

Differences in Consumer Attitude towards Selective Fast Food Restaurants in Bangladesh: An Implication of Multiattribute Attitude Model

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Fast food has increasingly become popular in Bangladesh with the effect of globalization. Many people, specifically the younger generation are consuming various types of fast foods everyday as these are convenient, time saving and tasty. Consumers' choice of a particular restaurant depends on many factors, i.e. quality, variation, location, price, environment, and many more aspects. Thus the consumer evaluation is important to explore why a consumer visits a particular restaurant. The present study is an attempt to find out the differences in consumers' attitude towards selective fast food restaurants in Bangladesh. To fulfill this objective, the study explores the most frequent salient beliefs of consumers regarding the fast food restaurants in Bangladesh, which are quality, price, quick service, and environment of the restaurants. Based on the salient beliefs, multiattribute attitude model has been developed and tested in four restaurants; these are Pizza Hut, KFC, Helvetia, and Western Grill, which are found as most visited fast food restaurants according to the consumers. For this study Fishbein multiattribute attitude model is used. Structured questionnaire survey is conducted on 100 consumers to obtain consumer opinion regarding the strengths and evaluation of salient beliefs. The result explores that consumers have the most favorable attitude towards Pizza Hut and the least favorable attitude towards Helvetia. Significant differences are found among these four restaurants in terms of belief evaluations about quality, price, quick service, and environment. It is also found that consumers have most favorable evaluation about Pizza Hut's food quality and environment, and KFC's food price and prompt services. At the end of the paper, some recommendations are made based on the study results.

Keywords: Fast food restaurant, consumer attitude, Fishbein multiattribute attitude model, salient belief.

Field of Research: Marketing, Consumer Behavior.

1. Introduction

Pattern of food consumption may vary due to the differences in culture, climate, socioeconomic status, etc. In fact, the habit of taking food among the inhabitants of a country may change due to several factors. Thus globalization, economic and income growth has lead to increased amount of fast food consumption in Bangladesh like any other Asian country. Today fast food restaurant industry is a highly growing sector in Bangladesh (Islam & Ullah 2010). Originated at USA in 1916, fast food restaurants are now dominating the world (Bareham 1995). With an

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introduction in Bangladesh at early nineties (Islam & Ullah 2010), several international fast food brands are operating in Bangladesh beside the local fast food restaurants. As the industry is growing, the question of consumer attitude towards the fast food restaurants has become a significant aspect of research. Very often the fast food restaurants and the habit of fast food consumption are becoming the issue of criticism in the local media of Bangladesh due to the adulteration of food items with food colors and other hazardous chemicals, and microbial safety and hygiene of the restaurants. At recent times, the mobile court raided many fast food restaurants in Bangladesh. That's why consumers become suspicious regarding the quality and environment of the fast food restaurants.

Thus it is a necessity to identify the attitude of the fast food consumers towards the restaurants. Attitudes are evaluative statements, which can be either favorable or unfavorable concerning any object, people, or events (Alam & Iqbal 2007). The attitude towards a product or service can be a vital influencer in buying behavior. In fact favorable attitude can cause favorable buying decisions (Azam 2005). Based on this background, the current study aims to explore the consumer attitude towards the fast food restaurants in Bangladesh. Previous studies on fast food restaurants in Bangladesh mainly focused on consumer preferences of the fast food products. Some studies have tried to relate these preferred variables with the perception of the consumers. But no comparative evaluation was made among several restaurants using multiattribute attitude model, which measures consumer attitude in terms of salient beliefs. To fulfill its objective the study includes four leading and popular fast food restaurants of Bangladesh (Pizza Hut, KFC, Helvetia, and Western Grill) to identify the consumer preferences about the restaurants. At first the study explores the salient beliefs of the consumers regarding the fast food restaurants in Bangladesh. Then a comparative evaluation is conducted based on salient beliefs to identify the most preferable restaurant according to the consumers' attitudes by using a multiattribute attitude model.

