

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

FACTORS INFLUENCING CONSUMERS PATRONAGE ON FAST FOODS
IN THE KWAHU WEST MUNICIPALITY



BY

IVY AFRIYIE AFRIFA

APRIL, 2021

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Studies, University of Education, Winneba, and in partial fulfillment of requirement
for the award of the Master of Technology (Catering and Hospitality) degree.

APRIL, 2021

DECLARATION

STUDENT'S DECLARATION

I, IVY AFRIYIE AFRIFA, declare that this Dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE.....

DATE.....

SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: DR. DOREEN DEDO ADI

SIGNATURE:.....

DATE:.....

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Thank you.

DEDICATION

This project is dedicated to my children; Maame Akua Agyakwa Ofori, Stanley Obeng Ofori, Kendrick Osei Ofori and Humphery Yiadom Ofori



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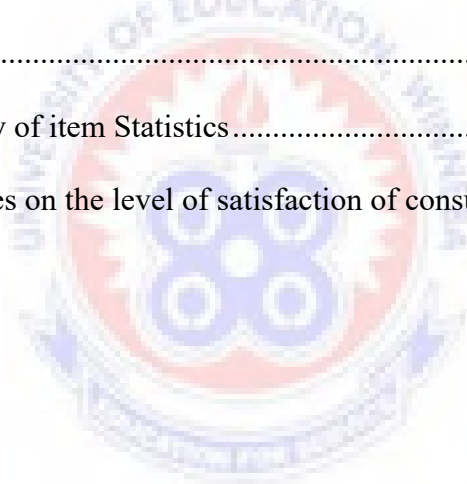
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ABSTRACT

Fast food restaurants are expanding in Ghana and seem to be growing. As a result, the fast food restaurants are becoming competitive throughout the years. The study aimed at exploring the factors influencing consumers to patronize fast food in Ghana. Survey research design was used for this study. The population of the study included all the 11 licensed fast food restaurant operators in Kwahu West Municipality. From a target population of 770 consumers of fast food restaurants in Kwahu West Municipality, 253 consumers were selected conveniently. A structured self-administered questionnaire was utilized to gather the required data. The data collected were coded and analyzed with the help of Microsoft excel and Statistical Package for Service Solutions (SPSS version 23). The study revealed that fried rice, waakye, jollof rice, and banku and tilapia were most frequently fast food in Kwahu West Municipality. Also, least consumed fast food-types were; pizza, french fries, fufu, burgers, and kelewele. It was evident that quality factors mostly influence consumer purchase intention, followed by cost factors and convenience factors on the purchase of fast food products in Kwahu West Municipality. It appeared that the consumers are satisfied with the food presentation, hotness and freshness of food serve, taste and flavor of food serve, and smell of fast food serve to them. It was concluded that consumers are satisfied with fast food product purchased. The study recommended that fast food operators should monitor the trends in the market to aid them in identifying and satisfy the needs and wants of consumers. They should monitor what influence their customers most in making critical decisions to attract more patronage. Also, because the findings indicated that quality factors are the key and major factors that influence consumers on the purchase of fast food products, fast food operators should consider giving particular attention to quality food and service provided to the consumers.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Fast food is one of the world's fastest emergent food categories (Anita & Singh, 2007). Fast food restaurants are everywhere and expected to be expanding and growing over the years. Fast-food restaurants have become "home away from home" for breakfast, lunch, and dinner due to relatively inexpensive costs, quick and convenient service (Kim, Hertzman, & Hwang, 2010). Fast foods are quickly prepared, reasonably priced, and readily available food (Habib, Dardak, & Zakaria, 2011). Habib et al. (2011) revealed that fast food can be prepared quickly and easily and is sold in restaurants and snack bars as a quick meal or to be taken out (Atkins & Bowler, 2001). Data Monitor (2005) indicated that fast food is consumed immediately either on the premises or for consumption elsewhere. The concept of fast food is to provide customers portable and instant meals, without spending much time in waiting the food to be served and consumed (Ali, Aw, & Chuah, 2012).

Fast food restaurant as facilities where food is served to patrons from a self-service counter or a drive through window, where the food may be prepared in advance or cooked to order (Abdul-Rahman & Syed-Omar, 2009). Goyal and Singh (2007) noted that fast food restaurants' attributes can be categorized into six major attribute groups that would affect the intention to revisit fast food restaurant. It includes the variety of food, food taste and quality, ambiance and hygiene, service speed, price and location provided by the restaurant. The fast food industry's growth has been spurred on by globalisation and the general increase in the incomes of the wider global population. More-so in the developing world, more inclusive economic growth has

created a new market for the fast food franchise industry, particularly due to the increased demand for and consumption of convenient, quick serving and ready-made meals (Tabassum & Rahman, 2012).

Globally, fast food generates revenue of over \$570 billion - that is bigger than the economic value of most countries. In the United States revenue was a whopping \$200 billion in 2015 - quite a lot of growth since the 1970 revenue of \$6 billion (Sena, 2020). The industry is expected to have an annual growth of 2.5% for the next several years - below the long term average but coming back from a several year slump. There are over 200,000 fast food restaurants in the United States and it is estimated that 50 million Americans eat at one of them every single day (Sena, 2020). The industry employs over 4 million people and counting - restaurant franchises added over 200,000 jobs in 2015. In 2019, fast food industry in the United States generated a revenue of 273 billion U.S. dollars. This figure has risen by nearly 90 billion dollars over the past 10 years. Major players in the QSR industry include big household names such as McDonald's, Burger King, and Yum Brands (KFC, Pizza Hut, Taco Bell) (Lock, 2019). Lock (2019) indicated that the two age groups that appear to have undergone the most dramatic changes in eating habits over recent decades are adolescents aged 12 to 18 years, and young adults aged 19 to 29 years.

Consumers acceptance of fast food is growing rapidly in the world as well as in Ghana. This growing phenomenon arises in Ghana due to the changing lifestyle where Ghanaian become busier and have limited time at home. According to Horsu and Yeboah (2015), fast foods are run by both local entrepreneurs and foreign multinational firms, they serve the Ghanaian consumer with a variety of exotic dishes including pizza, hamburgers, fried chicken, and French fries. Fast food operations in Ghana are more formal and are generally located in buildings on the high streets or buzzing areas of

cities and gas stations. Despite the perceived acceptance of fast-food restaurants in Ghana, customers are now beginning to be fastidious in the aesthetics, product and service received from fast food restaurants (Issahaku, Hiamey & Afenyo, 2014).

Mustapha, Fakokunde and Awolusi (2014) asserted that location, price, assortment, fast checkout, friendly and courteous service, and pleasant shopping environment are critical determinants of fast food patronage. Arguably, these factors may influence customers' decision to visit a fast food restaurant. Fast-food restaurants are said to have their own benefits, which their customers perceive. Atkins and Bowler (2001) indicated that consumer lifestyle and dual-working families with children cause the main reason of people choose quick meal rather than cook at home. Farzana, Rozhan and Sabarudin (2011) also agree with the statement where they specify that the time constraint is the major factor of fast food consumptions which result from busy lifestyle, longer working hours, beanpole family and career women. Therefore, fast food is the perfect choice for them since it is instantly prepared and ready to eat in a limited time.

