

Exploring Consumer Behavior in the Context of Fast Food Industry in Dhaka City

Nadia Farhana* and Shohana Islam**

People in the Indian subcontinent have long been known for the delicious foodstuffs they prepare, serve, and eat. Times gone by suggest that they have used up a lot of their time, energy, and wealth to arrange their meals. But with the turn of the century, and changes in the socio-economic shape of the country, the scenario has changed; and people in Bangladesh, particularly busy city dwellers, now a day don't seem to be having that much time, and energy, if not wealth, available to devote them for such passion for eating. A number of eating out facilities particularly fast food chains came up to cater to this lucrative market. Assuming from the cultural background of people being keen on eating; in this research we have explored the overall consumers' behavior towards fast food restaurants in Dhaka city. More particularly, our findings reveal that we have found out the relationship of customers' attributes related perception, quality and value related perception and convenience related perception with income, age and overall customer service for fast food restaurants. Quality and value related perception is influenced by income. There is a relationship of attributes related perception and quality and value related perception with overall customer service. Moreover people are loyal to have their food in their favorite fast food restaurants in terms of price and they are interested to travel further for their favorite restaurants.

Field of Research: Marketing, Consumer Behavior

1. Introduction

The pressures of working life along with time constraints have resulted in an increasing number of consumers opting for fast food restaurant. One study of the market research and analysis group Packaged Facts revealed that around one-third of consumers felt they lacked the time to prepare healthy meals, resulting in food being consumed quickly at work or in the car. For this reason these same people have actually replaced many of their meals with snacks or quick meal. Consumers have changed. The consumer's attitude about the economy, their lifestyle, financial planning and shopping habits and eating behavior– it has all changed. Why? Due to busier consumer lifestyles and dual-working families with children, emphasis is increasingly being placed on quick meal solutions (Atkins and Bowler, 2001). In the last five years rapid growth of the fast food restaurant in Dhaka city begin the necessitate of the study. The growth of the fast food market has been an effect of societal development. Like the western world, now a day, women in Bangladesh especially in Dhaka city do not stay at home carrying out household tasks, but rather prefer remunerated work in striving towards equality and economic independence. The meal, as a concept meaning the sharing of

*Nadia Farhana, Department of Business Administration, Stamford University Bangladesh.744, Satmosjid Road, Dhanmondi, Dhaka-1209. Email: nadiafarhana@gmail.com

**Shohana Islam, Department of Business Administration, Stamford University Bangladesh.744, Satmosjid Road, Dhanmondi, Dhaka-1209. Email: shohanapq@gmail.com

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different kinds of food, has been replaced by quick breaks of individual eating (sometimes called grazing), and many young people do not have regular eating times or habits in terms of breakfast, lunch and dinner (Fjellström, 2003). In this research it is considered -- What is the perception of customers regarding cost, convenience, menu, location and credit card acceptance of fast food restaurant? Are customers more loyal towards some fast food restaurants over others? Whether they would like to travel more to dine in their favorite restaurants? Or may pay a higher price to have meal in their favorite fast food restaurant? Is there any relationship between customer loyalty and customer services of fast food restaurant? The aim of this study is to explore consumers' attitudes to and perception of, fast food. More specifically the objectives of the research are to identify the key attributes and dimensions that influence the customer perception of fast food and to evaluate the relationship between customer loyalty and customer services in the fast food. The orientation of the paper after this topic is like the following. The next topic is literature review described the summary of different articles. Then methodology part states research design and hypotheses of the research. After that, analysis part shows the analysis of the data and result of the hypotheses. Then concluding part summarizes the findings, gives guideline for future research and points out the limitation of the study.

2. Literature Review

Fast food has become very popular today. Eating habits are formed in early years and become the most unchangeable practice in life. Children learn everything from the family and society (Wesslen, Sepp, & Fjellstrom, 2002). This study only considered the food and nonfood item, did not consider the attributes that affect the perception of children. Children eat food when going out with their parents and learn about different types of food other than fast food. Family make the children familiar with the foods considering factors like nutrition, age, status, convenience, speed, money, taste, environment of the store because they influence the decision making process of entire family (Ekstrom, 1995). The study stated the influence and participation of children in family decision making process and pointed out those children and parents are the major participants in decision making process. There are other factors that can change the family decision making process like income, age. When they grow up day by day they will take decision regarding food considering different factors that their parents gave them already. Attitudes of children change day by day as time passes and parent can influence less gradually.

