THE EFFECT OF CUSTOMER EXPERIENCES ON PURCHASE INTENTION THROUGH MEDIATOR VARIABLES OF MENTAL ENGAGEMENT AND VISUAL PERCEPTION

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Abstract:

Nowadays, with the daily expansion of marketing attractions to create different experiences in the restaurant & fast food industry, unconscious stimuli attracting the major senses might be an effective way to attract the consumers. Understanding these environmental stimuli suggests a correct perception of feeling and perception which is in harmony with consumer behavior. Moreover, knowing these factors can also be essential for marketers and owners and managers who are active in this area to develop strategies to create positive experiences for customers and increase the sales. Therefore, the objective of the present study is to focus on customer experiences and their possible effects on purchase intention of consumers through mediator variables of mental engagement and visual perception. The present study is an applied study in terms of objective and correlational type of descriptive-survey study in terms of data collection. The research population consisted of those people using the services of restaurants and fast food stores of Shiraz. A total of 385 samples were selected by using convenient sampling method. Questionnaire was used as tool to collect the data. The questionnaires were distributed in person and they were collected after being completed by the subjects. Its validity was examined through content validity and its reliability was examined through Cronbach's alpha. Data were analyzed using structural equation modeling and Smart PLS software. The results of this study showed that customer experiences had a positive and significant effect on mental engagement and visual perception, and these two variables had a positive and significant effect on consumer purchase intention. The indirect effect of customer experiences on consumer purchase intention was also confirmed through the mediator variable of mental engagement and visual perception.

Key words: *Customer Experiences, Purchase Intention, Engagement, Visual Perception*

1. Introduction

To achieve success and develop their market, companies should have a proper understanding of the factors influencing the consumer purchase intention (Rezaei et al., 2017). Studies in the field of consumer behavior suggest that the value which consumers perceive from the appearnce and quality of the products and services affects their purchase intention. consumers' mental engagement improves the quality of business relationships of the companies, leading to an increase in purchase intention of the customers (Chen, 2017). Consumers' mental engagement is defined as the personal importance perceived or an interest related to acquisition, consumption, and withdrawal of goods, services, or ideas (Mowen & Minor, 2015). Marketers are looking for tools to build long-term relationships with consumers by creating different experiences (Rajput & Dhillon, 2013, p. 712).

Nowadays, the way of combining and sorting incentives is important in creating positive experiences for customers (Gorgoglione & Panniello, 2018) and influences consumer purchasing decisions (Keiningham et al., 2017). According to Schmitt (1999), customer experiences are divided into five elements. Studies indicate that strategies that combine diverse cognitive, emotional, social (relational), sensory, and pragmatic experiences can lead to customers' mental engagement with the brand. Findings if a study conducted in Australian on alcoholic beverage store customers show that cognitive, sensory and relational experiences have a greater impact on consumer mental engagement. Mental engagement of the customers with these fascinating events has increased their purchasing power (Altschwager et al., 2017).

A review of litraure in this area suggests that the recognition of customer experiences and their impact on the purchase intention has been ignored (Hulten, 2013). The review of literature shows that what is important now is the purchase intention, as the main goal of marketing activities. Existing literature have paid little attention to creating exciting events in the store environment and in creating positive experiences for the customer with products and services, since they evoke the emotions and feelings of consumers, so they can affect the purchase intention and behavior of them. Therefore, empirical research indicates the important role of visual perception and consumer mental engagement in their purchase intention. Owing to lack of studies in this field and the role of customer experiences in consumers' purchase intention, the present study was conducted with the aim of evaluating the effect of customer experiences and its dimensions on consumer purchase intention through mediator role of mental engagement and consumer perception. The main questions of this research are: what is the effect of customer experiences on purchase intention of the consumers? What are the effect of consumers' vidual perceptions and consumers' mental engagement on consumers' purchase intention? The purpose of this study is to evaluate the effect of customer experiences on consumer purchase intention through the mediating role of visual perception and consumer mental engagement.