Due to this changing lifestyle, it gives an opportunity to the fast food providers to expand their businesses (Farzana et al., 2011). The changing patterns of Ghanaians lifestyle towards fast food give diverse impact to healthy life. Food items promoted by these industries are often energy dense and poor in micronutrients. This is of great concern to health professionals in the light of the growing prevalence of obesity and related chronic diseases of lifestyle (Bowman & Vinyard, 2004). Some of the unhealthy options available from fast food outlets include popular items like fried potato chips (fries), burgers, fried chicken, pizza and soft drinks (French, Story, Neumark-Sztainer Fulkerson & Hannan, 2001). These options are generally high in energy, fat, saturated fats, added sugar and sodium, and low in fibre and micronutrients (Matthiessen, Fagt, Biloft-Jensen, Beck & Ovesen, 2003).

1.2 Statement of the Problem

Eating at home remains very much ingrained in Ghanaian culture but rapid urbanization coupled with busy lifestyle and advancement in technology has greatly changed the way of life of many Ghanaians. These changes have altered the tradition of cooking and eating at home. Ghanaians are now more reliant on ready-to-eat meals offered by service outlets especially fast food restaurants which are able to offer them convenience, time saving and relaxing dining experience. Nowadays, the fast food restaurants are expanding in Ghana and seem to be growing. As a result, the fast food restaurants are becoming competitive throughout the years. According to the report by Transparency Market Research (2014), fast food has spread beyond across the world contributing to a global food market worth of USD 477.1 billion which is expected to reach USD 617.6 billion in 2019 Thus, suggesting that the fast food restaurant is gaining acceptance among customers (Salami & Ajobo, 2012). Supporting this assertion, Horsu and Yeboah (2015), noted that Fast Food industry in Ghana today is a beehive of activities and is gaining a lot of attention both rural and urban communities.

With this convenient and economical for modern day lifestyle of Ghanaians, fast foods have some disturbing disadvantages. Fast foods are typically high in calories, fat, saturated fat and salt which have been pointed out as the major cause of heart disease in human, diabetes and obesity (Goyal & Singh, 2007; Adams, 2005). Such research findings led to critics of fast food calling for consumers to abandon its patronage (Ashakiran, & Deepthi, 2012). Also, because fast food concept relies on speed, uniformity and low cost, they are often made with ingredients formulated to achieve certain flavor or consistency and to preserve freshness. This requires a high degree of food engineering, the use of additives and processing techniques that

substantially alter the food from its original form and reduces its nutritional value (Chang, Chan & Hsiao, 2006).

Current studies have been done on the area of consumers purchase intention on fast food both locally or internationally. Internationally, Aruppillai and Philip (2015) examined consumer buying behavior on fast food in Sri Lanka and found that location of the fast food, employment, civil status, age have a significant influence towards consumption of fast food. On the other hand, Olise (2016) examined factors that influence consumer patronage of fast food restaurants in Nigeria and concluded that perceived value, atmospheric quality, service quality, consumer demographics have significant influence towards the behavior of consumers in fast food. Ying (2018) concluded that promotion attractiveness, health issues, personal lifestyle, price-quality inference have influence on consumers consumption of fast food. In Ghana, the current study found was the study by Horsu and Yeboah (2015) concentrates on consumer perception and preference of Fast Food. The study revealed that consumers perceived fast food to be convenient, time saving, delicious, good for fun and change, and expose them to likable environments. Consumers prefer them in the form of both “take-away” and ‘eat in’ services.

The studies reviewed locally revealed that Horsu and Yeboah (2015) study concentrated on the consumer perceptions and preferences of fast food, therefore there is however a paucity of national data and literature on factors influencing consumer patronage of fast food in Ghana. This study therefore sought to fill the research gap by exploring the influencing factors of fast food consumers in the Ghanaian society with particular emphasis on consumers in the Kwahu West Municipality.

1.3 Main Objective of the Study

The main objective of the study was to explore the factors influencing consumers to patronize fast food in Ghana

1.4 Specific Objectives of the Study

The specific objectives were to:

1. Determine the frequently consumed fast food products by consumers in the Kwahu West Municipality.
2. Find out the factors that influence purchase intention of consumers on fast food products.
3. Ascertain the level of satisfaction of consumer towards fast food product consumptions.

1.5 Research Questions

The following research questions were formulated

1. What fast food product is frequently consumed by consumers in the Kwahu West Municipality?
2. What are the factors that influence purchase decision and attitude of consumers towards fast food products?
3. What is the level of satisfaction of consumer towards fast food product consumptions?

1.6 Significance of the Study

This finding will be of great importance to academicians, private sector organisations as well as the government. Private sector will find this research useful

since it provides foundations that can be used to implement marketing strategies that help to understand the behavior of consumers. Fast food restaurants in Ghana will be able to meet customers needs and satisfaction by understanding their consumption habits and factors that influence their purchase intention in this study. The academicians will also benefit from this study. The results of the study will be used by researchers as secondary data and the published results will be used as referencing materials for future studies on the factors that influence consumers purchase intention on fast foods.

The government will find this study useful by understanding the emerging trends of consumption behavior of consumers on fast food products. Policy makers will use the findings of the study in formulating policies and regulations which will assist in putting into place the right laws and policies that will protect the fast food operators and the consumers as well. Also, the fast food service operators can use the results of the study as one of the guiding tools when coming up with marketing strategies to attract consumers.

1.7 Delimitation of the Study

The study was delimited to consumers that patronize fast food in the Kwahu West Municipality. The study specifically concentrates on the frequently consumed fast food products by consumers, factors that influence purchase intention of consumers on fast food products, and the level of satisfaction of consumer towards fast food product consumptions.

1.8 Organisation of the Study

This project work is organized into five main chapters. The Chapter One consists of the introduction which deals with the background to the study, statement of

the problem, research objectives, and research questions, delimitation of the study, significance of the study, and organization of the study.

Chapter Two considers the review of literature of the study on which the study is based. Chapter three outlines the methodology employed where details of steps taken in conducting the research, the study area, research design, the population and the sampling techniques used, data collection instrument and procedures, and the data analysis used.

Chapter four deals with the analysis and discussion of the results gotten from data collected. Chapter five gives a succinct summary of the findings, conclusions, recommendations and directions for future research.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the relevant literature pertaining to the study. It reviews the theoretical and empirical study on the consumers to patronize fast food in the Ghanaian society. The chapter specifically highlights the theory of reasoned action, overview of Fast Food (FF), fast food industry in Ghana, frequently consumed fast food products by consumer, factors that influence purchase intention of consumers on fast food, and the level of satisfaction of consumer towards fast food product.

2.2 Theoretical Review

Consumers are very sensitive to what they intend to consume in the food market. As result of the consumer's behavior on market, emphasis on factors influencing the decision-making process of Fast Food (FF) consumption rises. This research was guided by the theory of reasoned action.