Fast food has been developed in the world economy over the past four decades. Literature on fast food were started to be published in ancient time in Rome. From the beginning of the 80's, somewhat a huge number of publications have been published on fast food industry. The early publications on fast food were basically about the positive and negative aspect of fast food and the attitudes of the customers as a whole. Mattsson and Helmersson mentioned (2007) that high school students knew the good and bad attributes of fast food. They also inscribed the difference in attitudes between male and female students. Female

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students considered the fast food from the broad food chain context and male considered fast eating and satiety. The study pointed out good and bad attributes of fast food and attitudes of young students, but did not consider the loyalty status of the student and overall customer service of the restaurants. Kruger, Blanck and Gillespie (2008) stated the dietary practice and physical activity of adults who had desire to loss and maintain weight. They also pointed out the differences in attitudes between men and women in eating habits. They assessed the combined behavior of adults that how eating low calorie food and physical activity are attached with the weight loss maintenance. They described the dining out behavior and the ability to engage in physical activity and the confidence to participate in that kinds of activities lead to loss weight and maintain weight. Kruger, Blanck and Gillespie's study mentioned the overall behavior of adults who have a desire to loss and maintain weight, did not describe the factors that influence the overall behavior of the adults like quality of food, price, payment method, menu, atmosphere of restaurants.

In western countries now peoples are more concerned with this issue. Many studies conducted just to reveal the choice and perception and knowledge of people regarding fast food. Studies have indicated that not all consumers have adequate food-safety knowledge to protect themselves (McCarthy, Brennan, Kelly, Ritson, de Boer, & Thompson, 2007; Röhr, Lüddecke, Drusch, Müller, & Alvensleben, 2005). These studies stated that consumers have inadequate food safety knowledge but why they have inadequate food safety knowledge was not considered. If major food processing corporations cannot identify the presence or the sources of contamination, or give customers adequate information on preparing their packaged food, can the consuming public be expected to protect itself? Further, those who have the knowledge do not necessarily practice what they know (Wilcock, Pun, Khanona, & Aung, 2004, 63). This study also did not mention the reasons why consumers with adequate food safety knowledge did not practice the behavior. Nevertheless, Yarrow, Remig, and Higgins (2009) and other previous researchers have argued that food safety beliefs, attitudes, knowledge, and practices can be changed through educational intervention. They and other researchers have therefore attempted to determine how to segment consumers so that effective communication can take place regarding these issues. This study again mentioned the ways through which consumers' behavior regarding food safety issue can be changed but did not mention why they did not practice the behavior according to their knowledge.

Olumakaiye and Ajayi described (2008) in their study that youngster's snacking is the main concern in the dietary practice and snacking is not itself horrific but the quality of the snacks is a crucial matter. Children need guidelines regarding the nutritious level of the snacks not to be discouraged to take snacks. He also said that children living in different locations and in different places have the same consumption pattern of snacks only because of their similar lifestyle. The study pointed out that parents initiated children to have snacks over any other full dish due to time constraint and the availability of the snacks. So food choices of adolescents have become increasingly important considering the factors like

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nutrition and health issues. The researchers pointed out the fact that quality and nutrition level of food are important regarding food choice, but did not mention the factors like menu, payment method, environment of the restaurants and price that affect the food choice. This study also did not consider the loyalty status of children and overall perception of the children. United Soybean board reported (2008) that majority of consumers are still concerned about health version of food and confusion arises in health and nutrition issues. Consumers only consider nutrition facts label in deciding health and nutrition issues. 47 percent of consumers prefer to follow moderate fat diet containing only good fats food over bad fats food. Consumers also consider soyfoods and beverage as healthy lowering cholesterol, properly functioning health, containing protein and providing relief from menopause symptoms, preventing obesity, managing weight. The organization stated that consumers only considered nutrition facts label for health and nutrition issues, did not point out the issues whether considering only nutrition facts labels was justified enough regarding health and nutrition.

