



Name of Candidate: ***Samar Nabil Khalaf Abd El- zaher***

Degree: ***Doctor Philosophy***

Title of Thesis: **Crises Management of Food Rumors and Its Impact on The Purchasing Decision of The Local Restaurants Customers in Fayoum City**

Supervisors: 1 **Mohammed Abdel Wahab Morsy**
2 **Mohammed Shedied Hassan**

Department: **Hotel studies** Approval:-----

ABSTRACT

Rumors exist in all parts of society, although unverified information, plausible or implausible rumors may influence our behaviors, and often resist correction. They can damage celebrities and non-celebrities, large and small and public or private organizations. Rumors sometimes change society by shaping public opinion.

The study aimed to identify the main reasons for spreading food rumors in local restaurants, point out the impacts of food rumors on the purchase decision of local restaurant customers and identify the most important methods and solutions used by restaurants to deal with food rumors.

There are 35 local restaurants in Fayoum city according to official records registered in the Chamber of Commerce in Fayoum Governorate in 2017. To achieve the objectives of the research 400 questionnaires were distributed on restaurant customers and the researcher also conducted 30 questionnaires with local restaurant managers in Fayoum City. The researcher found there is a significant impact of social media on mental image of local restaurants, there is a significant impact of mass media on mental image of Local restaurants, there is a significant impact of monger rumors on mental image of local Restaurant, there is a significant impact of social media on the customer purchasing Decision, there is a significant impact of mass media on the customer purchasing decision, there is a significant impact of rumor mongers on the customer purchasing decision and there is a significant impact of the methods and solutions used by local restaurants on the customer purchase decision. So the study recommended it is necessary for the security services to trace sources of rumors and their promoters as well as warning against rumors' dangers through direct contact with the public, the importance of holding training courses for restaurant workers on a continuous basis in how to deal with crises and confront rumors in the framework of objectivity and credibility with the public.