2.2.1 Theory of Reasoned Action

A greatly simplified view of buyer behaviour is offered in reasoned action theory which is operationalized in the extended Fishbein model (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). This model, which is consistent with cognitivist thinking, has been the subject of extensive empirical validation and has shown impressive heuristic utility in consumer behaviour research (Sheppard et al., 1988). The basic theory is that a weighted combination of attitudes towards behaviour and subjective norms (attitudes imposed by referent groups) leads to intention which, in turn, precedes behaviour. The theory of reasoned action (TORA) models decision

processes where people have a high degree of volitional control and make reasoned choices among alternatives (Ajzen & Fishbein, 1980). Martin Fishbein and Icek Ajzen developed and explicated TORA over a number of publications (Ajzen & Fishbein, 1975; 1980). The theory is a development of Fishbein's (1967) theory of attitude and is known as the Fishbein-Ajzen behavioural intentions model, the I-B model and the extended model.

The theory of reasoned action suggests that human behaviour is best predicted by an individual's stated intention to behave in a certain way. An individual's behavioural intention is a product of two factors: his/her attitude toward a given behaviour and his/her subjective norm (i.e., his/her perception of the desirability of the behaviours to important others). This theory is expressed by the following equation:

$$B \sim BI = (Aact) w1 + (SN) w2 \dots \dots \dots (1)$$

Where: B = behaviour, BI denotes behavioural intention, $Aact$ denotes the attitude toward the behaviour, SN is subjective norm, and $w1$ and $w2$ denote the weights of the respective factors. The attitude toward a given behaviour ($Aact$) is calculated as the summed product of belief strength (bi) and belief evaluation (ei):

$$Aact = \sum_{i=1}^n bi ei, \dots \dots \dots (2)$$

Where n is the number of relevant consequences of the action. Belief strength refers to the extent to which an individual believes behaviour and/or its outcome to be true or probable, whereas belief evaluation refers to the importance or desirability of the belief to an individual. Subjective norm is the summed product of normative belief (NB) and motivation to comply with others (MC):

$$SN = \sum NBi MCi \dots \dots \dots (3)$$

An individual's perceptions about what others think or believe constitute his/her normative beliefs. One's motivation to comply refers to the extent to which an individual wants to do what others think that he or she should do. In sum, the theory suggests that a person's behavioural intention is a product of attitude-towards-the-act (equation 2) and subjective norm (equation 3). This formulation is modelled and expressed algebraically as:

$$B \sim BI = [\sum bi ei] w1 + [\sum NBi MCi] w2 \dots \dots \dots (4)$$

The theory of reasoned action was used to predict consumer's behavioural intention to patronage fast food. To gain a more comprehensive understanding of the varied factors that may influence consumer patronage behaviour, the classic beliefs-attitudes-behaviour intention model was extended to include variables external to the theory of reasoned action. These factors are related to the use of fast food restaurants which may explain some variance in consumer's behavioural intention to use fast food restaurants. Among those variables added was the fast food restaurant image. The retailing and foodservice literature suggests that consumers' store image perception is a significant construct in explaining store patronage and store loyalty (Darley & Lim, 1999; Hildebrandt, 1988; Soriano, 2002; Clark & Wood, 1999; Johns and Howard, 1998; Lee and Ulgado, 1997; Pettijhon et al., 1997; Stevens et al., 1995; Morgan, 1993; Auty, 1992). To account for the influence of store image on store patronage, the fast food restaurant image factors (e.g., product, service, atmosphere, price and modernity) were examined. Together, these variables may explain some variance in consumer's behavioural intention to patronize fast food.

Studies ((Bagozzi et al., 2000; Park, 2004; Madrigal, 2001; Warde and Martens, 2000) suggested that social context and values of eating out may directly affect consumer attitudes and behaviours. Thus, in keeping with prior work and to better

predict future fast food consumer patronage behaviour, consumers' values of eating-out orientation, were also included in the extended model. The consumers' opinions about the globalization or localisation of fast food restaurants were also added. These variables may explain some variance in consumer's behavioural intention to patronize fast food restaurants, as there is evidence to suggest that the fast food consumer behaviour (e.g., choosing to use fast food restaurants) can be explained in part by the global or local image of these chains (Eckhardt & Houston 2002; Lee & Ulgado, 1997; Ritzer, 1996; Vignali, 2001). Erdem et al. (1999) suggested that prior work simultaneously explore consumer values and demographics can provide a better understanding of consumer behavior so age, gender, education and income were added to the model. Figure 2.1 shows the Theory of Reasoned Action

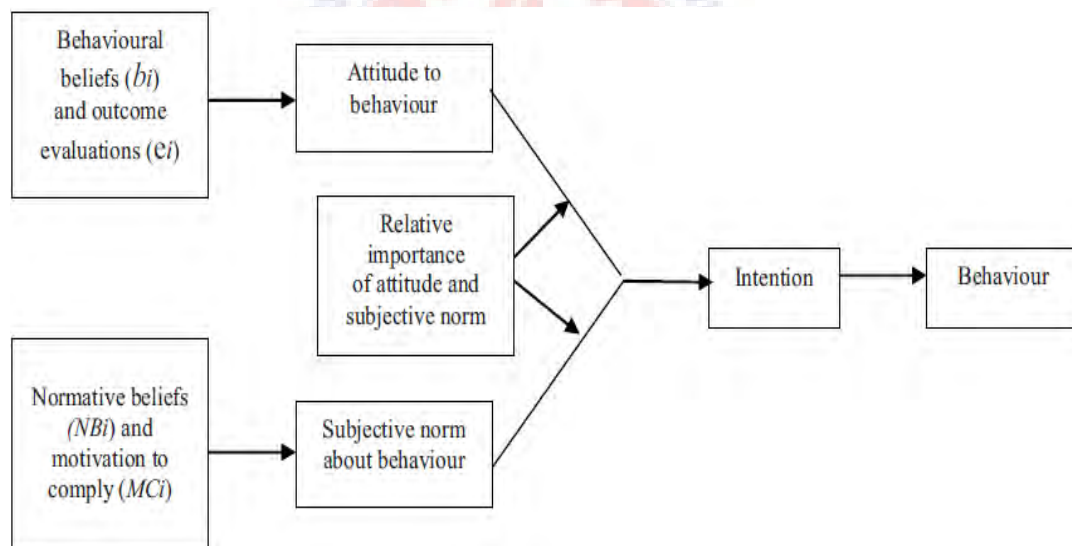


Figure 2. 1: A Schematic Representation of the Theory of Reasoned Action
Source: Yasser and Claudio (2005).

2.3 Overview of Fast Food (FF)

Fast food is an old phenomenon, which is characterized by the notion of going into a public eating place and ordering something that will come quickly and can be eaten quickly (Davidson, 2006). The history of fast food operation could be traced to the beginning of subsistence farming. The family working in the farm usually took a

respite and fed on roasted yam, plantain and maize preparation instantly as work progresses (Salami & Ajobo, 2012). Another instance of fast food preparation is during the harmattan when family members gather around an open fire to keep warmth. They usually roast all kinds of foods for consumption.

