

MODELING PURCHASE INTENT IN FRANCHISE FOOD SERVICES THROUGH DIGITAL MARKETING PREDICTORS

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Abstract. The rapid expansion of digital marketing has transformed how consumers evaluate and respond to franchise food service brands. However, empirical evidence remains limited on how online reviews, influencer partnerships, and digital promotions jointly shape purchase intent in this sector, particularly in emerging markets. This study examined franchisees' perceptions of these digital marketing factors and determined their relationships with and predictive influence on purchase intent in franchise food services. A quantitative descriptive-correlational design was employed using a structured, self-administered questionnaire administered online to 125 franchisees from various private food service franchise companies. The instrument measured online reviews, influencer partnerships, digital promotions, and purchase intent using a six-point agreement scale and was pilot-tested prior to the main survey to establish acceptable internal consistency. Descriptive statistics were used to summarize perceptions, while correlation analysis and multiple regression were applied to assess relationships and predictive effects among the variables. Findings showed generally favorable perceptions across all constructs, with online reviews receiving the strongest descriptive evaluation. All three digital marketing factors were positively associated with purchase intent; however, digital promotions emerged as the strongest independent predictor, followed by influencer partnerships, while online reviews did not independently predict purchase intent when the other factors were considered simultaneously. These findings indicate that purchase intent in franchise food services is strengthened more by engaging and relevant digital promotional activities and credible influencer partnerships than by online reviews alone. The study concludes that franchise food service organizations should adopt an integrated digital marketing strategy that prioritizes timely promotions and carefully selected influencer collaborations while maintaining effective online review management to support brand visibility, customer engagement, credibility, and purchase-related decision-making.

Keywords: *Digital promotions; franchise food services; influencer partnerships; online reviews; purchase intent*

Introduction

In the food service sector, digital interactions with consumers have changed how customers find information, evaluate brands, and form purchase intentions. In this context, online reviews, influencer partnerships, and digital promotions have emerged as important tools in franchise food service marketing. Online reviews can strengthen perceived credibility and provide social proof, while influencer partnerships can extend brand messages through trusted and relatable personalities (Belanche et al., 2021; Iskamto & Rahmalia, 2023). In addition, digital promotions such as targeted discounts and time-limited offers can enhance consumer interest by increasing perceived value and urgency (Wareebor et al., 2025). Together, these strategies suggest that

purchase intent can develop across multiple, interrelated digital touchpoints rather than through a single marketing activity.

Although the importance of these digital marketing mechanisms has been established, the evidence remains fragmented. Prior studies have examined online reviews, social media marketing, influencer marketing, and promotional activities in restaurant and digital-consumer contexts, often as separate influences on purchase-related outcomes (Anas et al., 2023; Chen et al., 2022; Kurniawan & Setiadi, 2024; Roslin et al., 2025). This fragmentation limits understanding of how online reviews, influencer partnerships, and digital promotions operate when considered simultaneously. The issue is especially relevant because franchise food service companies commonly use these strategies together and must decide how to allocate limited marketing resources. Empirical evidence on their joint and relative predictive contributions to purchase intent in franchise food services therefore remains limited.

This gap is especially relevant to franchise food services operating in increasingly digitalized and competitive markets. Unlike examining individual digital marketing tools in isolation, evaluating the three factors within a single predictive framework can reveal whether each contributes independently to purchase intent after accounting for the influence of the other variables. The novelty of the present study, therefore, lies in integrating online reviews, influencer partnerships, and digital promotions as simultaneous predictors of purchase intent, specifically within the franchise food service context. Such an approach extends existing discussions of digital consumer behavior by moving beyond isolated associations to assess the comparative predictive importance of different digital marketing strategies.

Therefore, this study addresses the scarcity of empirical evidence on the relationship between these three digital marketing factors and purchase intent, both individually and collectively, in the franchise food service sector. The study will thus evaluate perceptions of online reviews, influencer promotion, and digital promotion; their relationships with purchase intent; and the predictive power of the digital marketing factors when examined together. These goals align with the manuscript's stated direction. The study would add to the marketing literature as it provides empirical evidence that is specific to the context of the study regarding the relative importance of various digital marketing influences on consumers' purchase intention and also a foundation for the franchise food service decision makers to use when deciding on digital marketing strategies and allocating marketing resources.