2. Literature review and research model

2.1. Purchase intention of customer

Purchase intention is one of the major concepts studied in the marketing literature. The interest of marketing researchers in purchase intention is due to its relationship to purchase behavior (Karim Alavijeh & Afsharnejad, 2016). According to Morwitz (2014), the best predictor of consumer purchase behavior will be consumer purchase intention. Purchase intention is a concept which clarified this issue that why consumers purchase certain brands. Creating value in customers increases their purchase intention, because the value customers perceive of products and services will increase their purchase intention (Werelds et al., 2017). Consumers' perceptions, beliefs, and evaluations of the product performance can affect their purchase intention (Cronso et al., 2009). Studies suggest that product characteristics strongly affect the consumer intention. Owing to importance of the products in affecting the minds of the customers and meeting their emotional needs, they can affect the purchase intention. The quality that consumers perceive of goods and services can affect their purchasing power (Sarmad, 2015).

2.2. Mental engagement of the consumer

One of the important factors in the processing of information is the consumer mental engagement, which has attracted much attention in recent times. The concept of mental engagement is derived from social psychology, which refers to the relationship between an individual and a goal or subject (Mahdieh & Chubtarash, 2014, p. 133). Sherif & Cantril (1947) introduced for the first time the concept of self-engagement in a sense of a stimulus affects the person consciously or unconsciously due to his or her nature. Mental engagement is defined as one's perceived dependency to a phenomenon based on basic needs, values, and interests (Ranjbarian & Asghari, 2015). However, it seems that that the concept of mental engagement to be more complicated in marketing (Sherif & Cantril, 1947). In the marketing literature, the attention to consumer mental engagement is increasing. Generally, it is a concept that is a strategic necessity and is directly influenced by the marketing activities of the company (Hollebeek & Chen, 2014). Mowen & Minor (2015) also state that the level of consumer mental engagement is considered as the second most important factor in information processing.

2.3. Visual perception of the consumer

Consumer information is received through visual, hearing, taste, smell and touch senses (Uddin, 2011). When consumers are faced with a lot of information, the brand is selected based on the aesthetic values   perceived from the product, service, or sales environment in their minds (Lin, 2016). According to Ganassali & Matysiewicz (2018), images depict a deeper level of human awareness of the words (Mowen & Minor, 2015). Various studies have shown consumers' perceptions influence their judgment (So et al., 2015). For this reason, different perceptions of consumers affect the marketing activities

(Schmitt, 2013). Perception is the awareness or understanding of the senses. Sensory perception is the result of the processing of the information the consumer obtains through each of his five senses (Jaeger et al., 2018). The visual perception affects consumer purchasing decisions (Clement et al., 2013). As a result, a strong visual stimulus can create competitive advantage for the company. However, some of the characteristics of materials and objects, such as softness, being opaque or shiny, are visual, and some others such as adhesion, the softness of the tissues need to be touched in addition to be visual in order to perceive them. In the perception of all these features of materials, there are different mental responses and interpretations (Zuo et al., 2014).

2.4. Customer experiences

According to Garg et al. (2014), the experience is a state of mind felt by customers. The study conducted by Schmitt (1999) has shown that customer experience applies stimuli to use the five senses and the minds of customers. According to Thomas (2017), customer experience is influenced by sensory and emotional stimuli, and includes a set of customers' feelings resulting from their interaction with the company's products, services and business. These pleasing experiences of customers have been created by combination of five dimensions of sensory experience, affective experience, cognitive experience, behavioral experience, and social experience. Sensory experience (the five senses) plays a major role in human life (Ahmadi, 2013). Relation with a brand or business products creates five different sensory experiences for consumers through seeing, hearing, touching, smelling and tasting (Schmitt, 1999). Another dimension of customer experience is the affective experience of the consumer. Feeling is the most primary level of conscious experience which may be a result (Lindgaard & Wesselius, 2017). According to Schmitt (1999), another dimension of customer experience is the consumer's cognitive experience. According to Philips (2017), cognitive experience is a conscious flow controlled by a person. Another dimension of customer experience is consumer behavioral experience. The behavioral experience dimension includes actions (stimulated behavioral responses), body experiences, and interactive experiences with business brands (Schmitt, 2013). Another dimension of customer experience is the consumer social experience. According to Wade Clarke et al. (2012), social experience and communication is very important. Social experience can be created in a sales environment (such as a small or large retail store) due to providing space for people to interact with each other (Bustamante & Rubio, 2017).