Today is the era of fast food chains. Fast food restaurants are everywhere and expected to be expanding and growing over the years. Due to relatively inexpensive costs and quick, convenient service, fast-food restaurants have become “home away from home” for breakfast, lunch, and dinner (Kim, Hertzman, & Hwang, 2010). In addition, the hectic lifestyle in the modern world result in increasing number of people chooses fast food as their regular dining choice. Fast food has been defined and characterized differently from different perspectives. Firstly, based on style of food preparation, presentation, and “perception of value”, fast food is defined as relatively inexpensive food that is prepared and served quickly in the ‘western style’ (Seubsman 2009; Rodriguez 2004; Traphagan & Brown 2002; Fantasia, 1995). Fast food generally has been classified as relatively inexpensive, but in developing countries, they are relatively more expensive than other foods such as traditional foods (Olutayo & Akanle 2009). This is partly due to the huge investment and overhead costs borne by fast food restaurateurs and the high level of prestige associated with it.

Secondly, fast food has been characterized as a meal or snack and has synonyms such as junk food, snack food and takeaway. A meal is different from a snack in that meals are larger, more varied, and more filling, while snacks are more likely to be small and eaten in small amounts at an unscheduled time usually between meals. According to Bellisle et al. (2003), meals are about twice as large as snacks in energy and weight. Nutrient intake, in absolute values, is higher in meals but in terms of proportions, snacks contain more carbohydrates and less fat and proteins. Whether a fast food is a snack or

a meal depends largely on the specific food under consideration and the culture where the food is consumed. Olutayo and Akanle (2009) report that some fast food consumers in Nigeria believe that sandwiches and pastries are not heavy enough to be considered as meals. Similarly, consumers in Japan, China and the Philippines consider McDonald's products as snacks because, for these consumers, rice stands for food in general and is of enormous symbolic value (Matejowsky 2008; Ohnuki-Tierney 1997, 1999).

Thirdly, fast food has been characterized based on the place of food preparation, purchase, or consumption. For these authors, fast food is a convenience food or food purchased in self-service or take-away eating places without waiter service (Rosenheck 2008; Pereira et al. 2005; Jekanowski, 1999; National Restaurant Association, 1998; Biing-Hwan & Frazao, 1997). This characteristic conforms to the original aim of fast food technology, which is to provide cheap, filling food to people on the move (Belasco 2008). Today, however, in developing countries especially, the original fast food concept is being re-contextualized such that, for example, identity and other communicative functions are being associated with fast food. Consequently, the fast food restaurant has become a place where people sit, relax, and chat while eating-a place where people socialize (Yan, 2005; Traphagan & Brown, 2002; Ohnuki-Tierney 1997). In this light, fast food restaurants have been defined as restaurants that have two or more of characteristics such as expedited food service, take-away and/or table service, counter service, limited waiting or service staff, low price, and payment tendered prior to receiving food (Jason et al., 2004; Schlosser, 2001; Fantasia, 1995).

It is a general notion that fast foods are usually served in restaurants, but nowadays, fast foods are also served at stadiums, airports, zoos, schools and universities, supermarkets, petrol stations, on cruise ships, trains and aeroplanes, and

even in hospital cafeterias (Schlosser, 2001). In some developing countries, there is an emerging trend whereby fast food is trickling down from the restaurant levels to street levels, where they are vended as street foods. Pingali and Khwaja (2003) describe this phenomenon as copycat street food. Most common fast food restaurants in the U.S. specialize in one or two main entrees such as hamburger, French fries, pizza, fish or chicken, and a beverage (Rodriguez 2004; Schlosser 2001). These include restaurants such as McDonald's, Burger King, and Wendy's. Some restaurants, such as KFC, specialize in chicken; Subway provides sandwiches while Taco Bell provides Americanized ethnic foods (Rodriguez, 2004).

Fourthly, from the perspective of health and nutrition, fast food has been defined as nutritionally imbalanced foods, which, when excessively consumed, could adversely affect health and enhance vulnerability to degenerative diseases (Mahna et al. 2004). Ebbeling et al. (2002) and Prentice and Jebb (2003) identified some factors inherent in fast food that increase risk for obesity and diabetes. These factors are excessive portion size, high energy density, high glycaemic load, and palatability with emphasis on primordial taste preferences for sugar, salt, and fat. Nowadays, some fast food companies are responding to public concerns about health risks of fast food and are introducing healthier options such as salads, low-calorie or fat-free dressings, low-fat ice cream, and plain, broiled chicken sandwiches (Rodriguez 2004; Schlosser 2001).

Fifthly and finally, some authors have categorized fast food into western and local (or indigenous or traditional) (Olutayo and Akanle 2009; Musaiger and D'Souza 2007; Yan 2005). Western fast food include items such as burgers, pizzas, French fries, hot dogs, fried chicken, sandwiches, and doughnuts, and have become widely available in most developed and developing countries (Seubsman et al. 2009; Austin et al. 2005). Western fast foods have spread world-wide mainly through franchise operations. For

instance, approximately 70% of McDonald’s restaurants in Canada are franchised operations. Local fast foods have been defined as foods that are locally available and are made and served quickly using traditional recipes (e.g., ingredients and preparation methods) (Musaiger & D’Souza 2007). Goyal and Singh (2007) noted that fast food attributes can be categorized into six major attribute groups that would affect the intention to revisit fast food restaurant. It includes the variety of food, food taste and quality, ambiance and hygiene, service speed, price and location provided by the restaurant. In addition, fast food market can be divided into four specific food service segments as shown in Table 2.1.

Table 2. 1: Fast Food Market Segments and Definition

No.	Fast food market segments	Definition
1	Quick Service Restaurants (QSR)	Locations where primary function is to provide full meals but where table service is not offered.
2	Takeaways	Establishment that provide freshly prepared food for immediate consumption and where typically 80% or more of revenues come from consumers who take the food off the premises to consume.
3.	Mobile and street vendors	Either individual mobile stalls or vans that offer a limited range of freshly prepared food as well as beverages.
4.	Leisure locations	Location serving food and drinks for immediate consumption on premises within leisure restaurants that the leisure operator owns and operate itself.

Source: Data Monitor (2007)

2.3.1 Fast food industry in Ghana

Traditionally, Ghanaians prefer their own cuisine as compared to fast food. Most people cook and eat at home rather than dine at restaurant. However, nowadays there are some changes in consumer trends, that increases the popularity of eating outside, and therefore fast food is growing even more rapidly (Tomlins, Johnson,

Obeng-Asiedu, Myhara & Greenhalgh, 2002). Initially, fast food faced challenges in getting acceptance by Ghanaian consumers due to cultural mismatch (Obeng-Asiedu, 2000). Thus, marketers put efforts in understanding culture in Ghana to solve this problem. For an example, some fast food operators includes “*aprapransa*”, “*etɔ*”, “*ampasie*”, “*kenkey*”, “*waakye*” etc in their fast food menu. Today, fast food industry is being adapted to Ghanaian food requirement and it is accepted by public as well as getting famous within the country (Obeng-Asiedu, 2000).