2. Concept of Fast Food and Fast Food Restaurants

The primary characteristic of fast food is that it is ready made in nature and easy to eat. Fast foods are mostly designed for ready availability, use and consumption. According to Bender and Bender (1993) as a "general term used for a limited menu of foods that lend themselves to production-line techniques; suppliers tend to specialize in products such as hamburgers, pizzas, chicken, or sandwiches". The fast food products are distinguished from others in function of the following characteristics: being low priced, served quickly, usually eaten with the hands, easily packaged, and having a short shelf life (Price 1997). The major reasons of differences between fast food and other foods are (i) the standardized menu and consistent quality minimizes time need to be spent obtaining product information (Jekanowski, Binkley & Eales 2001) and (ii) usually consumers can combine meal-time with time engaged in other activities such as shopping, work, or traveling (Jekanowski, Binkley & Eales 1997).

Consuming fast foods has become a recent trend among upper society, teenagers and youth have also increased and the fast food has won the palate of those groups. These are also served as helpful purpose in official and private meeting, working people at lunch time and also Tiffin of students (Ahmed, Hossain, Malek & Begum

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2008). Thus eating at fast food restaurants not only gives consumers to satisfy their hunger, need for convenience, pleasure, entertainment, time saving, social interaction and the mood transformation (Park 2004) but also consumers experience excitement, pleasure and a sense of personal well-being (Park 2004). Examples of the most prominent fast food items include burger, pizza, fried chicken, hamburger and sandwich (Islam & Ullah 2010). Most of the local fast food restaurants are also serving several local, semi-local cuisines, i.e. singara, somucha, chicken/vegetable roll, meat bun, meat/vegetable patties, noodles, etc. along with tea, coffee, juices, and different beverages. Different other food items also can be included according to Akku Choudhury, Executive Director of Transcom Foods Limited. As he told, "fast food as the term for fastest life style of modern society, we have general idea that fast food means MacDonald or Italian Dishes, but it can be local dishes and menus even Biryani/ Chicken Curry can be regarded as fast food, if it is served quickly and saved time for taking" (Farhana 2011). Thus it can be concluded that fast food restaurants should be quick service provider with ready made food items. That's why fast food restaurants are also known as Quick Service Restaurants (QSR's) and fast foods are often termed as Food Away From Home (FAFH) (Islam & Ullah 2010).

3. Fast Food Restaurant Industry in Bangladesh

The fast food culture began its journey in Bangladesh at early nineties when the first fast food restaurant started its business in the Baily Road of Dhaka (Islam & Ullah 2010). Although the local entrepreneurs were the pioneer in the fast food industry, several international brands started to operate through the medium of franchise. In 2000, Pizza Hut and KFC, the first international brands in Bangladesh, were brought by Transcom Foods Limited. Both of these restaurants became so popular that the outlets were opened in the second major city of the country, Chittagong. Besides Pizza Hut and KFC some leading names in this industry are; Helvetia, Swiss, A&W, Western Grill, BFC, Chicken King, FFC, Shawrma House, Pizza Inn, Pizza and Shawrma, etc.

Today it is difficult to calculate the total number of fast food restaurants in Bangladesh. Besides the large branded restaurants, there are thousands of restaurants spread around not only the capital city but also in the other cities of the country. These restaurants are serving millions of busy city dwellers everyday. It is estimated that there are 105 fast food outlets in the food court of the Dhaka's Bashundhara City Shopping Complex alone (Bhuiyan 2010). Thus now, fast food restaurants have become a multi billion taka industry in the country. The fast food restaurant industry worth around Tk. 8.0 million of sales only in the capital city everyday, which puts the gross revenue of these fast food retailers at Tk. 3.0 billion annually (Bhuiyan 2010). The size of the industry has become up to Tk. 1000 crore and its still growing (Farhana 2011). Even increase in the consumption of poultry farm chicken and potatoes also indicate the growing demand of fast food in Bangladesh (Bhuiyan 2010; Bouis and Scott 1996). According to Akku Choudhury, Executive Director of Transcom Foods Limited, the number of customers and gross revenue increased so tremendously that he is planning to open 50 KFC and Pizza Hut outlets throughout the country by 2015. Even, Helvetia, another leading local fast food chain, is also planning to open around 30 outlets around the country's suburbs through franchises (Bhuiyan 2010).

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Over the last ten years, information technology, rapid growth of corporate houses, private universities and hectic life-style has created the new culture that is fast food culture in Bangladesh (Farhana 2011). The quick serving characteristic of fast food made it popular to the busy urban people. Increased opportunity cost of women's time also increases the demand on fast food as those are found ready made (Pingali 2004). It is also evident that with growing level of income the eating pattern also becomes Westernized (Regmi & Dyck 2001).