A lot of research has been conducted in different places in different times on fast food industry. Many researchers like Wilcock, Pun, Khanona, & Aung, (2004, 63), Yarrow, Remig, and Higgins (2009) have argued that food safety beliefs, attitudes, knowledge, and practices can be altered through educational intervention, McCarthy, Brennan, Kelly, Ritson, de Boer, & Thompson, (2007); Röhr, Lüddecke, Drusch, Müller, & Alvensleben, (2005) stated food safety knowledge of the customers, Mattsson and Helmersson (2007) conducted study on attitudes towards fast food restaurant of young, Kruger, Blanck and Gillespie (2008) stated the dietary practice and physical activity of adults who had desire to loss and maintain weight, Olumakaiye M. Funke and O.A Ajayi described youngsters' snaking practice, United Soybean board reported (2008) health and nutrition issues of food. None of publications, researchers have explored the overall behavior of customers on fast food in Dhaka city. In this study, consumer overall behavior is examined of having fast food in Dhaka city. We also examine whether they prefer fast food, why they prefer, whether they are loyal to restaurant, which restaurant they like most, why they like most. In addition, we assess respondents' dinning out behavior and important factors of choosing fast food and spending money out side by having fast food and such study has not conducted before in Dhaka city.

3. Methodology of the Study

3.1 Sampling Technique

A non probability sampling technique 'Judgment Sampling'- is used. When using this survey, one criterion needs to be met in defining the qualified respondents: Respondents has the habit of eating fast food regularly or occasionally. The following two reasons can be put forward in favor of using Judgment Sampling:

1. There is no complete listing of our target population; no formal sampling frame.

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2. This gives a better result within a small budget and time constraints.

3.1.1 Sample Size

Prof. Nunally has suggested in his book Psychometric properties the ideal sample size for any exploratory research is 40-60. Based on the nunanlly criteria we selected 68 respondents who have the tendency of consume fast food regularly or occasionally.

In the main study for 106 respondents have been drawn from Dhaka city, who have a tendency to consume fast food. According to Malhotra (2008), the required sample size for conducting an exploratory factor analysis should at least 4 or 5 times the total number of items used in the study. 10 items were used to collect the data, so the required number of respondents to be included in the sample should be $(10*5=50)$.

To maintain such criterion, 106 respondents were contacted for the survey by using self administered questionnaires.

3.1.2 Demographic Profile of the Sample

The demographic characteristics of the sample taken for the study have been summarized in table1:

Table 1: Demographic profile of the sample

		Frequency	Percent
Gender	Male	60	56.6
	Female	46	43.4
	Total	106	100.0
Occupation	Service Holder	44	41.5
	House wife	9	8.5
	Student	53	50.0
	Total	106	100.0

Age of the respondents

In this study the mean age of the respondents is 25.5189 (with sd=5.09385.)

Income of the respondents

In this study the mean Monthly Household income of the respondents is tk.133358.4906 (with sd=tk.109355.00848) Modal household income of the respondents is tk.150000.00. Minimum income is tk.10000.00 and the maximum income is tk.500000.00

3.2 Method of Analysis

The collected data have been analyzed using different statistical methods. The statistical techniques used include descriptive analysis, factor analysis, ANOVA, Regression Analysis and reliability analysis. SPSS was used to conduct these analyses.

3.3 Research Hypotheses

On the basis of the objectives and after reviewing the extensive literature the following research hypotheses were framed.

H1: Ready to travel further for favorite restaurant is not independent of loyalty to any particular restaurant.

H2: Ready to pay more for favorite restaurant is not independent of loyalty to any particular restaurant.

