

# The Impact of Weak Ties' Perceived Value on Wellbeing and Dining Intention

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## ABSTRACT

The term "Dazi social" has recently become a hot topic on social media rapidly has become a new trend in contemporary youth socializing. This study examines the influence of perceived value of weak ties on wellbeing and dining intention within the context of "meal Dazi," while introducing social media self-efficacy as a moderating variable. Eighteen semi-structured interviews were conducted with individuals who had participated in meal Dazi activities to enrich the perceived value measurement scale. Subsequently, a questionnaire survey was administered to 505 participants who had engaged in meal Dazi activities using a structural equation model. The results showed that perceived value positively affected wellbeing and dining intention. In addition, social media self-efficacy plays a moderating role in perceived value, wellbeing, and dining intention. Accordingly, it provides theoretical contributions and practical significance.

**Keywords:** Dazi social; Weak tie theory; Perceived value; Well-being; Revisit intention; social media self-efficacy