



Consumer Attitude Towards Quick Service Restaurants: A Study Across Select Quick Service Restaurants in Gurgaon

KEYWORDS

Quick Service Restaurants, Consumer Attitude, Exploratory Factor Analysis, Reliability Analysis, Cronbach's Alpha

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ABSTRACT *Quick Service Restaurant is an infant expression in food industry which includes both fast food outlet and casual dine-in joints. It is a problem solving recipe of billion dollar question "where to eat today". It is highly suitable for the college going students, working class families and for food lovers. In order to maintain the market share of college students, QSR offers a wide range of combos, value meal, exciting deals, free coupons, happy hours and so on. The study surveyed select quick service restaurants in Gurgaon to analyze the attitude of the consumers towards the quick service restaurants in Gurgaon and also to analyze the internal consistencies of the questionnaire through reliability analysis implementing Cronbach's Alpha. The study yielded a five factor model for consumer attitude towards the quick service restaurants in Gurgaon: Product, Social, Place, Price and Promotion. Cronbach's Alpha suggested moderately high internal consistency for the questionnaire.*

INTRODUCTION

The Abraham Harold Maslow, founder of famous Maslow's hierarchy of needs says all human are "Homo- Sapines", whose basic needs are food, cloth and shelter. Keeping food on the top priority this must be fulfilled in one way or other. However, the globalization and liberalization of the industries by the government of India in 1991 has completely restructured the definition of food for the people among all age group. The main reason behind this development was the entry of foreign players into the Indian market and the revolution in the business model of domestic players providing food and service with the influence of western culture.

The hospitality industry offers various tangible and intangible benefits to consumers, however taking the privilege of these benefits depend upon attitude of customers. The consumer attitude is basically the process that allows individuals to select the best and optimal option by interpreting the buying stimuli effectively. The criteria of buying the goods and services thus depends on the available criteria like value for money, convenience, accessibility, availability, new offerings or likings etc. In order to compete in the dynamic market it is very important to create a right space in consumer's heart by serving them with the real picture.

Indian QSR market is estimated to be twice from the current Rs.3,400 crores in the next three years, largely driven by demand from smaller cities, says a report by Crisil. "The QSR markets will more than double to around Rs 7,000 crores by 2015-16 from Rs 3,400 in 2012-13, driven largely by new store additions," the report said, adding most of the new stores will come up in the tier smaller cities. "Over the next three years, new store additions will increase by 16-18 per cent annually, propelled by the rapid expansion of global players into smaller cities," (Crisil Report, 2013). Thus, the market gradually become more competitive as the market players developed their marketing strategies more aggressively in an attempt to increase their market share.

There is a wide range of quick service restaurants choice exist in the market for the customers, however choosing the right outlet depends upon the consumer attitude

which is a subset of consumer behavior. So, it is very important to understand the human consumption behavior, buying habits and the pattern to recognize why, how & when human make their consumption decision.

NEED FOR THE STUDY:

Abbasi, Chaudhry, Riaz and Zafar (2002) revealed that in today's market consumers are more fascinated to western culture and like to eat more outside. Eating out is now a synonym as outing or a change in daily life style. People are trying to concentrate more on effort saving and time saving rather than money. In this race for time and effort saving, ready-made problem solving techniques are preferred over self-cooked food. Barker (2006) also found that Indian consumers have drastically changed their behavior towards fast food as they were spending and eating more fast food than traditional food. As a result Indians are facing obesity and health troubles.

CRISIL Report (2013) revealed that the QSR market is expected to reach a turnover of 70 billion by 2015-16 and growing at an average annual rate of about 27%. Majority of QSR market is dominated by foreign cuisines. It will also help the scholars, educational institutions, academia and the industry to keep it as a record. This research will facilitate the industry to understand consumer traffic patterns and their attitude towards QSR Industry. It will assist the industry to outline the strategies to promote and restructure their food products and services in order to attract the consumers more effectively and efficiently.

OBJECTIVES OF THE STUDY:

- To explore the consumer attitude towards major quick service restaurants in Gurgaon through exploratory factor analysis
- To analyze the internal consistencies of the questionnaire through reliability analysis implementing Cronbach's Alpha

METHODOLOGY

This study endeavored to explore the key dimensions of consumer attitude which are the driving forces for the customers to visit quick service restaurants. Thus the study

was exploratory in nature.

STATISTICAL TECHNIQUES

This study implemented Exploratory Factor Analysis to identify the key dimensions of consumer attitudes for the consumers towards the quick service restaurants. Principal Component Analysis was implemented for factor extraction while Varimax rotation method was implemented to obtain uncorrelated factors. For measuring the internal consistencies of the questionnaire, the reliability analysis is done using Cronbach's Alpha.

SAMPLING AND DATA COLLECTION

Convenient sampling technique was the preferred sampling technique for this study. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. This study was entirely conducted on primary data which was collected by the researcher herself. For data collection purpose, renowned quick service restaurants viz. Pizza Hut, Domino's, KFC, McDonalds etc. were visited to get the questionnaires filled up by the visiting customers. The study was done in prominent locations of Gurgaon. The sample size for this study was 118.