2.5. Customer experiences and mental engagement

A study was conducted by Scott & Uncles (2018) under the title of "Sensory Anthropology in Consumer Studies". This research was conducted with the aim of mental stimulation of human senses leading to the creation of various experiences in relation to the brand. The results of this study showed that in order to gain a better understanding of

the emotions of consumers, it is necessary to influence mental engagements and their perceptions and judgments from the environment through the creation of different consumer experiences with the brand. Ponsignon et al (2017), in his research entitled "Designing Customer Experiences in a Cultural Sector", showed that creating different experiences for museum visitors increased their mental engagement with regard to visiting the museum. In their study, entitled "investigating the effect of store characteristics on experiences and mental engagement of the consumer", Mohd-Ramly & Omar (2017) have shown that the experiences that the store creates for its customers have an impact on their mental engagement. Thus, according to what was stated, the first hypothesis of the research are presented as follows:

Hypothesis 1: Customer experiences have a positive and significant effect on consumer mental engagement.

2.6. Customer experiences and visual perception

In a study entitled "Understanding the Aesthetics Perceived by Customer: Emotional Perspective", Bhandari et al. (2018) found that products affect the customers' perceptions of the apparent aspects of products with experiences that transfer to consumers. In a research entitled "the effective role of consumer in social networks: How to create consumer business relations", Bashir et al. (2018) found that beautiful, attracting and amusing stimuli create an experience for consumers that affects their perception of the brand aesthetics. The results of research conducted by Orth (2016) under the title of "purchasing experience in complex visual environments" show that visual complexities and chaos in the purchasing environment and arrangement of product can affect purchasers' purchasing experience and affect their visual perception. Therefore, based on what was stated, the second hypothesis of the research are presented as follows:

Hypothesis 2: Customer experiences have a positive and significant effect on consumer visual perceptions.

2.7. Mental engagement and consumer intention

The results of the research conducted by Rather (2018) under the title of "The Consequences of Consumer Engagement in Service Marketing" suggest that with increasing levels of consumer mental engagement, purchase intention and loyalty will also increase. The results of the research conducted by Risitano et al. (2017) under the title of "mental engagement of consumer with brand in experience with brand and behavioral intensions: An experimental Italian study" suggest that mental engagement affects consumer purchase intention. Thus, with regard to what was stated, the third hypothesis of research is presented as follows:

Hypothesis 3: Mental engagement has a positive and significant effect on consumer purchase intention.

2.8. Visual perception and consumer purchase intention

The results of the research conducted by Chen and Lee (2018) suggest that the restaurant environment, employee clothing and its color affect consumer visual perceptions and affect their evaluation of services, and finally, lead to increased appetite and intention to purchase additional food. The research conducted by Toufani (2017) have shown that color, design, overall appearance and three components of texture / touch, beauty make the consumer pay attention to the form of products, and the perception of aesthetics of the product has a direct relationship with the intention purchase, since any beautiful product can affect the purchase intention. Hence, given what was stated, the fourth hypothesis of the research is presented as follows:

Hypothesis 4: Visual perception has a positive and significant effect on consumer purchase intention.

2.9. Research conceptual model

The conceptual model and framework of the research was developed by identifying the main variables of the research and establishing the relationship between them through the support of the empirical background and the formulation of research hypotheses. In the conceptual model of research, the variable of customer experience was derived from the Schmitt model (1999), which its dimensions include sensory experience, affective experience, cognitive experience, behavioral experience, and social experience. The framework of the conceptual model of research is presented in Figure 1.
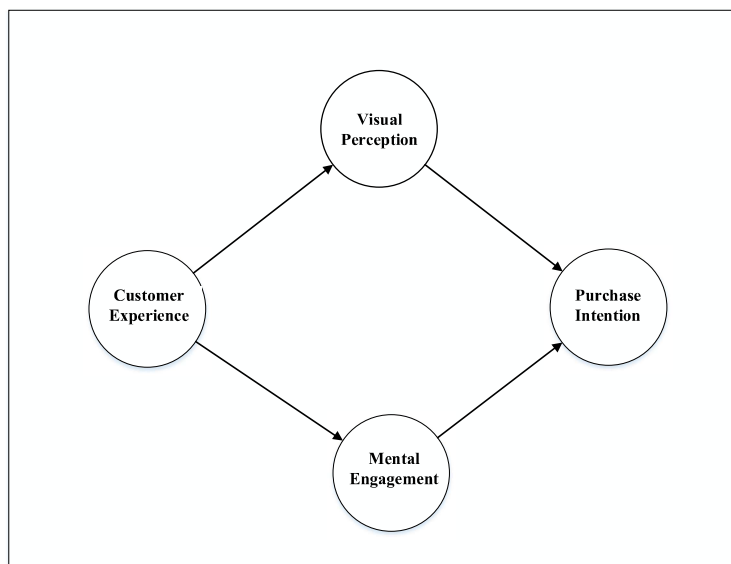