Fast food is gaining acceptance in Ghana because there is obvious increasing tendency for Ghanaians to adopt western styles of food consumption (Kennedy, Nantel & Shetty, 2004) such as burgers and fried chicken especially students and office workers (Chris, Hazrina, & Asad, 2011). The demand of fast food is increasing because of many factors. For instance, this may include the growing of middle class population, changing in consumer tastes and preferences and changing lifestyle. Based on the study done by UC Davis (2011), the study shows that fast food dining becomes more common as earning increase from low to middle incomes.

According to Morland, Wing, Diez and Poole (2002), fast food are more popular among the second and middle-income population. The rises of disposable income influence people to consume fast food (Habib et al., 2011). However, the tastes and preferences of consumers change due to the influences such as cooking programs, exposure when travel overseas, and growing cultural and ethnic diversity. These factors have broadened the consumer’s tastes and preferences that make consumers engage in fast food market (Richardson & Aguir, 2003). In addition, with today’s busy lifestyle, most of the people will consume fast food during working hour as it is considered as time-saving products. Also, the study stated that people nowadays require quick and convenient meals (Mark, 1999). They do not want to spend a lot of time in preparing

meals or waiting for meals when dining in restaurants. Therefore, consumers rely heavily on fast food.

Raimi and Towobola (2011) indicated that the common fast food menu found in outlets worldwide apart from drinks include pizzas, pies, hot dogs, hamburgers, chips, fries, sandwiches, noodles, salads, potatoes, rice, chicken, ice-cream, coffee, mushroom, candies, fish, beef, etc. Also, various sizes, types and kinds of outfits exist worldwide for the purpose of retailing fast foods. These range from stands, wagons, carts, kiosks to restaurants; and modern day fast food retail outlets, better known as Quick Service Restaurants (QSRs). Fast food businesses are many and located everywhere with round the clock services where applied e.g. in convenient shops, drives, patrol and gas stations, hospitals, camps, schools, cash points etc. Obviously, American franchises have dominated the fast food industry in Sub-Sahara Africa including Ghana. It includes Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald's, Burger King, Domino's Pizza and etc (Salami & Ajobo, 2012). These fast food brands have gain popularity among Ghanaians. Run by both local entrepreneurs and foreign multinational firms,

2.4 Frequently consumed fast food products by consumers

Foods that constitute fast food in Ghana include fried rice, pizza, French fries, burgers, fried chicken, and some traditional Ghanaian foods such as *banku* (a meal prepared from fermented maize and cassava dough) with ground chilli pepper and grilled tilapia, *jollof* rice (a one-pot dish prepared by boiling rice in tomato stew/sauce), plain boiled rice with stew, *waakye* (rice and beans [usually cowpeas], boiled together) with stew, and *kelewele* (diced spicy fried ripe plantain). Omari, Jongerden, Essegbey, Frempong and Ruivenkamp (2016) identified and categorized five of these foods as

‘Globally Recognized Popular Fast Foods’ (GRPFFs). These are French fries, pizza, fried chicken, burgers and fried rice¹ (Seubsman et al. 2009; Austin et al. 2005; Rodriguez 2004; Schlosser 2001). These GRPFFs are not traditional Ghanaian foods, but they were imported and are now available in the country.

GRPFFs are popular as 96% of restaurants offered at least one of the five GRPFFs while 4% did not. Specifically, 92% of restaurants offered fried rice, 81% offered French fries, 74% offered fried chicken, 42% offered burgers and 31% offered pizzas (Omari, et al., 2016). GRPFFs are highly patronized as, for example, 79% of consumers buy fried rice, which is also among the top four fast-moving foods in all the restaurants that offered it. Burgers, French fries and pizzas were among the top four fast moving foods in 14%, 37%, and 14% of restaurants respectively. Fried chicken is also very popular but it is usually served with rice dishes, French fries, or, to a lesser extent, with a drink, or alone as a dish (Omari, et al., 2016). Omari, et al. (2016) further reported that one of the pioneers of fast food restaurants in Ghana, Papaye Fast Food, specializes in fried rice and, to a lesser extent, French fries. Consequently, fried rice has become synonymous with ‘papaye’. According a manager at Inscor Africa (Foods Inn), the company initially entered the Ghanaian market with their popular brands (French fries and pizzas), but they realized that most customers demanded fried rice or simply ‘papaye’. Thus, Foods Inn introduced fried rice to their menu and it has become one of their fast-moving products (Omari, et al., 2016).

According to the study by Horsu and Yeboah (2015) fast food meals preferred by consumers are as follows; rice meals 68 (443%), Grilled Fish 57(36%), Grilled meat 38 (24%) and Fries 34 (21%). Preferred exotic meals of consumers’ are as follows; Pizza 142(89%), Hamburger 114 (72%), Rice meals 98 (62%), Noodles 90 (57%), French fries 73 (46%), Hot dogs 61 (38%) and Salads 31 (19%). A study by Van Zyl,

Steyn and Marais (2010) in South Africa revealed that 11.0% of the participants ate fast food daily, 27.6% ate it two to three times a week, and 20.8% ate fast food at least once a week. Only 3.8% of participants had fast food less than once per month.

Van Zyl et al. (2010) further mentioned that a larger proportion of participants in the Lower socio-economic group (LSEG), had fast food at least once a week than in the medium socio-economic group (MSEG) and Higher socio-economic group (HSEG) (28.0%, 17.9% and 16.2% respectively). The LSEG had the most participants consuming fast food daily (18%), compared with 8.5% and 5.9% in the MSEG and HSEG respectively. Males (50.3%, $n = 81$) consumed fast food more often than females (27.8%, $n = 50$) when adding the two to three times weekly and daily usage. It was interesting to note that, in the unemployed group, 50% ($n = 14$) had fast food at least once per week or more, and that 21.4% ($n = 6$) of this group consumed fast food daily. There was a relationship between frequency of fast food intake and socio-economic grouping ($p = 0.009$). On the specific food choices at certain categories of fast food outlets, Van Zyl, et al. (2010) indicated that the most popular food choices at fast food outlets selected from a list of 18 items. Within the MSEG ($n = 106$) and LSEG ($n = 117$), the three most popular fast food choices were burgers (67.9% ($n = 72$) and 68.4% ($n = 80$)), pizza (61.3% ($n = 65$) and 51.3% ($n = 60$)), and fried chicken (36.8% ($n = 39$) and 47.0% ($n = 55$)) respectively. Within the HSEG ($n = 118$), burgers and pizza also ranked first and second (72.0% ($n = 85$) and 57.6% ($n = 68$)), while fries ranked third (37.3% ($n = 44$)) and fried chicken fourth (31.4% ($n = 37$)).