This study aimed to assess consumer perceptions of online reviews, influencer partnerships, and digital promotions, and to examine their relationships with and predictive power for purchase intention, thereby generating evidence-based insights to inform strategic marketing initiatives within the franchise food service sector. Guided by this purpose, the research explores how consumers perceive these marketing dimensions and purchase intention, and investigates whether significant relationships exist between online reviews and purchase intention, influencer partnerships and purchase intention, and digital promotions and purchase intention.

Methodology

Design

This study employed a quantitative descriptive-correlational research design with a predictive approach to examine the relationships between online reviews, influencer partnerships, digital promotions, and purchase intention in the context of franchise food services. The descriptive component determined respondents' perceptions of the four study constructs. In contrast, the correlational component assessed the direction and strength of the relationships between the three digital marketing variables and purchase intent. Multiple regression analysis was further employed to determine the collective and independent predictive contributions of online reviews, influencer partnerships, and digital promotions to purchase intent. This design was appropriate because it enabled the systematic collection and analysis of numerical data without manipulating the study variables and allowed the researcher to examine naturally occurring relationships among the constructs.

Locale

The study was conducted among franchisees of private food service franchise companies. The franchise food service sector provided an appropriate context because these businesses increasingly use digital platforms, customer reviews, influencer collaborations, and promotional campaigns to enhance brand visibility, engage customers, and support purchase decisions. Participants represented different private food service franchise organizations, allowing the study to capture perceptions across varying operational and marketing environments. Data were collected through an online survey platform to accommodate respondents across different locations, work schedules, and operational responsibilities.

Respondents

The study was divided into two stages, each with a set of respondents. In the initial phase, the questionnaire was pilot tested with 20 franchisees from various private food service companies to assess item clarity and internal consistency. The pilot respondents were not a part of the main study. The main survey included 125 franchisees from different private food service franchises, following pilot testing and questionnaire refinement. The study used purposive, criterion-based sampling to select respondents with firsthand knowledge of franchise operations and those who observed the digital marketing activities under study.

Food service franchise participants included current franchisees and those directly involved in the management of a food service franchise, who participated in or had knowledge about the franchise's operational and/or marketing activities, exposure to online reviews or partnerships with influencers, or exposure to digital promotions related to the food service franchise, and whose participation in the study was voluntary. The chosen franchisees were relevant because they were directly involved in the franchise business and were well positioned to provide a knowledgeable evaluation of the link between digital marketing strategy and purchase intent in the franchise food service sector.

The researcher approached potential participants through available franchise networks and online communication channels, and distributed the survey link to individuals who met the eligibility criteria. Participation remained voluntary throughout recruitment. Because respondents

were purposively selected rather than randomly sampled from the entire population of food service franchisees, the sample should not be interpreted as statistically representative of all franchise businesses. Accordingly, generalize the findings beyond the participating franchise contexts with caution, consistent with the recognized external-validity limitations of purposive sampling (Andrade, 2021).

Instrument

Data were collected using a structured, self-administered survey questionnaire measuring four major constructs: online reviews, influencer partnerships, digital promotions, and purchase intent. The questionnaire consisted of multiple statements adapted from previous studies and contextualized to the franchise food service sector. Responses were measured using a **six-point** Likert-type scale, ranging from 1 Strongly Disagree) to 6 *Strongly Agree*.

Before the main data collection, the instrument was pilot-tested with 20 franchisees to assess item clarity and internal consistency. Reliability analysis yielded an overall Cronbach's alpha of 0.790, indicating acceptable internal consistency (Tavakol & Dennick, 2011). The researcher made necessary refinements after pilot testing before administering the questionnaire to the main respondents.