Figure 1. Conceptual model of research

3. Research Methodology

This research is an applied study in terms of objective and correlational type of descriptive-survey study in terms of data collection method and examining the relationship between the variables. The research population included those people using the services of fast food stores and restaurants in Shiraz. Due to the large size of the research population and the lack of accurate statistics on the number of restaurants and fast food stores in Shiraz, the research population was considered unlimited. Hence, 385 people were identified as the sample size using the Cochran population. Due to lack of feasibility of development of framework for research population, convenient non-randomized sampling method was used to collect the data. Data collection tool was a questionnaire. The research questionnaire consists of 44 items. The research questionnaire consists of three sections. The first section introduces the topic and defines the points for greater understanding and ease of response to members of the population. The second section presents questions about demographic variables such as gender, marital status, education, job, and income levels of respondents. The third section relates to the items assessing the main research variables. The items assessing the variables are scored on 5-point Likert scale (1. strongly disagree, 2. disagree, 3. somewhat agree, 4. agree and 5. strongly agree). The research questionnaires were distributed among the customers in restaurants and fast food stores of Shiraz. Finally, after completion of the distribution of questionnaires, 385 questionnaires without defects were analyzed. The validity of the research tool was first examined through the content validity and face validity through experts, and then, by confirmatory factor analysis method. The results of confirmatory factor analysis showed that the factor load of all items measuring the variables was greater than 0.4. In addition, the reliability of the research tool was calculated by Cronbach's alpha coefficient for each of the variables of the research and the whole questionnaire. Table 1 shows the results of the validity and reliability indices of the research tool as well as the sources of extraction of the items measuring the variables of the research.

Table 1: Reliability and construct validity of research variables along with source of extraction of the items

Variable	Number of Items	Source of Extraction of Items	Cronbach's Alpha Coefficient	Average of Variance Extracted (AVE)	Composite Reliability (CR)
Purchase Intention	9	Watts & Chi (2018)	0.903	0.596	0.921
Mental Engagement	7	Altschwager et al (2017)	0.880	0.583	0.907
Visual Perception	5	Jang et al (2018)	0.830	0.596	0.880
Sensory Experience	3	Altschwager et al (2017)	0.779	0.596	0.816

Affective Experience	5	Bustamante & Rubio (2017)	0.887	0.691	0.917
Cognitive Experience	5		0.908	0.689	0.917
Behavioral Experience	5		0.891	0.578	0.872
Social Experience	5		0.839	0.557	0.862
Whole Questionnaire	44	-	0.966	0.5<	0.7<

As Table 1 shows, Cronbach's alpha coefficient for all variables was more than 0.7. The average of the alpha coefficient calculated for the whole questionnaire was 0.966 indicating the acceptable reliability level of the research tool. The composite reliability and average variance extracted indices were used for fitting the research measurement model. The values greater than 0.5 for average of variance extracted and values greater than 0.7 for composite reliability are considered as acceptable values. As seen in Table (1), all values obtained for average of variance extracted and composite reliability are more than two values mentioned above, so it can be concluded that the variables of the research in the model of measurement have an acceptable fit. For analyzing research data for testing the conceptual model of research and hypotheses, structural equation model (partial least squares method) and Smart PLS software were used.

4. Analysis of data and research results

4. 1. Demographic characteristics of respondents

In order to identify the demographic characteristics of the samples of the research, five variables of gender, marital status, educational level, job and income of respondents, and the experience of using the restaurant service were used. Table 2 shows the demographic variables of the research, analyzed by collecting 385 questionnaires.