H3: The attribute related perception is influencing the frequency of eating fast food in a week

H4: The Quality and value related perception is influencing the frequency of eating fast food in a week

H5: The convenience related perception is influencing the frequency of eating fast food in a week

H6: The attribute related perception is influencing by Age

H7: The Quality and value related perception is influencing by Age

H8: The convenience related perception is influencing by Age

H9: The attribute related perception is influencing by Income

H10: The Quality and value related perception is influencing by Income

H11: The convenience related perception is influencing by Income

H12a: Attribute related perception will influence the overall impression of customer service

H12 b: Quality and value related perception will influence the overall impression of customer service

4. Analysis and Findings

4.1 Consumers' Behavior towards Fast Food Restaurant

It is found from the study (table: 1) that average time of taking fast food in a week is 2.9528 with a std. deviation of 1.87912 which shows that people positive attitude towards fast food industry.

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Table 1: Frequency of eating fast food

N	Minimum	Maximum	Mean	Std. Deviation
106	.00	10.00	2.9528	1.87912

The pressures of working life along with time constraints have resulted in an increasing number of consumers opting for convenience over price, taste and some instant food. Around 33 % of the respondents prefer to have the lunch at fast food restaurant and 31.1% of the respondents prefer to have midday snack at fast food restaurant (table 2).

Table: 2 meals most likely to eat at fast food restaurant

	Frequency	Percent
Lunch	35	33.0
Midday snack	33	31.1
Breakfast	14	13.2
Dinner	12	11.3
Late night meal	12	11.3
Total	106	100.0

Variations in consumer preference towards the different attributes can be summarized in the table: 3 given below. Consumer preference for cost is relatively better than other attribute. The mean value (4.2830) of consumer preference of cost is relatively higher than consumer preference for mood (4.1321). Consumer stress least preference for credit card acceptance (3.000)

Table 3: attributes of choosing fast food restaurant

	N	Mean	Std. Deviation
Preference for Cost	106	4.2830	1.68893
Preference for Mood	106	4.1321	1.96675
Preference for tried and true menu	106	3.7830	1.44752
Preference for Convenience or Speed	106	3.6415	1.53181
Preference for Location	106	3.4623	1.52549
Preference for Credit Card Acceptance	106	3.0000	1.87718

Scales used indicate - 6 is the most important and 1 is the least important.

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Around 64.2% of the respondents frequently visit, or loyal towards one fast food restaurant over others. 78.3% of the respondents ready to travel further for their favorite restaurant and 73.6% of the respondents even ready to pay more for their favorite restaurant (table: 4). This indicates that most of the consumers have brand preference

Table: 4 Loyalty towards one fast food restaurant over others, ready to travel further for their favorite restaurant and ready to pay more for their favorite restaurant

	Loyalty towards fast food restaurant		Ready to travel further for favorite restaurant		Ready to pay more for favorite restaurant	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	68	64.2	83	78.3	78	73.6
No	38	35.8	23	21.7	28	26.4
Total	106	100.0	106	100.0	106	100.0

H1: Ready to travel further for favorite restaurant is not independent of loyalty to any particular restaurant.

Relationship between loyalty to any particular restaurant and Ready to travel further for favorite restaurant: $\chi^2 = 8.491$ (sig. at 99%) Φ (phi coefficient) = 28.30%. So the relationship is found to be significant but moderately held.

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.0.

H2: Ready to pay more for favorite restaurant is not independent of loyalty to any particular restaurant.

Relationship between loyalty to any particular restaurant and Ready to pay more for favorite restaurant $\chi^2 = 8.491$ (sig. at 99%) Φ (phi coefficient) = 28.30%. So the relationship is found to be significant but moderately held. A 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.0.

Bartlett's Test of Sphericity: Bartlett's Test of Sphericity is a test statistics used to examine the hypothesis that the variables are uncorrelated in the population. In this case the null hypotheses related to the appropriateness of the factor analysis has been rejected. (As significant level is beyond the .05 level). So the data collected were found to be appropriate for the factor analysis.

Sampling Adequacy: The sampling adequacy has been proved by statistical value of KMO (Kaiser-Meyer-Olkin Measure of sampling Adequacy) to examine the appropriateness of factor analysis. Here the value of KMO is .691 (table:5.0). This indicates higher sampling adequacy for the factor analysis.