Because the instrument relied on self-reported perceptions, the measures represent respondents' subjective evaluations rather than direct observations of actual consumer purchasing behavior. Self-report measures may be affected by differences in interpretation, recall, personal experience, and respondents' tendency to provide socially or professionally desirable answers. In addition, measuring the study variables through the same self-report method can introduce common method variance that may influence observed associations (Baumgartner et al., 2021). Accordingly, purchase intent in this study should be interpreted as a reported behavioral intention rather than evidence of actual purchasing behavior.

Data Gathering Procedure

Data gathering was undertaken in three stages: pre-data gathering, actual data gathering, and post-data gathering. During the pre-data gathering stage, the researcher developed the structured questionnaire based on the constructs identified in the literature relating to online reviews, influencer marketing, digital promotions, and purchase intent. The researcher pilot-tested the questionnaire with 20 franchisees and incorporated appropriate revisions before final administration.

During data collection, the researcher administered the finalized questionnaire online to 125 franchisees from various private food service franchise companies. Before accessing the survey questions, participants were informed of the study's purpose, the voluntary nature of participation, and the confidentiality of their responses. Informed consent was obtained prior to participation, and respondents were informed that the information collected would be used solely for academic and research purposes.

During the post-data-gathering stage, the researcher reviewed completed questionnaires for completeness and consistency. The researcher then coded, organized, and screened responses for missing entries or possible data-entry discrepancies before statistical analysis. Complete cases were subsequently used for the relevant inferential analyses.

Data Analysis

The statistical methods used are descriptive and inferential statistics, depending on the research goals. Respondents' perceptions of online reviews, influencer partnerships, digital promotions, and purchase intent were summarized using the means and the standard deviations. To explore the direction and strength of the relationships between each digital marketing variable and purchase intent, the study conducted a Pearson product-moment correlation analysis.

Multiple regression tested the combined effect of all three predictors and the unique effect of each predictor while controlling for the others. The analysis enabled the researcher to identify variables associated with purchase intent, as well as variables independent of the others that directly influenced purchase intent. Because the study was correlational and not experimental, the authors interpreted statistically significant relationships as associations and predictive effects as associations. The authors also acknowledge this limitation in their interpretation of the manuscript's correlation findings.

Ethical Considerations

Throughout the study, the researcher adhered to ethical principles regarding human participants. Participation was 100% voluntary, and the researcher explained the nature, purpose, and objectives of the research to respondents before they completed the questionnaire. Ethical consent was obtained before participation, and respondents were informed that they could refuse to participate or withdraw from the study without penalty or obligation. Data collection and analysis were anonymous and confidential.

The presentation of findings did not include personally identifying information, and we did not report any response in isolation that might identify the individual respondent or their franchise organization. We collected and treated research data confidentially and used them only for academic and research purposes. These were intended to ensure that participants' privacy was respected and that there was minimal pressure to respond positively.

Results and Discussions

Table 1.

Descriptive Statistics of the Study Variables

Variable	<i>M</i>	<i>SD</i>	Interpretation
Online Reviews	5.19	0.53	3.40
Influencer Partnerships	4.52	0.71	3.00
Digital Promotions	4.85	0.61	3.00
Purchase Intent	4.89	0.63	3.40

Note. Responses were measured using a six-point Likert scale ranging from 1 = Strongly Disagree to 6 = Strongly Agree. *M* = mean; *SD* = standard deviation.

The descriptive results indicate generally favorable perceptions of all four study constructs. Online Reviews obtained the highest mean score ($M = 5.19$, $SD = 0.53$), followed by Purchase Intent ($M = 4.89$, $SD = 0.63$), Digital Promotions ($M = 4.85$, $SD = 0.61$), and Influencer

Partnerships ($M = 4.52$, $SD = 0.71$). Thus, respondents recognized online reviews as the most important element of the digital marketing environment, although they rated all variables positively.

Using the concept of electronic word-of-mouth, positive online reviews can be understood as informational and social cues that help prospective customers evaluate products, services, and brands. In food service settings, online reviews can reduce uncertainty by providing information about food quality, service experiences, and other customers' evaluations. Empirical studies have linked online reviews with purchasing decisions, trust, perceived food quality, information adoption, and purchase intention (Chen et al., 2022; Liu et al., 2022; Park et al., 2021; Zunvindri et al., 2021). These findings support the view that online reviews are important sources of pre-purchase information, even when their direct predictive contribution may differ from that of more action-oriented digital marketing activities.