Table 2: Demographic characteristics of respondents

Demographic variable	Levels	Frequency	Percentage of frequency
Gender	Male	199	51.7
	Female	186	48.3
Marital Status	Single	146	37.9
	Married	239	62.1
Level of Education	Under Diploma	17	4.4
	Diploma	69	17.9
	Associate	66	17.2
	Bachelor	105	27.3
	Master and higher	128	33.2

	Public Sector Employee	64	16.6
	Private Sector Employee	83	21.6
Job	Self-employed	122	31.7
	Student	67	17.4
	Unemployed	49	12.7
	Less than 10 million Rials	126	32.7
	10-20 million Rials	53	13.8
Income Level	20-30 million Rials	81	21.0
	30-50 million Rials	39	10.2
	Over 50 million Rials	86	22.3
	Less than 1 year	249	64.7
Experience of Using the	1-2 years	80	20.8
Restaurant Service	3-5 years	24	6.2
	Over 5 years	32	8.3

As Table 2 shows that the majority of the subjects (n=199) (51.7%) were female. Majority of them was also married with a frequency of 239 people (62.1%). According to the data reported in this study, majority of them had master and higher level of education with a frequency of 128 (33.2%) and the highest number of them were self-employed with a frequency of 122 (31.7%) . People with an income below 10 million Rials with the frequency of 126 (32.7%) had the highest frequency. In addition, most of the subjects had less than 1 year experience of using restaurant services with a frequency of 249 (64.7%), and the lowest frequency was related to those who had 3 -5 years of experience of using restaurant services with an frequency of 24 (8.3%).

4. 2. Conceptual model of study

The conceptual model and the research hypotheses were tested by structural equation modeling using Smart PLS software. Structural equation modeling helps the researcher to test the theoretical model composed of various components, both in a general and in a detailed manner. In structural equation model, all variables of research are divided into two categories: latent and observed variables. Observed variables (rectangle) are directly measured by the researcher, while latent (oval) or unobserved variables are not measured directly, but they are inferred based on relationships or correlations between the measured variables. The latent variables represent theoretical structures that are not directly observed and are observed through other observed variables. Diagram (2) shows the model of research in the mode of estimation of the standardized path coefficients and the Diagram (3) represents research model in the mode of estimation of significant coefficients.

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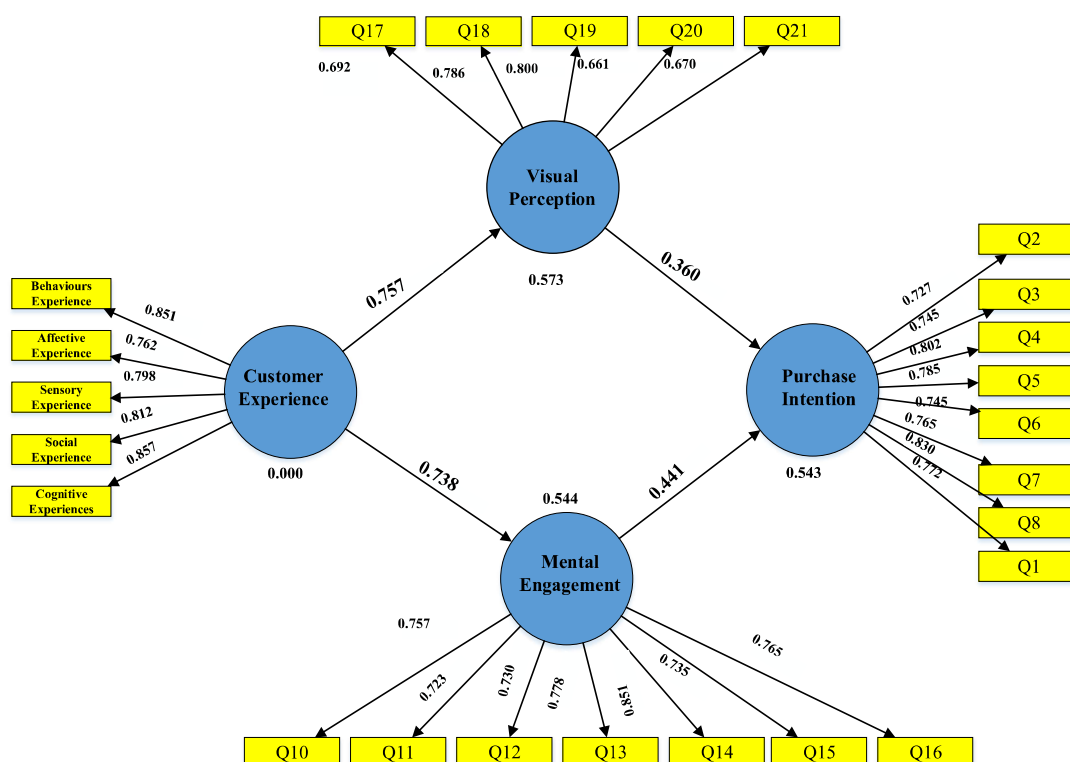