4. Consumer Attitudes, Salient Beliefs and Multiattribute Model

Simply, attitude is a person's overall evaluation of a concept (Peter & Olson 1993; Russel 1986). These evaluations can be created by both affective and cognitive systems (Fishbein & Ajzen 1981). A more elaborate definition of attitude can be stated as, "an attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment" (Alam & Iqbal 2007). Thus attitudes are an outcome of psychological process that cannot be directly observable or measurable but can be inferred from what people say or what they do (Alam & Iqbal 2007). The affective system produces affective responses including emotions, feelings, moods, and evaluations or attitudes. These favorable or unfavorable affective responses create attitudes as they become associated with a product or brand without conscious, cognitive processing of information about the product or brand (Peter & Olson 1993). According to Fishbein (1980), attitude is the most important concepts used by marketers to understand the consumers. To measure the attitude the marketers use different multiattribute models. These models focus on consumers' beliefs about multiple products or brands attributes. Among these models Martin Fishbein's model is the most influential one (Mowen 1993; Peter & Olson 1993). The main theme of Fishbein's theory is that "the evaluation of salient beliefs cause overall attitude". Peter and Olson (1993) explained salient beliefs in the following way,

"Usually customers integrate information to form attitudes towards a product or brand. During the integration process, consumers combine some of their knowledge, meanings, and beliefs about a product or brand to form overall evaluation. These considered beliefs may be formed by interpretation processes or activated from memory. Because peoples' cognitive capacity is limited, only a few of these beliefs can be activated and consciously considered at once. The activated beliefs are called salient beliefs. These salient beliefs can influence consumers' attitude. One major problem that marketers face is that the salient beliefs can vary over time. Different sets of salient beliefs can arise about a product or brand in different situations or time."

Fishbein uses two aspects for attitude measurement in his model; one is the strength of salient beliefs and the other is the evaluation of those beliefs. The model can be expressed in the flowing equation:

$$A_o = \sum_{i=1}^n b_i e_i$$

Where,

A_o = Attitude towards the object

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b_i = The strength of the belief that the object has attribute i

e_i = The evaluation of attribute i

n = The number of salient beliefs about the object

Using this model attitude is calculated by multiplying the belief score with the evaluation score for each attribute and then summing across all relevant beliefs. According to Ajzen and Fishbein (1980), the salient beliefs frequently do not exceed nine in number.

5. Consumer Attitudes towards Fast Food Restaurants

Few studies were found regarding consumer attitudes towards the fast food restaurants. According to Richard and Padilla's (2009) study, nutritional profiles, vendor identity, the distance from a consumer's home are considered while choosing a fast food restaurant to eat out. Besides, emphasize on food quality, physical environment of a restaurant has also become a determinant factor (Turley & Milliman 2000). Clark and Wood (1998) identified food quality and value as the most significant factors for restaurant attributes. Carey and Genevieve (1995) also identified five factors as most important for fast food restaurant selection; these are ranked as, (1) range of food; (2) quality of food; (3) price of food; (4) atmosphere; and (5) speed of service. According to Auty (1992), food type and quality were the most frequently mentioned factors for dining out, but image and atmosphere of the restaurants also had the similar amount of impact as choosing variables. Lewis (1981) considered five factors in his study. These are food quality, menu variety, price, atmosphere and convenience among which, food quality was found to be the most important attribute that influence consumers to select a restaurant. In Bangladesh, Islam and Ullah (2010) conducted a study to identify the factors related to the consumer preferences of the fast food products. They found nearness and accessibility, similar taste of fast food, cost and quality relationship, discount and taste, clean and hygiene, salesmanship and decoration, fat and cholesterol, and self-service can influence the consumers' fast foods consumption. Recently, Farhana and Islam (2011) tested the relationship of consumer loyalty with quality and value related perception of the fast food consumers in Dhaka city. But no comparative evaluation was made among several restaurants using multiattribute attitude model.

6. Objectives of the Study

The broad objective of the research is to explore the consumer attitude towards the fast food restaurants in Bangladesh through comparative evaluation among the selective restaurants. More specifically, the objectives are (i) to identify the salient beliefs associated with fast food restaurants, (ii) to measure the overall attitudes towards the each restaurant individually, (iii) to find out any differences in consumer attitudes towards the restaurants, and (iv) to identify the differences among the evaluation of consumer beliefs regarding fast food restaurants.