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Table: 5.0 Factor Analysis - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.691
Bartlett's Test of Sphericity	Approx. Chi-Square	281.554
	Df	45
	Sig.	.000

Determining the Number of factor extracted: For the purpose of determining the number of factors to be extracted, the basic method followed here is eigen-values greater than one. The principal component method using varimax procedure, reduce the 10 explanatory variables to 3 factors having eigen-values greater than 1. For the purpose of interpretation, each factor was composed of variables with factor loading 0.40 or higher on that factor. But the cumulative percentage of variance technique by combining all the factors was also taken into consideration. The rule of thumb is that the factors extracted should account for at least 60 percent of the variance. The required table:5.1 and 5.2 is given in the following page (SPSS generated output).

Table : 5.1-- Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.110	31.098	31.098	3.110	31.098	31.098	2.348	23.475	23.475
2	1.977	19.766	50.864	1.977	19.766	50.864	2.254	22.540	46.016
3	1.063	10.633	61.497	1.063	10.633	61.497	1.548	15.481	61.497
4	.855	8.548	70.045						
5	.769	7.686	77.730						
6	.596	5.958	83.689						
7	.519	5.194	88.883						
8	.477	4.766	93.649						
9	.382	3.815	97.464						
10	.254	2.536	100.000						

Extraction Method: Principal Component Analysis.

Here the number of the factors extracted was found to be three, and the cumulative percentage of variance explained by all these three factors accounts for more than sixty one percent (61.497) .The first factor can alone explain 31.098% of the total variability The second factor can alone explain 19.766 % of the total variability and the first two factors, in combination, can explain 50.086 % of the total variability. The third factor can explain alone 10.633% of the total variability and the three factors, in combination, can explain 61.497 % of the total variability.

Table: 5.2 Factor Analysis --Rotated Component Matrix (a)

	Component		
	Attribute related perception	Quality value related perception	Convenience related perception
Perception for price	.830		
Perception for atmosphere	.739		
Perception for payment method	.663		
Perception for menu	.607		
Health quality perception for past 3 years		.814	
Price value perception for past 3 years		.689	
Environment quality perception for past 3 years		.645	
Food quality perception for past 3 years		.630	
Overall impression of customer service			.776
Perception for location			.679
Cronbach's Alpha	.6777	.5187	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 * Value greater than .50 were retained

Reliability analysis allows studying the properties of measurement scales and the items that make them up. The reliability analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationship between individual items in the scale. The reliability of used measurement scales was tested using Cronbach's alpha coefficients lead to the conclusion that the applied measurement scales exhibit satisfactory levels of reliability. Ranging from acceptable to excellent. SPSS generated output of Cronbach's alpha coefficient is given in the above table –5.2.

H3: The attribute related perception is influencing the frequency of eating fast food in a week. Relationship between frequency of taking fast food in a week and attribute related perception: In order to test the statistical significance of the relationship between frequency of taking fast food in a week and attribute related perception a regression analysis was conducted. It is found (table: 6) that the relationship is not statistically significant.

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Table: 6 Relationship between frequency of taking fast food in a week and attribute related perception --ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.317	1	4.317	1.225	.271(a)
	Residual	366.447	104	3.524		
	Total	370.764	105			

a Predictors: (Constant), A_P

b Dependent Variable: Frequency of eating fast food

H4: The Quality and value related perception is influencing the frequency of eating fast food in a week. Relationship between frequency of taking fast food in a week and quality and value related perception: In order to test the statistical significance of the relationship between frequency of taking fast food in a week and quality and value related perception a regression analysis was conducted. It is found (table: 7) that the relationship is not statistically significant.

Table: 7 Relationship between frequency of taking fast food in a week and quality and value related perception --ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.302	1	.302	.085	.771(a)
	Residual	370.462	104	3.562		
	Total	370.764	105			

a Predictors: (Constant), QV_P

b Dependent Variable: Frequency of eating fast food

H5: The convenience related perception is influencing the frequency of eating fast food in a week. Relationship between frequency of taking fast food in a week and convenience related perception: In order to test the statistical significance of the relationship between frequency of taking fast food in a week and convenience related perception a regression analysis was conducted. It is found (table: 8) that the relationship is not statistically significant.