Figure (2): Implementing the conceptual model of research along with the values of standardized path coefficients

The numbers inserted on the paths in Diagram 2 represent the coefficient of correlation between variables in each path. The numbers inside the oval are of the coefficient of determination index. The determination coefficient (R^2) examines how many percentage of the variation (variance) of a dependent variable is explained by the independent variables. Thus, it is normal that this value to be equal to zero for an independent variable and greater than zero for a dependent variable. As this value is greater, the impact coefficient of the independent variables on the dependent variable will be also greater.

Therefore, it can be stated that the customer experience variable could explain 57% of the variations in customer visual perceptions and 54% of the variations in the customers' mental engagement. Moreover, two variables of sensory variables and

customer mental engagement have been able to explain 54% of the variations in customer purchase intention. The residual percentage is related to prediction errors and can include other factors affecting these variables, not considered in this study.
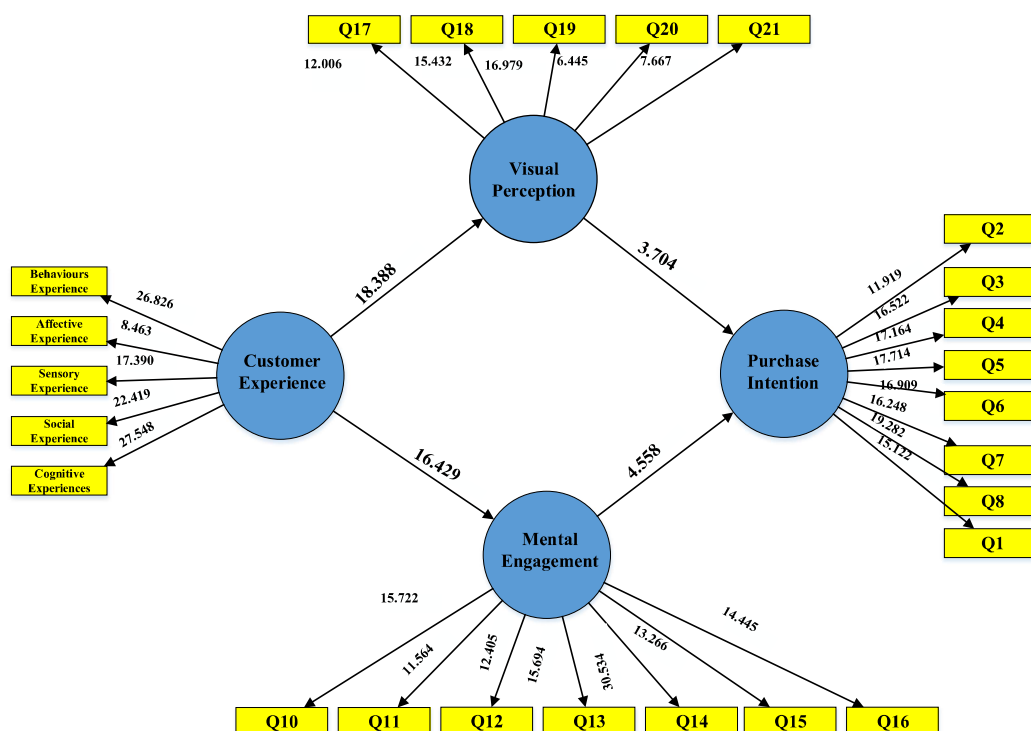