7. Research Methodology

An exploratory and empirical research approach was applied to identify the fast food restaurants on which the study would be conducted, to explore the salient beliefs regarding the fast food restaurants and the find out the consumer evaluation

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regarding the salient beliefs of the respective restaurants. To accomplish these, three pretests were conducted.

7.1 Pretest 1

The first pretest was conducted to identify the most popular fast food restaurants, on which the consumer attitude would be tested. A question was asked to 40 respondents to mention different brands/names of fast food restaurants that they kept in mind. The respondents named different brands/names of the fast food restaurants, among those Pizza Hut, KFC, Helvetia, and Western Grill were mentioned by most of the respondents. Here the names are organized based on the highest number of frequency. The other mentioned names are; BFC, Swiss, FFC, A&W, Captain's Planet, Dominoes Pizza, Chicken King, Shawrma House, and lot more. On the basis of highest frequency, Pizza Hut, KFC, Helvetia, and Western Grill were included in the study for further analysis.

7.2 Pretest 2

A second pretest was conducted to obtain a list of salient beliefs regarding these fast food restaurants. The following question was asked to 40 respondents to identify the salient beliefs.

“What are the things that come to your mind, when you come across the word Fast Food Restaurant?”

The respondents mentioned about 22 beliefs regarding fast food restaurants, among which only 4 salient beliefs were included in the study as those beliefs had frequency of greater than 20 (see Figure 1). In fact these 4 beliefs received the highest number of frequencies. The salient beliefs included in the study are organized here according to the highest number of frequency, Quality of fast food, Price of fast food, Quick service, and Environment of the restaurant.

7.3 Pretest 3

The purpose of the last pretest was to obtain relevant data about the consumer attitude regarding the fast food restaurants. A questionnaire was designed based on the Fishbein model for achieving the purpose. The questionnaire included statements regarding the salient beliefs to identify the belief strength (b_i) and belief evaluation (e_i). In total 10 questionnaires were distributed among the respondents before carrying the whole survey. The collected data were analyzed and found to be congruent with the research objectives. Based on this finding, later on a full-fledged questionnaire survey was conducted.

Figure 1: Beliefs, salient beliefs and consumer attitude towards fast food restaurants

All beliefs regarding fast food restaurants



7.4 Development of the Measuring Instrument

Based on Fishbien’s model, the survey questions in the questionnaire were developed. All the questions are close ended in nature, which are developed for measuring the strength of the salient belief (bi) and the belief evaluation (ei). As previously indicated in the model, the attitude would be calculated based on these strength and evaluation of the salient beliefs.

The scale that has been used for measuring strength of the belief (bi) is a ten point Likert Scale. Each option has been assigned numeric values. Scale for measuring the belief strength that has been designed contains options that range from one to ten; where 1 refers to ‘Extremely Unlikely’ and 10 refers to ‘Extremely Likely’. Associated with each salient belief that is belief evaluation (ei) that reflects how favorably the respondents perceive the attribute. The ei component indicating the evaluation of favorability toward each salient belief. The scale that has been used for

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measuring belief evaluation (e_i) contains options that range from -3 to +3. Each option has been assigned numeric values. In this case, -3 refer to 'Very Bad' and +3 refer to 'Very Good'. In total 32 statements were included in the questionnaires, 16 for belief strength and the rest 16 for belief evaluation. Among these four different statements were prepared based on four salient beliefs for four different restaurants considered for the study.

7.5 Data Collection and Analysis

Primary data has been collected through questionnaires developed at the earlier stage. A total of 100 respondents were included in the study. The respondents were selected from two large private universities of Bangladesh. The student sample is used because fast foods are mostly popular among the younger generation and it is the most convenient way of data collection. According to Malhotra (2004), the required sample size for conducting an exploratory factor analysis should be at least 4 or 5 times of the total number of items used in the study. 16 items based on salient beliefs of fast food consumers were used to collect the data, so the required number of respondents to be included in the sample should be ($16 \times 5 = 80$). Moreover, Nunnally (1978) suggested that the ideal sample size for any exploratory research is within 40 to 60. Thus the current study with 100 samples meets the criteria of the sample size. At the completion of data collection, data were analyzed using MS Excel 2003 and SPSS 12. The attitude towards each restaurants were calculated using MS Excel and other measures, i.e. mean, variation, standard deviation, paired sample t-tests were conducted using SPSS.