Van Zyl, et al. (2010) further asserted that the most frequently consumed fast food beverages purchased with any food meal were soft drinks (56.0%), pure fruit juice (13.8%), unflavoured water (7.6%), flavoured water (7.0%) and diet soft drinks (4.7%). There was no significant difference between the beverage consumption of males and

females. The study Jashari and Kotsios (2019) provide a relatively good picture of Greek consumers' fast food consumption patterns and preferences. Jashari and Kotsios indicated that Fast food is very popular among Greeks, as 92% of the respondents answered that they consume fast food. Most respondents consume fast food 1–5 times per month, and usually they consume sandwiches and toasts, gyros and souvlaki as well as pizza. It is striking that 86% of the respondents consider fast food unhealthy, but they still consume it.

2.5 Factors that influence purchase intention of consumers on fast food

With the effect of globalization, fast food restaurants have increasingly become popular in Ghana and have also increased in their numbers. So have consumers increased in their numbers, taste and preference. What determines a customer's choice of selecting or patronizing a fast food differs from country to country and from region to region as a result of cultural, environmental and socioeconomic specifics. The IGA survey reported that consumers generally consume fast food because of convenient locations and time constraints (FOODweek, 2008). Bryant and Dundes (2008) have examined student attitudes in the USA and Spain and have come to the conclusion that the most important factors in choosing fast food restaurants are the taste and smell of food. Convenience, cost, and menu choices are also distinguished as important factors for consuming food in fast-food restaurants (Driskell et al., 2006). In addition to the apparent advantages of fast foods related to quick and easy preparation, availability and relatively low cost, some researchers emphasize the hedonistic aspect of its consumption (Park, 2004). Clark & Wood (1999) comment that food quality and value appear to be the most significant restaurant attributes. Lewis (1981) also highlights the quality of food as the most important attribute for the selection of fast food restaurants.

Prescott et al. (2002) and Steptoe et al. (1995) show that crucial factors include familiarity, price and taste. Similarly to the studies, the results of a survey conducted on a sample of 50,000 students at seven Australian universities showed that the greatest determinants of food-purchasing behavior were taste, followed by value for money, convenience, then cost (Tam et al., 2017). Some studies put emphasis on service staff in restaurants. Thus Becker et al. (1999) showed in their research that students from the USA have different expectations when it comes to restaurant services, as opposed to Hong Kong students. Students at the University of Hong Kong primarily appreciate respect, unobtrusive courtesy and personal hygiene of employees, while students from U.S.A. prefer eye contact, employee knowledge and personalized service. Although the presented studies highlight the importance of individual factors for selecting restaurants by consumers, consumer behavior is a complex category that cannot be fully defined by distinguishing individual attributes. In real world situations, the choice of restaurants is influenced by time pressures, specific environments, personal preferences, and social variables (Brindal, 2010).

Ahmad, Ghazali and Othman (2013) noted that factors vastly found to influence behavior intention on fast food in most literature include the physical surrounding, service quality and food quality. Sefian, Jaini, Sharudin and Abdullah (2013) included food quality, service quality, atmospheric quality and perceived value as factors influencing consumers repatronage intention of fast food. Nezakati, Kuan and Asgari (2011) proposed product quality, customer satisfaction and brand trust as the dominant variable that drives the customer loyalty to preferred fast food restaurants. In a study carried out by Tat, Sook-Min, Ai-Chin, Rasli and Hamid (2011) to investigate Consumers' Purchase Intentions in Fast Food Restaurants on Undergraduate Students using the five dimensions of service quality, assurance was found to be the strongest

determinant of customer satisfaction towards fast food restaurants (FFRs), followed by responsiveness, reliability, tangibility and empathy. The results also supported the contention that customer satisfaction can lead to customer purchase intentions.

In a study carried by Ergin and Akbay (2018), brand name reputation, cost, convenience, consistency and quality were identified as dominant factors that have an impact on young consumers' preferences of different brands of fast food restaurants. It was also observed that these five factors are significantly related to several demographic variables such as age, gender and income level. Akbar and Alaudeen (2012) investigated determinant of factors that influence customers in choosing normal full-service restaurant in Seri Iskandar, Perak, Malaysia. Result showed that, customers put heavy priorities on food quality, followed by trustworthiness, service quality, price, environment, and lastly location in choosing normal full-service restaurant. Malay respondents are more concern on trustworthiness (halal status) compared to other races in selecting normal full-service restaurant.

Sefian, Jaini, Sharudin and Abdullah (2013) examined determining factors that Influence customers repatronage intention: the case study of Radix Fried Chicken (RFC), the Local home-grown fast food chain restaurant in Malaysia. Results indicate that the customers have passion to revisiting the RFC outlets due to the food quality and perceived value offered by them. It is proven that the customers are concern about the quality of foods in terms of Halal factor, healthy menu and menu appeal served by RFC. The additional value such as reasonable price and positive mood display in RFC restaurant also contribute to the positive experience and indirectly influence the repatronage intention of the customers. In predicting customers patronage behaviour, Ibrahim and Vignali (2005) proposed image factors, consumers' values of eating-out, customers' opinions about the globalisation or localisation of international fast food

chains and customers demographics as determinant factors. Quality, price, quick service, and environment were factors proposed as determinants of consumer attitude towards selective fast food (Tabassum & Rahman, 2012).

The factorial analysis of Islam and Ullah (2010) revealed brand name as the most important factor to the fast food users among other factors (e.g. nearness accessibility, alike taste of fast food, price and class affiliation, price cut and flavor, fresh and sanitation, and so on) that are most preferred to less preferred fast foods in Bangladesh, respectively. According to Van Zyl, et al. (2010), time limitations (58.9%), convenience (58.1%) and taste (52.5%) were the three main reasons provided for purchasing fast food.

2.5.1 Food Quality influence on consumers demand for fast food

Food quality is one of the most critical components of consumers purchase intention on fast food (Namkung & Jang, 2007; Sulek & Hensley, 2004). Clark and Wood (1999) confirmed that food quality is a primary factor influencing customer purchase of fast food. While, Susskind and Chan (2000) persisted that from the customer's perspective, food quality is a key determinant for visiting a restaurant. Mattila (2001) considered food quality as a key predictor of customer loyalty in casual-dining restaurants and Sulek and Hensley (2004) found that when compared with other aspects of the fast food restaurant, such as environmental components and service quality, food quality is the most important element of customer satisfaction.

Namkung and Jang (2007) tested the impact of food quality on customer satisfaction and behavioral intentions and found a positive relation between food quality and satisfaction or behavioral intentions. Kivela et al. (2000) considered several aspects of food quality such as tastiness of food, menu variety, and nutrition to examine the

effect of excellent food on customer satisfaction and return patronage. Darian and Tucci (2011) added that nutrition food making consumers more health over time. For Raajpoot (2002), he used food presentation, serving size, menu design, and variety of food to measure product quality (food quality) in the food service industry. Grunert (2005) affirmed that food quality characteristics like freshness of food, food presentation, food taste, variety of food, food temperature and innovation of food are factors that influence customer purchase of fast food.