Figure (3): Implementation of the conceptual model of research along with the values of significance coefficients (t-value)

Diagram (3) shows a different model of research in the absolute value mode of the significant coefficients (| t-value |). The numbers on the paths in Diagram (3) indicate the value of significance coefficients (t-value) for the relationship between the variables in each path. This model tests all the measurement equations (factor loads) and structural equations (path coefficients) using t statistic. According to this model, if the t-value of the paths is greater than 1.96, the path coefficient or factor load will be significant at 95% confidence level, and if the t-value for the paths is less than 1.96, the factor load or the path coefficient will not be significant. In addition, if the t-value of the t statistic is greater than 2.58, the path coefficient and factor load will be significant at the 99% confidence level.

Model fit indices are one of the most important steps in the structural equation modeling analysis. These indices aim to answer the question of whether the model represented by the data confirms the conceptual model of the research. In order to examine the fit of the measurement model and the internal consistency of the measuring items, the coefficients such as Cronbach's alpha coefficient, composite reliability, and average of variance extracted, presented in Table 1, should be considered. GOF index is

used for general evaluation of the structural model in the PLS software. The value of 0.25 is considered acceptable for and values greater than 0.36 indicate strong fit of the model (Wetzels et al, 2009). The calculated GOF for the research model is 0.678, indicating a very strong fit of the model.The results obtained from standard path coefficients and significant coefficients or t statistic (Diagrams 2 and 3) show that the customer experience variable has a positive and significant effect on the visual perception of consumers at a confidence level of 99%. It can also be said that the variables of customer experiences have a positive and significant effect on the consumer's mental engagement at 99% confidence level. Based on the path coefficient obtained between the mental engagement and the purchase intention, it can be stated that mental engagement has a positive and significant effect on consumer purchase intention at 99% confidence level. In addition, considering the path coefficient obtained between the visual perception variable and the consumer purchase intention, it can be stated that the visual perception has a positive and significant effect on consumer purchase intention at 99% confidence level. Table 3 summarizes the results of testing the research hypotheses.

Table 3: Results of research hypotheses

Research main hypotheses	Standard path coefficient	Significance coefficients	Testing the hypothesis
H_1 -Customer experiences have a positive and significant effect on consumer mental engagement.	0.738	16.429	Confirmed
H_2 -Customer experiences have a positive and significant effect on consumer visual perceptions.	0.757	18.388	Confirmed
H_3 -Mental engagement has a positive and significant effect on consumer purchase intention.	0.441	4.558	Confirmed
H_4 -Visual perception has a positive and significant effect on consumer purchase intention.	0.360	3.704	Confirmed

5. Conclusion and recommendations

5.1. Conclusion and discussion

The main objective of this study was to investigate the effect of customer experiences on consumer purchase intention through the mediator variables of mental engagement and visual perception of consumers (case study: restaurants and fast food stores of Shiraz city). After studying theoretical literature and research background in this area, hypotheses and conceptual model of research were designed. Then, it was tested