8. Model Specification and Hypotheses Development

Based on research methodology, the following model has been specified for the study.

$$A_{\text{Pizza Hut}} = (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E)$$

$$A_{\text{KFC}} = (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E)$$

$$A_{\text{Helvetia}} = (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E)$$

$$A_{\text{Western Grill}} = (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E)$$

Here, Q = Quality, P = Price, S = Quick service, E = Environment

The first hypothesis assumes that consumers have similar attitude towards all of these restaurants.

Thus, the null hypothesis is, $H_{10} : A_{\text{Pizza Hut}} = A_{\text{KFC}} = A_{\text{Helvetia}} = A_{\text{Western Grill}}$

The second hypothesis assumes that the consumer evaluations regarding the quality of the fast food restaurants are similar. Thus, $H_{20} : \bar{P}_Q = \bar{K}_Q = \bar{H}_Q = \bar{W}_Q$

Here, P = Pizza Hut, K = KFC, H = Helvetia, W = Western Grill.

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This hypothesis can be broken based on paired comparison technique.

$$H_{2ao} : \bar{P}_Q = \bar{K}_Q$$

$$H_{2bo} : \bar{P}_Q = \bar{H}_Q$$

$$H_{2co} : \bar{P}_Q = \bar{W}_Q$$

$$H_{2do} : \bar{K}_Q = \bar{H}_Q$$

$$H_{2eo} : \bar{K}_Q = \bar{W}_Q$$

$$H_{2fo} : \bar{H}_Q = \bar{W}_Q$$

The third hypothesis assumes that the consumer evaluations regarding the price of the fast foods are similar.

$$\text{Thus, } H_{3o} : \bar{P}_P = \bar{K}_P = \bar{H}_P = \bar{W}_P$$

$$H_{3ao} : \bar{P}_P = \bar{K}_P$$

$$H_{3bo} : \bar{P}_P = \bar{H}_P$$

$$H_{3co} : \bar{P}_P = \bar{W}_P$$

$$H_{3do} : \bar{K}_P = \bar{H}_P$$

$$H_{3eo} : \bar{K}_P = \bar{W}_P$$

$$H_{3fo} : \bar{H}_P = \bar{W}_P$$

The fourth hypothesis assumes that the consumer evaluations are same for all the restaurants regarding the quick service.

$$\text{Thus, } H_{4o} : \bar{P}_S = \bar{K}_S = \bar{H}_S = \bar{W}_S$$

$$H_{4ao} : \bar{P}_S = \bar{K}_S$$

$$H_{4bo} : \bar{P}_S = \bar{H}_S$$

$$H_{4co} : \bar{P}_S = \bar{W}_S$$

$$H_{4do} : \bar{K}_S = \bar{H}_S$$

$$H_{4eo} : \bar{K}_S = \bar{W}_S$$

$$H_{4fo} : \bar{H}_S = \bar{W}_S$$

The fifth hypothesis assumes that the consumer evaluations regarding the environment of the fast food restaurants are similar.

$$\text{Thus, } H_{5o} : \bar{P}_E = \bar{K}_E = \bar{H}_E = \bar{W}_E$$

$$H_{5ao} : \bar{P}_E = \bar{K}_E$$

$$H_{5bo} : \bar{P}_E = \bar{H}_E$$

$$H_{5co} : \bar{P}_E = \bar{W}_E$$

$$H_{5do} : \bar{K}_E = \bar{H}_E$$

$$H_{5eo} : \bar{K}_E = \bar{W}_E$$

$$H_{5fo} : \bar{H}_E = \bar{W}_E$$

9. Results of the Study

9.1 Attitude Measurement Regarding Fast Food Restaurants

Based on the Fishbein model, consumer attitudes are measured for each fast food restaurants. As mentioned in the research model, the attitudes are calculated based on the belief strength and belief evaluation associated with each restaurant. The calculation process of attitude towards Pizza Hut, KFC, Helvetia, and Western Grill are given below along with the multiattribute attitude model.