The mean value of Online Reviews, however, should not be taken as a sign that it is always the best predictor of Purchase Intent. Correlation and regression analyses determine whether differences in a construct relate to or predict purchase intent. At the same time, a descriptive mean shows a construct's consensus or importance. This distinction matters for interpreting the following findings.

The favorable ratings for Digital Promotions and Influencer Partnerships also indicate that respondents recognize the importance of active digital marketing stimuli. Digital promotions can communicate economic value, urgency, and promotional attractiveness, while influencer partnerships can provide credibility, relatability, and social endorsement. Prior research shows that targeted digital advertising and influencer credibility can shape purchase-related responses (Coutinho et al., 2023; Han & Du, 2023). Taken together, the descriptive findings suggest that franchise food service customers encounter several digital cues that may serve different functions in the decision-making process rather than operate as interchangeable marketing tools.

Table 2.

Pearson Correlations Among Online Reviews, Influencer Partnerships, Digital Promotions, and Purchase Intent

Variable	Purchase Intent	Decision	Interpretation
Online Reviews	.219*	Significant; Reject Null Hypothesis	Weak positive correlation; reviews slightly influence purchase intent.
Influencer Partnerships	.513***	Significant; Reject Null Hypothesis	Moderate positive correlation; partnerships strongly influence purchase intent.
Digital Promotion	.538***	Significant; Reject Null Hypothesis	Moderate positive correlation: promotions strongly drive purchase intent.

Note. Listwise $n = 123$. Values represent Pearson product-moment correlation coefficients. $p < .05$. * $p < .01$. *** $p < .001$.

The correlation analysis showed that all three digital marketing variables were significantly and positively associated with Purchase Intent. Digital Promotions demonstrated the strongest relationship with Purchase Intent ($r = .538, p < .001$), followed closely by Influencer Partnerships ($r = .513, p < .001$). Online Reviews were also significantly related to Purchase Intent, but the relationship was substantially weaker ($r = .219, p = .015$).

The relative magnitudes provide insight into the possible roles these variables play in consumer decision-making rather than merely showing that all three are statistically associated with purchase intent. Digital Promotions and Influencer Partnerships appear to be more action-oriented or proximal marketing stimuli: promotions can provide an immediate incentive to purchase, whereas influencer collaborations provide product exposure, endorsement, and source credibility. This interpretation is consistent with research showing that influencer endorsement and electronic promotional content can strengthen advertising attitudes and purchase intentions (Herrando & Martín-De Hoyos, 2022; Pidada & Suyasa, 2021).

Online Reviews, by contrast, may perform a more informational and evaluative function. From an electronic word-of-mouth perspective, reviews can help consumers reduce uncertainty, compare alternatives, and learn from previous customer experiences. Their influence may therefore operate partly through psychological evaluations such as trust, perceived credibility, perceived value, or information usefulness rather than solely through a direct effect on purchase intent.

This interpretation is consistent with the stimulus-organism-response framework applied to online reviews by Zhu et al. (2020). Under this perspective, digital review information functions as an external stimulus, consumers' cognitive and affective evaluations represent the organism, and purchase intention represents a behavioral response. The stimulus-organism-response explanation was not directly tested in the present study and should therefore be treated as an interpretive framework rather than evidence of mediation. Nevertheless, it provides a theoretically plausible explanation for why online reviews may remain important even when their statistical relationship with purchase intention is weaker than that of promotional or influencer-related activities.

Thus, the findings indicate that digital marketing variables may affect purchase intention at different stages of the buying process. Promotions may focus on immediate value; influencers may build interpersonal credibility and engagement; and online reviews may support information search and reduce uncertainty. Because the design is correlational, these relationships reflect associations, not necessarily cause and effect.

Combined Predictive Ability of Online Reviews, Influencer Partnerships, and Digital Promotions on Purchase Intent

Table 3.