by structural equation modeling and Smart PLS software. As Table 3 shows, the results of this research show the positive and significant effect of customer experiences on consumer mental engagement. The results obtained in this study are consistent with those of research conducted by Scott and Uncles (2018) and Ponsignon et al. (2017). The positive effect of customer experiences on mental engagement means that identifying and responding to the needs of customers in any industry through brand communication along with a positive feeling and a pleasant experience is an essential. As a result, it can be stated that customer experience measures are a strategic approach to meet the needs and satisfy the expectations of customers. However, the most important issue is that experience should fulfill its main task, which is satisfying the needs of customer.Based on the data of Table 3, the results of this research show that customer experiences have a positive and significant effect on consumer visual perception. The results of this study are consistent with the results of the study conducted by Bhandari et al. (2018), Bashir et al. (2018), and Orth et al. (2016). The positive effect of customer experiences on visual perception means that as customer experience measures are a form of marketing resulting from the interactive experience of consumers and environmental factors, these sensory signs used in marketing activities create a mix of different experiences for consumers, influencing their perception from aesthetics of restaurant environment, logo, products, and services of restaurants. According to data in Table 3, the results of this study suggest that mental engagement has a positive and significant effect on consumer purchase intention. The results of this study are consistent with those of studies conducted by Rather (2018) and Risitano et al. (2017). The positive effect of mental engagement on consumer purchase intention means that marketers should know how much consumers value product information and details in their purchasing decisions, since mental engagement means the consumers' perception of the information they receive from different marketing stimuli. Therefore, marketing managers should focus on consumers' mental engagement in order to retain the current customers and attract new customers. It not only increases the competition among the brands, but also increases the purchase intention of the consumers. Data of Table 3 in this study indicate a positive and significant effect of visual perception on consumer purchase intention. The results of this study are consistent with those of the research conducted by Chen and Lee (2018) and Toufani et al. (2017). The positive effect of visual perception on purchase intention in this research suggests that if the sales or store environment is well organized so that the similar products are arranged together and there is a better order in the products and visual stimuli of the store, it will have positive effect on the visual perception of the customers. In addition, diverse products should be also used in the store. As a result, marketing managers need to use proper colors in the restaurant environment and the cloth of staff. They should also use diverse colors that are in harmony with each other. In addition, packaging of restaurant food, sensory combination of taste, color and flavor can create pleasant emotions in consumers and give them identity and ultimately increase their purchase intention. As a result, they can also create competitive advantage.

5.2. Practical recommendations for managers and owners of restaurants and fast food stores

Based on the results of this research, it can be concluded that restaurants and fast food stores in today's competitive environment need to create positive and pleasant experiences for their consumers, in order to increase their purchase intention. Given the effect of customer experiences on consumer mental engagement, it is suggested to restaurant managers and fast food producers to try to create a relaxing and stress-free environment for consumers. Selecting an appropriate geographical location for the restaurant is one of the important actions which should be considered by managers. It is also suggested for marketers to create a competitive advantage by considering the diet style of people through the diversity of their food products for a variety of customers (even for those who have a particular diet) or offering special food packaging for children. Mild music playback in the restaurant atmosphere can bring more relaxation to customers. Restaurant managers can use a dynamic image format, such as video or images that automatically display their best food in order enhance their visual perception in their purchase intention and tendency to pay more. A clever design and an advertising slogan for restaurants and fast food stores along with meeting the needs of customers can affect their perceptions of the apparent characteristics and unique products and services of the restaurants.

In this study, the effect of mental engagement on consumer purchasing intention was confirmed. Hence, the managers can be recommended to evoke the emotions and feelings of the consumers and accordingly increase their intention and willingness to purchase the products and the services, as mental engagement stems from social psychology. As the effect of visual perception on consumers' purchase intention was confirmed, restaurant and fast food store managers can affect the visual perception of the consumers and their purchase intention by selecting appropriate colors for the restaurant's attractiveness.

5.3. Recommendations for future studies

As the research population included seven restaurants and fast food stores in Shiraz, it is suggested to future researchers to investigate the effect of customer experiences on consumer purchase intention in products of different industries in Fars province in order to compare the results obtained from the service and manufacturing industries. In this study, the variables of customer experiences, mental engagement, and visual perception could explain 50.8% of the variations in consumer purchase intention. Therefore, future researchers are recommended to assess other factors affecting consumers' purchase intention, such as social responsibility of restaurants and fast food stores, having knowledge on brand, brand reputation, perceived quality, products, and so on.

5.4. Limitations of study

The limitation is part of science and all researchers are faced with it in the research process and this research is not an exception in this regard. One of the limitations of this research is the data collection tool. Questionnaire used as one of the

most common tools for collecting research data in the social and behavioral sciences has its own limitations. Problems with distribution of questionnaires among customers are one of the limitations of this research. Given the sensitivity of restaurant managers with regard to interactions of the researcher with customers, when visiting restaurants and fast food stores, some of their managers refused to distribute the questionnaire among the customers and did not want to cooperate. As some of the restaurant and fast food stores' customers did not have enough time to answer the questionnaire questions, they refused to respond it or responded them not carefully. Therefore, we should treat with caution in generalizing the results of this research to other sectors of service and manufacturing industries.

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