Attitude towards Pizza Hut

$$\begin{aligned} A_{\text{Pizza Hut}} &= (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E) \\ &= (8.36 \times 2.33) + (5.33 \times 0.66) + (6.83 \times 1.40) + (8.56 \times 2.36) \\ &= 52.08 \end{aligned}$$

Attitude towards KFC

$$\begin{aligned} A_{\text{KFC}} &= (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E) \\ &= (8.16 \times 1.63) + (5.76 \times 1.03) + (8.06 \times 1.73) + (7.93 \times 1.86) \\ &= 48.08 \end{aligned}$$

Attitude towards Helvetia

$$\begin{aligned} A_{\text{Helvetia}} &= (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E) \\ &= (6.90 \times 0.66) + (5.53 \times 0.30) + (5.96 \times 0.50) + (6.63 \times 1.06) \\ &= 16.31 \end{aligned}$$

Attitude towards Western Grill

$$\begin{aligned} A_{\text{Western Grill}} &= (b_Q \times e_Q) + (b_P \times e_P) + (b_S \times e_S) + (b_E \times e_E) \\ &= (6.83 \times 1.03) + (5.53 \times 0.33) + (6.16 \times 0.60) + (6.36 \times 0.83) \\ &= 17.91 \end{aligned}$$

From the above analysis it is clear that consumer attitude towards all the restaurants are not same as, $A_{\text{Pizza Hut}} (52.08) \neq A_{\text{KFC}} (48.08) \neq A_{\text{Helvetia}} (16.31) \neq A_{\text{Western Grill}} (17.91)$.

Thus the first null hypothesis, H_{10} of the research is rejected and concluded that consumers' attitude vary for the fast food restaurants in Bangladesh. In fact it is evident from the analysis that consumers' overall attitude towards Pizza Hut is the largest one and attitude towards Helvetia is the least one. A comparative evaluation among the different fast food restaurants is presented in Table 1 based on the salient beliefs.

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Table 1: Consumers' Attitude towards Fast Food Restaurants

Salient Beliefs	Pizza Hut	KFC	Helvetia	Western Grill
Quality Foods	18.68	13.33	4.60	7.06
Reasonable Price	3.55	5.95	1.66	1.84
Quick Service	9.56	13.98	2.983	3.70
Environment	20.27	14.80	7.07	5.30
<i>Total Attitude towards</i>	<i>52.08</i>	<i>48.08</i>	<i>16.31</i>	<i>17.91</i>

9.2 Paired Comparison of Belief Evaluations among the Fast Food Restaurants

Paired sample t-tests were conducted for comparing the belief evaluations regarding different salient beliefs of consumers about the fast food restaurants in Bangladesh. This provided with the opportunity to test the hypotheses that are used in the study to identify the differences in consumer beliefs about different fast food restaurants. For the purpose of hypotheses testing 95% significance level was considered.

9.2.1 Evaluation of Quality of Fast Foods

From Table 2 it is evident that the consumer evaluations regarding the quality of the fast food restaurants are not similar.

Table 2: Paired Comparison and Hypotheses Testing for Belief Evaluation about Quality

	Pairs	t	Sig. (2-tailed)	Decisions
Pair 1	$\bar{P}_Q vs \bar{K}_Q$	2.26	<i>0.03</i>	H _{2a0} rejected
Pair 2	$\bar{P}_Q vs \bar{H}_Q$	5.12	<i>0.00</i>	H _{2b0} rejected
Pair 3	$\bar{P}_Q vs \bar{W}_Q$	4.09	<i>0.00</i>	H _{2c0} rejected
Pair 4	$\bar{K}_Q vs \bar{H}_Q$	4.16	<i>0.00</i>	H _{2d0} rejected
Pair 5	$\bar{K}_Q vs \bar{W}_Q$	2.22	<i>0.03</i>	H _{2e0} rejected
Pair 6	$\bar{H}_Q vs \bar{W}_Q$	-1.20	0.23	H _{2f0} not rejected

Significant differences were found among different pairs considered here containing the belief evaluation about quality as the p-values (italic values) were less than 0.05. Thus H_{2a0}, H_{2b0}, H_{2c0}, H_{2d0}, and H_{2e0} were rejected.

9.2.2 Evaluation of Price of Fast Foods

The consumer evaluations regarding the price of the fast foods are not found similar in all the restaurants.