Table: 8 Relationship between frequency of taking fast food in a week and convenience ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.331	1	1.331	.375	.542(a)
	Residual	369.433	104	3.552		
	Total	370.764	105			

a Predictors: (Constant), C_P

b Dependent Variable: Frequency of eating fast food

H6: The attribute related perception is influencing by Age

H7: The Quality and value related perception is influencing by Age

H8: The convenience related perception is influencing by Age

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Relationship of dependence(with age as independent variable): In order to test the statistical significance the relationship of attribute related perception, quality and value related perception and convenience related perception with age a regression analysis was conducted. It is found that the relationship is not statistically significant shown in table: 9

Table: 9 relationship of attribute related perception, quality and value related perception and convenience related perception with age

Dependent Variable	F	Sig.
A_P (Attribute related perception)	2.501	.117(ns)
QV_P(quality and value related perception)	1.447	.232(ns)
C_P(convenience related perception)	.149	.701(ns)

Independent Variable: Age
ns = Not Significant

H9: The attribute related perception is influencing by Income

H10: The Quality and value related perception is influencing by Income

H11: The convenience related perception is influencing by Income

Relationship of dependence(with income as independent variable): In order to test the statistical significance the relationship of attribute related perception, quality and value related perception and convenience related perception with income a regression analysis was conducted. It is found that the relationship with quality and value related perception is statistically significant shown in table: 10

Table: 10 relationship of attribute related perception, quality and value related perception and convenience related perception with income

Dependent Variable	F	Sig.
A_P (Attribute related perception)	.069	.793(ns)
QV_P(quality and value related perception)	5.816	.018(a)
C_P(convenience related perception)	2.002	.160(ns)

Independent Variable: income
ns = Not Significant

H12a: Attribute related perception will influence the overall impression of customer service

H12 b: Quality and value related perception will influence the overall impression of customer service

Examining joint effects of attribute related perception, quality value related perception on overall impression of customer service: In order to examine the

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joint effects A_P, QV_P and overall impression of customer service, multiple regression analysis was conducted with overall impression of customer service as the dependent variable and A_P, QV_P as independent variables. SPSS generated outputs are shown in the subsequent tables :11a , 11b & 11c.

Table: 11.a attribute related perception, quality value related perception and overall impression of customer service ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.132	2	6.566	7.244	.001(a)
	Residual	93.368	103	.906		
	Total	106.500	105			

a Predictors: (Constant), QV_P, A_P

b Dependent Variable: Overall impression of customer service

Table: 11.b attribute related perception, quality value related perception and overall impression of customer service Coefficients (a)

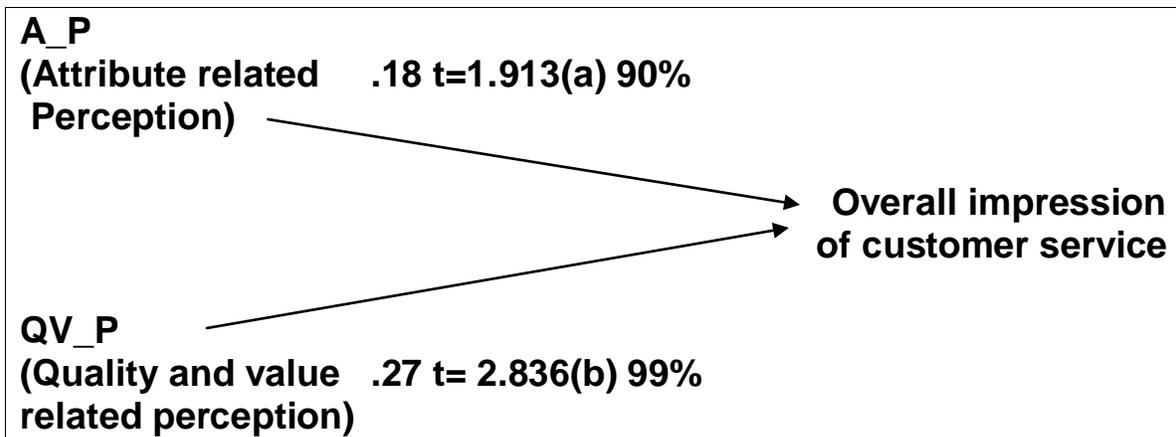
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1.374	.585		2.349	.021
	A_P	.238	.125	.180	1.913	.059
	QV_P	.339	.119	.267	2.836	.006