Model Summary for the Multiple Regression Analysis Predicting Purchase Intent

Model	R	R ²	Adjusted R ²	RMSE
1	.594	.353	.336	.509

Note. Predictors were online reviews, influencer partnerships, and digital promotions. The dependent variable was purchase intent. RMSE = root mean square error.

Table 4.

Analysis of Variance for the Multiple Regression Model Predicting Purchase Intent

Source	SS	df	MS	F	p
Regression	16.793	3	5.598	21.615	< .001
Residual	30.818	119	.259	—	—
Total	47.612	122	—	—	—

Note. SS = sum of squares; MS = mean square.

The regression model obtained an R value of .594, an R² value of .353, and an adjusted R² value of .336. Together, Online Reviews, Influencer Partnerships, and Digital Promotions explained 35.3% of the variance in Purchase Intent. The overall model was statistically significant, $F(3, 119) = 21.615$, $p < .001$, indicating that the predictors together accounted for a significant amount of variance in purchase intent.

The model's theoretical significance is that purchase intent in franchise food services is associated with multiple digital mechanisms. Consumers are exposed to informational, interpersonal, and promotional stimuli that can complement one another during decision-making. This interpretation aligns with restaurant-sector research linking social media marketing, perceived value, brand interaction, and digital marketing activities to purchase intention (Anas et al., 2023; Bushara et al., 2023; Ibrahim, 2023; Roslin et al., 2025). Thus, the model supports an integrated consumer-response perspective in which different digital touchpoints contribute in distinct but complementary ways.

Meanwhile, the variance that was not explained by the three variables accounted for about 64.7% of Purchase Intent. This suggests other avenues to consider beyond online reviews, influencer relationships, and digital promotions when determining purchase intention. As already stated in the manuscript, other consumer, brand, and situational factors can affect the decision to purchase. Future research may offer additional explanations for the results, such as brand trust, perceived value, price sensitivity, customer experience, brand familiarity, or social media engagement.

The model thus adds to the marketing literature by suggesting that digital marketing does not fully determine purchase intention, but that a combination of digital marketing stimuli offers valuable explanatory power in the context of franchise food service. This further enhances the novelty of this study, which investigates three predictors simultaneously instead of individually.

Table 5.

Multiple Regression Coefficients Predicting Purchase Intent

Predictor	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Constant	2.170	0.493	—	4.403	< .001
Online Reviews	-0.092	0.100	-.077	-0.917	.361
Influencer Partnerships	0.275	0.081	.311	3.384	.001
Digital Promotions	0.403	0.100	.391	4.027	< .001

Note. *B* = unstandardized regression coefficient; *SE B* = standard error of *B*; β = standardized regression coefficient; *CI* = confidence interval.
Dependent variable: Purchase Intent.

Table 5 shows that Digital Promotions emerged as the strongest significant predictor of Purchase Intent ($\beta = .391, p < .001$), followed by Influencer Partnerships ($\beta = .311, p = .001$). In contrast, Online Reviews did not significantly predict Purchase Intent when controlling for the other predictors ($\beta = -.077, p = .361$). Digital Promotions showed the strongest unique contribution, suggesting that promotional activities may contribute more directly to purchase consideration through perceived value, relevance, savings, and urgency. This interpretation is consistent with evidence that informative, relevant, and interactive social media marketing features influence purchase decisions in the fast-food sector (Hanaysha, 2022). Influencer Partnerships also retained a significant unique contribution, indicating that credibility, trustworthiness, expertise, relatability, and audience fit may provide a distinct form of social influence. Related studies have likewise reported positive purchase-intention effects from social media marketing, influencer endorsement, and online promotion (Kurniawan & Setiadi, 2024; Nofela & Saputri, 2022; Ovinda et al., 2022).

Online Reviews had the highest descriptive mean and were positively correlated with Purchase Intent ($r = .219$). However, they were not significant when Digital Promotions and Influencer Partnerships were entered simultaneously in the regression model. This finding illustrates the difference between perceived importance and unique predictive contribution. Online Reviews were also associated with Influencer Partnerships ($r = .361$) and Digital Promotions ($r = .470$), indicating that some variance in respondents' evaluations of reviews was shared with the other digital marketing variables. Multiple regression therefore assessed whether Online Reviews explained additional variance in Purchase Intent beyond this shared component; in the present model, that incremental contribution was not statistically significant.

