hsiao, Y., & Lai, M. (2018). The impact of partial measurement invariance on testing moderation for single and multi-level data. *Frontiers in Psychology*, 9, 740.
- Huang, L., & Lu, J. (2015). Eat with your eyes: Package color influences the expectation of food taste and healthiness moderated by external eating. *Marketing Management*, 25(2), 71-87.
- Hume, M., Mort, G. S., & Winzar, H. (2007). Exploring repurchase intention in a performing arts context: who comes? And why do they come back? *International Journal of Nonprofit and Voluntary Sector Marketing*, 12(2), 135-148.
- Jansson-Boyd, C. V., & Kobescak, M. (2020). To see is to hold: Using food surface textures to communicate product healthiness. *Food Quality and Preference*, 81, 103866.
- Jin, N. P., Line, N., & Merkebu, J. (2016). The effects of image and price fairness: A consideration of delight and loyalty in the waterpark industry. *International Journal of Contemporary Hospitality Management*, 28(9), 1895-1914.
- Kim, H., & Qu, H. (2020). The mediating roles of gratitude and obligation to link employees' social exchange relationships and prosocial behavior. *International Journal of Contemporary Hospitality Management*, 32(2), 644-664.
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103-110.
- Krystallis, A., & Chrysochou, P. (2011). Health claims as communication tools that enhance brand loyalty: The case of low-fat claims within the dairy food category. *Journal of Marketing Communications*, 17(3), 213-228.
- Lähteenmäki, L. (2013). Claiming health in food products. *Food Quality and Preference*, 27(2), 196-201.
- Lee, W. S., Lee, J. K., & Moon, J. (2018). Study on the preference for capsule hotel attributes using a choice experiment. *Tourism Economics*, 24(4), 492-499.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41-48.
- Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management & Data Systems*, 114(4), 597-611.
- Loh, Z., & Hassan, S. H. (2021). Consumers' attitudes, perceived risks and perceived benefits towards repurchase intention of food truck products. *British Food Journal*, 124(4), 1314-1332.
- Malc, D., Mumel, D., & Pisnik, A. (2016). Exploring price fairness perceptions and their influence on consumer

- behavior. *Journal of Business Research*, 69(9), 3693-3697.
- Mergelsberg, E., MacLeod, C., Mullan, B., Rudaizky, D., Allom, V., Houben, K., & Lipp, O. (2019). Food healthiness versus tastiness: Contrasting their impact on more and less successful healthy shoppers within a virtual food shopping task. *Appetite*, 133, 405-413.
- Nakandala, D., & Lau, H. C. (2013). An application of a fuzzy-based optimisation model for selecting food products based on cost and nutrition. *Journal of Research for Consumers*, 24, 15-21.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
- Pham, C. H. (2019). Factors affecting the competitive advantage of supermarkets: Evidence from Vietnam. *Global Business & Finance Review (GBFR)*, 24(1), 59-70.
- Pechey, R., & Monsivais, P. (2016). Socioeconomic inequalities in the healthiness of food choices: Exploring the contributions of food expenditures. *Preventive Medicine*, 88, 203-209.
- Plasek, B., Lakner, Z., & Temesi, Á. (2020). Factors that influence the perceived healthiness of food. *Nutrients*, 12(6), 1881.
- Prasetyo, Y., Castillo, A., Salonga, L., Sia, J., Chuenyindee, T., Young, M., ... Redi, A. (2021). Factors influencing repurchase intention in drive-through fast food: A structural equation modeling approach. *Foods*, 10(6), 1205.
- Provencher, V., & Jacob, R. (2016). Impact of perceived healthiness of food on food choices and intake. *Current Obesity Reports*, 5(1), 65-71.
- Provencher, V., Polivy, J., & Herman, C. P. (2009). Perceived healthiness of food. If it's healthy, you can eat more! *Appetite*, 52(2), 340-344.
- Richards, T. J., Liaukonyte, J., & Streletskaia, N. A. (2016). Personalized pricing and price fairness. *International Journal of Industrial Organization*, 44, 138-153.
- Rizk, M. T., & Treat, T. A. (2014). An indirect approach to the measurement of nutrient-specific perceptions of food healthiness. *Annals of Behavioral Medicine*, 48(1), 17-25.
- Scott, K. (2005). Taste recognition: food for thought. *Neuron*, 48(3), 455-464.
- Seo, K., & Lee, J. (2021). Understanding risk perception toward food safety in street food: The relationships among service quality, values, and repurchase intention. *International Journal of Environmental Research and Public Health*, 18(13), 6826.
- Singh, G., Slack, N. J., Sharma, S., Aiyub, A. S., & Ferraris, A. (2022). Antecedents and consequences of fast-food restaurant customers' perception of price fairness. *British Food Journal*, 124(8), 2591-2609.
- Son, M., & Park, T. H. (2018). The bioelectronic nose and tongue using olfactory and taste receptors: Analytical tools for food quality and safety assessment. *Biotechnology Advances*, 36(2), 371-379.
- Spence, C., & Velasco, C. (2018). On the multiple effects of packaging colour on consumer behaviour and product experience in the 'food and beverage' and 'home and personal care' categories. *Food Quality and Preference*, 68, 226-237.
- Srivastava, R. K. (2015). How differing demographic factors impact consumers' loyalty towards national or international fast food chains: A comparative study in emerging markets. *British Food Journal*, 117(4), 1354-1376.
- Steenkamp, J., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of Consumer Research*, 25(1), 78-90.
- Suhartanto, D., Helmi Ali, M., Tan, K., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*, 22(1), 81-97.
- Sullivan, Y., & Kim, D. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199-219.
- Taste of Home. (2018). The 7 Healthiest Things You Can Eat at McDonald's. Retrieved 10 February, 2023, from <https://www.tasteofhome.com/article/healthiest-things-you-can-eat-at-mcdonalds/>
- Thompson, C., Ponsford, R., Lewis, D., & Cummins, S. (2018). Fast-food, everyday life and health: A qualitative study of 'chicken shops' in East London. *Appetite*, 128, 7-13.
- Uddin, M. B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791-2808.
- Warde, A. (1997). *Consumption, Food and Taste*. Sage.
- Wang, E., & Yu, J. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal*, 118(12), 2963-2980.
- Wang, E. S. T., Lin, H. C., & Tsai, M. C. (2021). Effect of institutional trust on consumers' health and safety perceptions and repurchase intention for traceable fresh food. *Foods*, 10(12), 2898.
- Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 52(1), 14-23.
- Women's Health. (2019). The 10 Healthiest McDonald's Menu Items, According To A Dietitian. Retrieved 20 November, 2022, from <https://www.womenshealthmag.com/food/g29800308/mcdonalds-menu-nutrition/>
- Wright, L., Nancarrow, C., & Kwok, P. (2001). Food taste preferences and cultural influences on consumption. *British Food Journal*, 103(5), 348-357.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, 68(4), 1-15.

- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21(5), 351-373.
- Yarar, N., Machiels, C., & Orth, U. (2019). Shaping up: How package shape and consumer body conspire to affect food healthiness evaluation. *Food Quality and Preference*, 75, 209-219.
- Yoo, S. R., Lee, S. W., & Jeon, H. M. (2020). The role of customer experience, food healthiness, and value for revisit intention in Grocerant. *Sustainability*, 12(6), 2359.
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, quality, and loyalty: Local food and sustainable tourism experience. *Sustainability*, 11(12), 3437.
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.