INSTRUMENT

The study was a survey based study and a primary data based study where the consumers' responses were collected through self-administered questionnaire related to consumer attitude towards quick service restaurants. The questionnaire adopted 5 point Likert Scale where "1" was equivalent to "Strongly Disagree" while "5" was equivalent to "Strongly Agree"

DATA ANALYSIS:

Table 1:KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	1313.890
	df	231
	Sig.	.000

Table 2: Final Selected Items for Consumer Attitude towards Quick Service Restaurants in Gurgaon

FAC-TORS	STATEMENTS	FACTOR LOADINGS
Product	I like the taste of fast food.	.796
	I like fast food because of healthy food	.662
	I like fast food because of various in food selection	.660
	fast food is associated with higher calories	-.632
	I like fast food because it is simple and quickness	.565
	I like fast food because of attractive packaging	.544
Social	. I have enjoyable moment while having fast food	.850
	People around me are likely to eat fast food	.821
	Fast food represents the modern style of eating	.787
	Not just an eating place fast food restaurant is social place for me to meet or celebrate with friend or family.	.502

Price	I like fast food because of reasonable price and quality	.811
	I like fast food because of good price in right quantity	.729
	I like fast food because of various price ranges	.577
Place	I like fast food because of convenient location in my neighbourhood	.701
	I like fast food because they provide home delivery services	.669
	I like fast food because of having car parking services	.622
Pro-motion	I buy fast food because I often see the product advertising	.780
	I buy fast food because of discount coupon.	.645
	I buy fast food because of high frequency in discount promotion	.602

Table 3: Total Variance Explained by Factor Analysis

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Eigen values	Variance %	Cumulative variance %	Eigen values	Variance %	Cumulative variance %
Product	7.157	32.530	32.530	3.646	16.570	16.570
Social	1.966	8.938	41.468	3.118	14.171	30.741
Price	1.601	7.279	48.746	2.614	11.884	42.625
Place	1.359	6.176	54.923	2.289	10.403	53.028
Promotion	1.308	5.945	60.868	1.725	7.840	60.868

Extraction Method: Principal Component Analysis.

Table 4: Reliability Analysis – Cronbach's Alpha

Dimensions	No of Items	Cronbach's Alpha
Product	6	.785
Social	4	.793
Price	3	.843
Place	3	.871
Promotion	3	.791

FINDINGS AND CONCLUSION

Results of factor analysis yielded a five dimensional framework for Consumer Attitude towards Quick Service Restaurants in Gurgaon: Product, Social, Price, Place, and Promotion. The five factors accounted more than 60% of variance which indicated that these four factors explained more than 60% of Consumer Attitude towards Quick Service Restaurants in Gurgaon. The factors along with the variables comprising the factors are given in Table 2.

Table 3 depicts the eigen value along with the percentage of variance explained by the factors before and after rotation through Varimax rotation. The results show that the first factor Product had the maximum eigen value and also explained maximum variance before rotation through Varimax rotation. However, after rotation, as the uncorrelated factors were obtained, there were fewer gaps between the eigen values and the variance explained by the factors. However, the cumulative variance explained by the five factors remained the same

before and rotation through Varimax rotation.

In order to establish the internal consistency and reliability of the questionnaire, Cronbach's alpha was computed and the results were shown in Table 4. Results in the Table 4 showed the reliability of each that comprise Consumer Attitude towards Quick Service Restaurants in Gurgaon construct were between .78 and .87 which indicated moderately high internal consistency.

Kotler and Armstrong, (2010) has stated the marketing mix consists of everything the firm can do to influence the demand for its product (p. 76). According to Chan (1999), has cited that fast food consumer behavior also related to the marketing mix which include food types eaten, restaurants, quality in term of clean and hygienic, advertisement, price, and location

Product is meant the good and services combination the company offers to the target market since price has played an important role in helping to accomplish company objective (Kotler and Armstrong, 2010) In the fast food restaurant, the products can be recognized by the customer due to the design, features, brand name, and packaging.

For the price is the amount of money customers must pay to obtain the product. Also, price is the sum of all the values that customers give up in order to gain the benefits of having or using a product or service (Kotler and Armstrong, 2010, p. 76). The firm can set the price to attract the customers or to profitability retain existing ones.

Kotler and Armstrong, (2010) has cited place that includes company activities making product available to target consumers (p. 76). Also, it is known as channel, distribution, or intermediary. The location of each fast food chain stores are convenient consumers who are on the go. Moreover, most fast food stores also have delivery service which is a consumer higher level of convenience.

For the promotion means activities that communicate the merits of the product and persuade target consumers to buy it (Kotler and Armstrong, 2010, p. 76). Consumer promotion includes a wide range of tools from samples, coupons, refunds, premiums, and etc. Discount coupons also act in the promotion of fast foods since it provides the buyers with savings when they purchase specified product (Kotler and Armstrong, 2010).

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