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Table 3: Paired Comparison and Hypotheses Testing for Belief Evaluation about Price

	Pair	t	Sig. (2-tailed)	Decisions
Pair 1	\overline{P}_P vs \overline{K}_P	-1.00	0.32	H _{3ao} not rejected
Pair 2	\overline{P}_P vs \overline{H}_P	0.95	0.34	H _{3bo} not rejected
Pair 3	\overline{P}_P vs \overline{W}_P	0.97	0.33	H _{3co} not rejected
Pair 4	\overline{K}_P vs \overline{H}_P	2.02	<i>0.05</i>	H _{3do} rejected
Pair 5	\overline{K}_P vs \overline{W}_P	1.98	<i>0.05</i>	H _{3eo} rejected
Pair 6	\overline{H}_P vs \overline{W}_P	-0.16	0.87	H _{3fo} not rejected

According to Table 3, significant differences were found between KFC and Helvetia pair, and KFC and Western Grill pair as the p-values (italic values) were equal to 0.05. No differences in evaluation about price were found among Pizza Hut, KFC and Western Grill. Thus only H_{3do} and H_{3eo} were rejected.

9.2.3 Evaluation of Quick Service of Fast Food Restaurants

From Table 4 it can be observed that the consumer evaluations regarding the quick service of the fast food restaurants are not similar. Significant differences were found among different pairs considered here containing the belief evaluation about quick service as the p-values (italic values) were less than 0.05. Thus H_{4bo}, H_{4co}, H_{4do}, and H_{4eo} were rejected. No differences were found between Pizza Hut and KFC pair, and Helvetia and Western Grill pair.

Table 4: Paired Comparison and Hypotheses Testing for Belief Evaluation about Quick Service

	Pair	t	Sig. (2-tailed)	Decisions
Pair 1	\overline{P}_S vs \overline{K}_S	-1.20	0.23	H _{4ao} not rejected
Pair 2	\overline{P}_S vs \overline{H}_S	2.19	<i>0.03</i>	H _{4bo} rejected
Pair 3	\overline{P}_S vs \overline{W}_S	2.14	<i>0.04</i>	H _{4co} rejected
Pair 4	\overline{K}_S vs \overline{H}_S	3.38	<i>0.00</i>	H _{4do} rejected
Pair 5	\overline{K}_S vs \overline{W}_S	3.31	<i>0.00</i>	H _{4eo} rejected
Pair 6	\overline{H}_S vs \overline{W}_S	-0.55	0.58	H _{4fo} not rejected

9.2.4 Evaluation of Environment of Fast Food Restaurants

Consumer evaluations regarding the environment of the fast food restaurants are not similar as significant differences were found among different pairs. According to the Table 5 significant differences can be observed among the pairs, where the p-values (italic values) are less than 0.05. Thus H_{5ao}, H_{5bo}, H_{5co}, H_{5do}, and H_{5eo} were rejected. But no difference was found between Helvetia and Western Grill pair.

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Table 5: Paired Comparison and Hypotheses Testing for Belief Evaluation about Environment

	Pair	t	Sig. (2-tailed)	Decisions
Pair 1	$\overline{P}_{EV} \text{ vs } \overline{K}_E$	2.28	0.02	H _{5a0} rejected
Pair 2	$\overline{P}_{EV} \text{ vs } \overline{H}_E$	4.03	0.00	H _{5b0} rejected
Pair 3	$\overline{P}_{EV} \text{ vs } \overline{W}_E$	4.48	0.00	H _{5c0} rejected
Pair 4	$\overline{K}_{EV} \text{ vs } \overline{H}_E$	2.56	0.01	H _{5d0} rejected
Pair 5	$\overline{K}_{EV} \text{ vs } \overline{W}_E$	3.16	0.00	H _{5e0} rejected
Pair 6	$\overline{H}_{EV} \text{ vs } \overline{W}_E$	1.22	0.22	H _{5f0} not rejected

Thus from the above analysis, it is concluded that H₂₀, H₃₀, H₄₀, and H₅₀ can also be rejected as consumer evaluation regarding the salient beliefs of all fast food restaurants are not equal.

10. Discussion

Consumers in Bangladesh mostly emphasize on quality, price, quick service, and environment of fast food restaurants as most significant. This finding is consistent with the previous studies (Carey & Genevieve 1995; Lewis 1981). Among the four restaurants, consumers attitude are most favorable regarding Pizza Hut and least favorable regarding Helvetia. These attitudes were determined by quality, price, quick service and environment of the restaurants. Pizza Hut has received favorable attitude because consumers have the most favorable evaluation regarding quality and environment. KFC received the second highest favorable consumer attitude due to the favorable evaluation regarding price and quick service. Helvetia received the lowest amount of favorable attitude as the consumers' evaluation regarding all the salient beliefs except environment were the least among the four restaurants considered in this study. This finding is very much consistent as Pizza Hut and KFC are international fast food chains. They ensure the same quality of services for the customer of Bangladesh as well.