a Dependent Variable: Overall impression of customer service

Table: 11.c attribute related perception, quality value related perception and overall impression of customer service Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351(a)	.123	.106	.95209

a Predictors: (Constant), QV_P, A_P



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Now the model can be converted into a bivariate regression for the sake of attaining higher value of confidence level for the regression coefficient.

Table: 12.a quality value related perception and overall impression of customer service ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.815	1	9.815	10.558	.002(a)
	Residual	96.685	104	.930		
	Total	106.500	105			

a Predictors: (Constant), QV_P

b Dependent Variable: Overall impression of customer service

Table: 12.b quality value related perception and overall impression of customer service Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.155	.425		5.075	.000
	QV_P	.385	.118	.304	3.249	.002

a Dependent Variable: Overall impression of customer service

Table: 12.c quality value related perception and overall impression of customer service Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.304(a)	.092	.083	.96419

a Predictors: (Constant), QV_P

So the developed bivariate regression model is overall impression of customer service= a+b (QV_P) t=3.249(.002)

4.2 Summary of the Findings of Research Hypotheses

Research hypotheses	
H1: Ready to travel further for favorite restaurant is not independent of loyalty to any particular restaurant.	Supported
H2: Ready to pay more for favorite restaurant is not independent of loyalty to any particular restaurant.	Supported
H3: The attribute related perception is influencing the Frequency of eating fast food in a week	Not supported
H4: The Quality and value related perception is influencing the Frequency of eating fast food in a week	Not supported
H5: The convenience related perception is influencing the	Not supported

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Frequency of eating fast food in a week	
H6: The attribute related perception is influencing by Age	Not supported
H7: The Quality and value related perception is influencing by Age	Not supported
H8: The convenience related perception is influencing by Age	Not supported
H9: The attribute related perception is influencing by Income	Not supported
H10: The Quality and value related perception is influencing by Income	Supported
H11: The convenience related perception is influencing by Income	Not supported
H12a: Attribute related perception will influence the overall impression of customer service	Supported
H12 b: Quality and value related perception will influence the overall impression of customer service	Supported

5. Conclusion

Our study indicates that people like to eat fast food in the restaurant and they have a tendency to consume fast food. Mostly they take meal outside at the time of lunch and midday considering cost, mood, availability of different types of food, the convenience of taking food outside, and location. They also have a preference to eat at a particular restaurant and like to travel and pay more to the restaurant to have meal. That shows the loyalty status and brand preferences of the customers. Consumers have a positive perception regarding attributes, quality of food and convenience of taking food in the restaurants, but have strong attributes related perception. They basically perceive quality product if that is supported by their income level. There is a relationship of consumers' attributes related perception and quality and value related perception with overall customer service. But quality and value related perception is more closely related with overall impression of customer service. In future research health related perception can be considered. Confirmative factor analysis can be conducted and validity can be tested in future basing on this research. The findings of the study can not be generalized without reservation because of practical limitations. The following limitations are noteworthy:

1. Non probability sampling technique was used in the absence of formal sampling frame
2. Some respondents showed a tendency to give biased information by giving all positive responses because they wanted to finish filling up the questionnaire.
3. Inclusion of more brand/junk food might lead to better generalization of the findings.

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Statements	1	2	3	4	5
In the selection of restaurant, menu is an important factor					
In the selection of restaurant, location is an important factor					
In the selection of restaurant, price is an important factor					
In the selection of restaurant, atmosphere is an important factor					
In the selection of restaurant, payment method is an important factor					
Overall customer service at a typical fast-food restaurant is pleasant.					
Over the past three years, the quality of the food has improved					
Fast-food menus have gotten healthier over the past 3 years					
Fast food restaurants atmosphere have gotten better over the past 3 years					
Price of the fast food has been reasonable over the past 3 years					