2.5.2 Service Quality influence on consumers demand for fast food

Customers have been progressively aware about quality of service (Soriano, 2002). Service quality is often viewed from two perspectives that are from the customer's cognitive evaluation of the service provided (Taylor & Baker, 1994) and a multidimensional construct created by an evaluation of attribute performance (Parasuraman et al., 1988). Service quality is usually defined as the customer's judgment of the overall excellence or superiority of the service (Zeithaml, 1988). Thus, it is the customer's subjective evaluation formed by comparing expectations and perceived performance (Bolton and Drew, 1991).

Service quality is the demanding success factor of fast food restaurant. Service quality is the main component in a fast food restaurant which is to be measured and improved continuously. "SERVQUAL" is a tool for identifying service quality measurement (Ryu, & Han, 2010). This model is universally accepted instrument for the service operators to pinpoint and also improve the service quality in order to attain high level of customer satisfaction. Nikolich and Sparks (1995) indicated that quality service influence consumers patronage of fast foods. Service quality will undoubtedly affect the emotional satisfaction that in turn that would have specific effect on both

customer loyalty and relationship quality (Qin & Prybutok, 2008). Researchers provided additional support between service quality, customer satisfaction, loyalty and also stated the difference between emotional loyalty and behavioral loyalty (Tam, 2004). A customer's outcome and experience is enhanced when quality service is being delivered to them. This makes the customers fall emotionally to the other side of satisfaction, 'the dissatisfaction factor', which is making customers to fall into 2 categories namely, annoyance and victimized, from which, it takes reasonable time for customers to recover out of it.

2.5.3 Perceived Value influence on consumers demand for fast food

Perceived value is derived from a “comparison between the expected benefits of a product and the sacrifices that a consumer would have to make in order to guarantee those benefits” (Monroe & Krishnan, 1985). The results of this comparison should affect the level of customer satisfaction. However, even though individuals in both cases make a comparison between rewards and costs, the concepts of perceived value and satisfaction are not synonyms. Previous studies also have concluded that brand perception can provide understanding for food firm to enhance perceived value (Wang, 2013). Moreover, perceived value is classified into quality and price (Dodds and Monroe, 1985). In addition, Zeithaml et al. (1998) indicate “perceived value plays an important role in consumers’ purchase decision making, suggesting that behavioral intentions are consequences of perceived value”. From the various dimension of value, the most frequently apply in recent marketing literature are hedonic and utilitarian values (Jones et al., 2006; Park, 2004; Voss et al., 2003). According to Donovan and Rossiter (1982), hedonic value is related with the revisit intention among customers through emotions and affective experience. Thus, utilitarian value means revisit

intention but through high valuable experiences in terms of efficient and economical aspects (Swinyard, 1993).

2.5.4 Dining Environment influence on consumers demand for fast food

People today prefer to eat out more often. Customer expectation of quality levels towards fast food restaurant with respect to dining experience in the recent years has gone up (Wong, 2004). Likewise, another study reveals that more and more try to put a premium on time saving as well as better eating environment if compared to prior days (Tsoukatos & Rand, 2006). These factors inspire restaurant to put effort in design and provide a more relaxation environment for customers (Tsoukatos & Rand, 2006).

2.5.5 Price influence on consumers demand for fast food

Pricing or the perceived value of the restaurants is another element that has been considered with respect to the customer service quality experience in relation to customer satisfaction. Monetary and time costs variously affect perceived value while perceived service quality points to higher levels of perceived value. Moreover, post-purchase intentions were more energetically determined by perceived value (Sahay & Kumar, 2011). The price or value for determining customer satisfaction for fast food restaurant is investigated by researchers but it did not find to be make sense (Qu, 1997). This is nonetheless believed to be due to the humor of fast food restaurants in which price is comparably low and consequently not of central importance to consumers compared to other types of installation such as fine-dining restaurants (Sahay & Kumar, 2011).

2.6 Level of satisfaction of consumer towards fast food product consumptions

Customer satisfaction is an individual's pleasure feeling or disappointment that can be resulted by comparing a product's perceived performance in relation to his or her expectations (Oliver, 1981; Brady & Robertson, 2001). Moreover, customer satisfaction is an important indicator of a company's past, current, and future performance in order to determine retention of the customers (Lee, 2004). In modelling satisfaction, there are two general conceptualizations of satisfaction namely transaction-specific satisfaction and cumulative satisfaction (Boulding, Kalra, Staelin, & Zeithaml, 1993). Transaction-specific satisfaction is a transient that customer's evaluation of his or her experience and reactions to a particular service encounter (Cronin & Taylor, 1992; Boshoff & Gray, 2004). Alternatively, cumulative satisfaction is a customer's evaluation of the overall consumption experience with a product or service to date, which directly affects post purchase phenomena such as attitude change, repeat purchase, and brand loyalty (Johnson & Fornell, 1991).

Oliver (1981) had introduces the expectancy-disconfirmation model which explaining about customer satisfaction was determined by comparisons between customers' expectations and perceived performance. Based on this theory, customer satisfaction is the measuring of the outcome's gap between customer expectation and perceived performance. If the perceived performance exceeds the expectation, the expectation is positively disconfirmed and the customer is satisfied where the provided performance was better than expected. In contrast to positive disconfirmation, if the perceived performance fall below expectations, the comparison results in negative disconfirmation and the customer is dissatisfied with the performance. Therefore, the application of expectancy-disconfirmation theory is one of the most common and widely accepted theory for customer satisfaction analysis in the service industry (Oh, 1999).

Besides that, Oh and Jeong (1996) also studied the customer behaviour based on expectancy-disconfirmation theory in fast food restaurant.

Noone, Kimes, and Mattila (2007) also revealed that the customer satisfaction is directly linked to customer retention and the positive emotions may also lead to satisfaction, whereas negative emotions will lead to increase dissatisfaction of customers. Both positive and negative emotions can be influenced from extrinsic forces like customer service and server- guest interaction in the restaurant where consumers visit. The interaction between consumers and restaurant servers are crucial because both parties' emotions may be interacted to affect customer's satisfaction perception (Liu et al., 2009; Noone et al., 2007). In reality, success of a restaurant depends on whether the marketer understands their target customers' needs and wants (Gregory, Smith, & Lenk, 1997). Furthermore, this study also stated that meeting expectations of customers will provide competitive advantage for the restaurant to compete with other competitors. Provide excellent services such as listening to customers' needs and complaints, caring about customer will provide customer satisfaction and it is very important for marketers to take note in this issue because it has significant and direct impact on the performance of a restaurant (Parsa, Gregory, Self & Dutta, 2012). According to National Restaurant Association (2009), it indicated that 60 percent of the new restaurant fail to operate because not able to satisfy their customers. Thus, it is very important for restaurateur to ensure customer satisfaction is reached due to it is key importance in the restaurant industry (Harrington, Ottenbacher, Staggs & Powell, 2011).

However, there are a lot of factors that may influences customer satisfaction. There are some studies have identified factors that influence customers' satisfaction with their dining experience including waiting time, quality of service, responsiveness of employees, menu variety, food prices, food quality, food consistency, ambience of the facilities, and convenience (Sulek et al., 2004; Inglesias & Guillen, 2004).