The above findings are also found as consistent with the paired comparison results. In terms of quality and environment of fast food restaurants, there are significant differences among Pizza Hut, KFC, Helvetia, and Western Grill. Consumers did not differentiate between Helvetia's and Western Grill's quality and environment. The price of fast foods at Pizza Hut is quite similar to the other restaurants according to the consumers. At the same time, Helvetia's and Western Grill's price are also found as similar. But KFC's price varies with the price of Helvetia and Western Grill's fast foods. In terms of the evaluation of quick service, the consumers did not differentiate between Pizza Hut and KFC. The same result is also found while comparison of Helvetia and Western Grill's service. Except theses, Pizza Hut's and KFC's service vary in terms of quickness compared to Helvetia and Western Grill. As consumers' evaluation regarding Helvetia and Western Grill's salient beliefs do not differ significantly, so the overall consumer attitudes are also quite similar (see Table 1).

Combining these findings with Table 1, it can also be ascertained that among the four restaurants Pizza Hut is superior in terms of quality foods and environment. On the other hand, KFC is superior in terms of reasonable price and quick service.

11. Limitations and Future Research

Although there are notable contributions from this study especially for exploring consumer behavior in the fast food restaurant industry, the results of this study need to be viewed and acknowledged in lights of its limitations. First, the limitation lies on the student sample that is used in this study. There are many arguments in favor and against the student sample. As collecting data from students is the most convenient way, many researchers have used this methodology for their studies. Thus the findings can not be generalized. Therefore future research should be conducted at a larger scale by considering sample from different consumer groups. The second limitation of the study is that data are gathered from only 100 students. So in future the study should be conducted with a large sample size. As the study considers only four restaurants from the fast food industry, in future more restaurants should be considered to validate the current study's findings. Furthermore, to enhance the research validity the use of multiattribute attitude model (here Fishbein model) should be revised in light of research applicability. Based on the current findings, in future the researchers may take initiative to explore consumer attitude towards the local and foreign fast food restaurants as the current study shows a sign of difference between these two types of restaurants. The model used in the current study can be used for exploring the consumer attitude in other types of restaurants (i.e. Chinese restaurants, Indian restaurants, Bangla (local) restaurants, Continental restaurants, etc.) as well. Moreover, studies can be carried in terms of consumer preferences and their satisfaction about the fast food restaurants and other restaurants.

12. Conclusion and Recommendations

Fast food consumption is increasing in Bangladesh significantly. More and more urban dwellers prefer fast food for its nature of serving. So the present study can be a valuable contribution for the fast food restaurants, which want to gain competitive advantage based on consumer preferences. Moreover, the recent phenomenon in this industry has made the consumers very much conscious about choosing a fast food restaurant. Lastly, the competition in the fast food restaurant industry is also increasing everyday. In fact, the international fast food chains are also facing competition with the local entrepreneurs in terms of raw materials (Bhuiyan 2010). So modifying the existing business strategies based on consumer preferences will help these restaurants to remain competitive and grow in the market. As a result, the economy of Bangladesh will also breed with more contribution from the service industries.

The study recommends that the fast food restaurants of Bangladesh should focus more on food quality, price, speed of service, and environment as consumers emphasize mostly on these factors. They also tend to compare among the restaurants based on these factors while selecting a restaurant to dine out. Thus ensuring superior quality foods with reasonable price and prompt service in a delightful environment will help the fast food restaurants to attract and retain more

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consumers with increased amount of consumer satisfaction and market share. Some further specific recommendations made on each fast food restaurants considered in the study are as following:

- Pizza Hut may emphasize on prompt service as it has the lowest attitude score in terms of 'quick service' belief. Besides reducing the food price may help the restaurant to attract more consumers.
- KFC may focus on modifying the physical environment of the restaurant. Besides increasing the food quality can also help the restaurant to gain more market share.
- Helvetia and Western Grill may have a total renovation throughout the restaurants, specifically in terms of food quality, pricing, promptness in service, and environment of the restaurant.

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