This result should not be attributed to problematic multicollinearity because the reported variance inflation factor values ranged only from 1.302 to 1.732. A more plausible interpretation is that online reviews may operate mainly through informational or psychological mechanisms—such as credibility, trust, perceived quality, and information adoption—rather than directly triggering purchase. This interpretation is consistent with electronic word-of-mouth and stimulus-organism-response perspectives, which position review information as a stimulus that shapes internal evaluations before purchase-related responses (Hsu & Yang, 2021; Huang et al., 2022). Recent empirical work also indicates that trust can mediate the relationship between online

customer reviews and purchase intention (Mukarromah & Saputro, 2025; Permatasari et al., 2024). The nonsignificant regression coefficient therefore means that Online Reviews did not explain sufficient unique variance after controlling for Digital Promotions and Influencer Partnerships; it does not mean that reviews are irrelevant.

Collectively, the findings support an integrated digital marketing strategy rather than reliance on a single channel. Promotions can create immediate purchase interest, influencer partnerships can strengthen credibility and engagement, and online reviews can provide social proof and information that supports consumer evaluation. These channels' distinct contributions align with broader evidence that restaurant and social media marketing activities can shape purchase intentions through multiple pathways (Anas et al., 2023; Roslin et al., 2025).

Table 6.

Collinearity Statistics for the Predictor Variables

Predictor	Tolerance	VIF
Online Reviews	.768	1.302
Influencer Partnerships	.645	1.551
Digital Promotions	.577	1.732

Note. VIF = variance inflation factor.

Table 6 shows that the tolerance values ranged from .577 to .768, while the VIF values ranged from 1.302 to 1.732. These values indicate that multicollinearity was not a concern among Online Reviews, Influencer Partnerships, and Digital Promotions. Recent methodological guidance suggests that VIF values below 5 are rarely considered problematic in regression models, and lower VIF values indicate greater confidence in the absence of excessive multicollinearity between predictors (Roustaei, 2024).

This finding is important for understanding the non-significant value of Online Reviews. The lack of statistical significance should not be interpreted as being due to excessive multicollinearity. Instead, the data suggest that Online Reviews did not account for enough unique variance in Purchase Intent beyond what Digital Promotions and Influencer Partnerships explained. Hence, the regression results clearly separate the impact of the three digital marketing factors.

The results show that digital marketing influences purchase intentions through multiple channels, though not evenly distributed. Online reviews seem to serve as informational electronic word of mouth and credibility cues; influencer partnerships offer more socially embedded endorsement and engagement; and digital promotions serve as more immediate value-oriented stimuli. The results therefore indicate not only that digital marketing works, but also that the predictive contributions of different digital marketing strategies vary.

Most importantly, it is not contradictory that Online Reviews had high ratings but was not significant in the regression model. This suggests that a marketing factor can seem very important to many people without being the most powerful factor affecting behavioral intention. This distinction is one of the study's most useful theoretical and managerial insights.

Conclusion

This study explored the relationships between Online Reviews, Influencer Partnerships, Digital Promotions, and Purchase Intent among franchise food service. The results show all three digital marketing factors positively correlated with Purchase Intent, but with varying weights. Online Reviews received the highest descriptive evaluation, indicating that people generally felt customer-generated information was important in the digital consumer environment. Digital Promotions and Influencer Partnerships, however, showed a stronger correlation with Purchase Intent and became significant independent predictors when the three marketing factors were considered together.

Digital Promotions made the most significant unique contribution to Purchase Intent, suggesting that timely, relevant, value-added promotional activities may have a greater impact on consumers' willingness to consider purchasing franchise products. Influencer Partnerships also had a considerable impact, highlighting the need for believable, engaging endorsements to strengthen consumer response. Online Reviews did not, however, predict Purchase Intent after accounting for Digital Promotions and Influencer Partnerships. This result does not mean online reviews are insignificant. However, it means their role may be more supportive and informational, helping build credibility, evaluation, and confidence in the consumer decision-making process rather than directly stimulating purchases.

The results collectively show that digital marketing should not be considered as isolated activities. A comprehensive strategy in which digital marketing delivers instant results, influencer partnerships drive engagement and credibility, and online reviews reinforce reputation and consumer assessment can provide a stronger foundation for establishing Purchase Intent. The study thus makes a substantial contribution to marketing research by showing that, when considered together, several digital marketing factors have different predictive power in the context of a specific business: food services through franchise outlets.

Nevertheless, several limitations warrant attention when interpreting the findings. First, the study included 125 franchisee respondents, providing adequate data for the analyses performed but a somewhat small sample size for generalizing to the vast number of franchise food service establishments. Second, the study was conducted in the Philippines, and the findings may not apply to other countries because of differences in consumer culture, digital platform use, franchise development, and market conditions. Third, the study considered only franchisees' perspectives on the variables. Franchisees have operational and marketing expertise, but their viewpoints do not reflect those of customers who access online reviews, social media posts, and other online marketing efforts and then make purchasing decisions. Thus, the conclusions are based on franchisees' perceptions of relationships between the variables studied, not on consumer behavior.

These restrictions suggest directions for future research. Future research could use a larger, more geographically representative sample, include franchise businesses in other countries, and collect consumer information to check for consistency between stakeholder perspectives. Additionally, further studies could include franchisee and consumer evaluations as well as other variables, such as brand trust, perceived value, customer experience, price sensitivity, and brand familiarity, to provide a deeper understanding of Purchase Intent in the context of franchise food services.

Recommendations

The study results are used to make the following recommendations:

Prioritize digital promotions. Franchise food service companies should look to use time-limited promotions, targeted discounts, loyalty incentives, bundle promotions, and product-specific digital campaigns, as Digital Promotions was the strongest predictor of Purchase Intent. You can monitor promotion effectiveness by measuring engagement, redemption, inquiries, and sales conversion. This aligns with the current manuscript's focus on timely offers and promotional activities.

Build trustworthy, authentic connections with influencers. Franchise brands should look for influencers who are credible, relatable, relevant to their target audience, and fit their brand image, rather than relying on follower numbers to make influencer partnerships successful. Influencer content should include genuine product interactions, product advantages, and a natural testimonial that resonates with the target market.

Continue using online reviews as a credibility-support tactic. Online Reviews failed to predict Purchase Intent when the other variables were held constant, but should not be ignored. Franchise operators should solicit honest customer feedback, respond quickly and professionally, address recurring complaints, and use reviews to improve their services and products. Do not view reviews as the main reason people make purchases; use them to build trust and promote influencer campaigns. The current manuscript also suggests that, despite the lack of a significant regression result, online reputation management is still needed.

Embed the three digital strategies. Franchise food service operators need a unified approach: digital marketing drives instant buying behavior, influencer marketing builds credibility and engagement, and online reviews build social proof. Marketing resources can then be channeled into marketing campaigns and influencer partnerships, with systematic review management supplementing those efforts.

Expand future research. Future research should use larger, more geographically representative samples and collect data directly from consumers to determine whether the relationships found in the franchisee sample also hold for consumers. Other factors, such as brand trust, perceived value, price sensitivity, customer experience, and brand familiarity, can be explored and may account for some of the variation in Purchase Intent. The proposed areas for further investigation in the manuscript already support these directions.

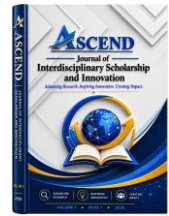
Author's Contribution

The author was solely responsible for conceptualization, methodology, investigation, data curation, formal analysis, interpretation of findings, project administration, and manuscript preparation. The author also conducted the literature review, developed the research instrument, managed data collection, performed the statistical analyses, and prepared the tables and presentation of results. In addition, the author validated, reviewed, edited, and finalized the manuscript. The author approved the final version of the study and accepts full accountability for the accuracy, integrity, and overall conduct of the research.

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