Therefore, it is important to make customer feel themselves are important and special by satisfying even their simplest requests (Soderlund & Rosengren, 2007). According to Liu et al. (2009), restaurant should provide customer services which are consistent, efficient and genuine in order to create customer satisfaction because highly satisfied customers are one of the most important assets to the organization.

Customer satisfaction is always highly related to perceived fast food restaurant quality. In today's market, customers expect they will receive good perceived restaurant quality when dining in fast food restaurant. Customers are more likely to be satisfied with the perceived restaurant quality if they have achieved good experience and restaurant establishment that meets or exceeds their expectation (Harrington et al., 2011). On the other hand, underperforms of highly expected establishment may also lead to customer dissatisfaction (Namkung et al., 2007). Practically, according to Harrington et al. (2011), the restaurants need to take additional care to understand the consumer expectations toward the restaurant they visit in order to ensure the customer satisfaction can be maximised and achievable in long run. Although the perceived expectation of customer has associated with the perceived restaurant quality, there are many quality factors can influence the customer satisfaction (Namkung et al., 2007). As in this study, three general categories of perceived restaurant quality are provided as greatest potential determinants of customer satisfaction. These general categories are food quality, service quality and restaurant environment.

A study of fast food perception conducted by Bryant and Dundes (2008), compared a survey data of college students from Spain and the United State. Findings from the study indicated that consumer perceptions about fast food are cultural and gender specific. More American college males (61%) considered value (amount of food for the money) to be a priority than did other respondents (35%) and relatively few

American college males (29%) cited nutritional status as important (versus 60% of other college respondents). Convenience of fast food is more important to Americans (69%) than Spaniards (48%) while more Spanish college students (49%) than Americans (18%) objected to the proliferation of fast food establishments in their own countries.

Goyal and Singh (2007) conducted an exploratory study on consumer perception about fast food in India to estimate the importance of various factors affecting the choice of fast food outlets by young consumers. Results from the study indicated that young Indian consumers have passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Further, consumers felt that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen.

Aloia, Gasevic, Yusuf, Teo, Chockalingam, Patro, Kumar, and Lear (2013) in a study sought to explore the differences in fast food preferences, perceptions and patronage between Indians living in high-and low-income neighborhoods. Findings from the study revealed that participant from high-income neighborhoods were more likely to perceive western-style fast food as fast food, while people from the low-income neighborhoods were more likely to identify food sold by street vendors as fast food. Also, the findings revealed that participant from both low-income and high-income neighborhoods visited fast food restaurants for the same reasons as convenience, price, social enjoyment and quality meals. Both groups preferred home meals over restaurant meals and recognized that home cooked food were healthier.

Thakkar and Thatte (2014) conducted a research on consumer perception of food franchise. The objective was to seek consumers' perception about two fast food franchises, McDonalds and KFC. The research concluded that consumers attached great importance to factors such as quality of food, facility layout, service quality- speed and cleanliness. Taste and quality of food items were however the most important factors that influence consumers.



CHAPTER THREE

METHODOLOGY

3.1 Introduction

The purpose of this study explores the factors influencing consumers to patronize fast food in the Ghanaian society with particular emphasis on consumers in the Kwahu West Municipality. This chapter enumerates the methods used in soliciting the needed information for the study, as well as the procedures and processes that were used to collect and collate information from the respondents. The various steps used in collecting and assembling data have been stated and discussed.

3.2 Study Area

The study was conducted in Kwahu West Municipality. Kwahu West Municipality was carved out of Kwahu South Municipality as Kwahu West Municipality in August, 2004 by a Legislative Instrument 1589. It was however upgraded into a Municipal status in July, 2007 by Legislative Instrument 1870. It has Nkawkaw as its administrative Municipal Capital which is the second largest urban town in the Eastern Region and ranked 20th in the country in terms of population (MLGRD, Habitat Survey Report, 2009).

The Kwahu West Municipality is located in the Eastern region of Ghana, 241kms North-West of Ghana's Capital, Accra. It lies between latitudes 6°30' North, and 7° North and longitudes 0° 30' West and 1° West of the equator. The Municipality is bordered to the North by Kwahu South, to the West by Asante-Akim South Municipality, to the East by Fantekwa and to the South by Birim North and Atiwa Districts. The Municipality has a total land size of 401km². The population of Kwahu

West Municipal is 93,584 representing 3.6 percent of the region’s total population. Females constitute 52.0 percent and males represent 48.0 percent. Forty nine percent of the population is in the rural areas. The municipality has a sex ratio of 92 males per 100 females.

The population of the municipality is youthful (37.8%) depicting a broad base population pyramid which tapers off with a fairly small number of elderly persons (7.5%) who are 60 years and older. The total age dependency ratio for the Municipality is 76.2; the age dependency ratio for males is higher (80.9%) than that of females (72.0). About 70.4 percent of the population aged 15 years and older are economically active while 29.6 percent are economically not active.



Figure 3.1: Map of Kwahu West Municipality
Source: Ghana Statistical Service 2010

For the economically active population, 95.3 percent are employed while 4.7 percent are unemployed. For those who are economically not active, a larger percentage

of them are in full time education (55.5%), 18.2% performed household duties and 5.1 percent are disabled or too sick to work. Six out of every ten unemployed are seeking work for the first time. Of the employed population, about 29.6 percent are engaged as skilled agricultural, forestry and fishery workers, 26.8 percent in service and sales, 16.8 percent in craft and related trade, and 2.4 percent are engaged as managers. Of the population 15 years and older 66.6 percent are self-employed without employees, 3.7 percent are contributing family workers, 2.1 percent are casual workers and 0.4 percent are domestic employees (house helps). The private informal sector is the largest employer in the municipality, employing 88.6 percent of the population followed by the public sector with 6.0 percent.

3.2 Research Approach

The study used quantitative approach to collect the necessary data. Quantitative approach is used to study research problems involving an explanation or description of trends among variables. Creswell (2005) emphasized that, quantitative approach requires that you explain how variables numerically affects one another and to compare different results, whilst McMillan and Schumacher (1997) stated that, quantitative approach is the use of numbers to represent data collected for a study to be investigated.

Quantitative research approach has the advantage of allowing the researcher to reach conclusions with a known degree of confidence about the extent and making of precise statements. The quantitative method deals with numerical measurements which mainly consist of several kinds of data collection tools including questionnaires and checklists. Examples of quantitative designs include experimental research, correlational research, and survey research.

3.3 Research Design

To be able to gather the necessary data, the survey method was used. Survey research design is a type of descriptive research where the research administers a questionnaire to a sample or to the entire population to describe the attitudes, opinions, behaviours, or characteristics of the population (Creswell, 2012). Creswell asserts that in this procedure, survey researchers collect quantitative, numbered data using questionnaires and statistically analyze the data to describe trends about responses to questions and to test research questions

The survey research design was used because of it being fact finding in nature. This help the researcher to analyze and interpret the current state of the people involved in the study, provide an analyses and help in the interpretation of data for the guidance of the future course of action. Kothari (2004), posits that the survey research design is where a sample of the population is studied (questioned or observed) to determine its characteristics or relationship, and it is then inferred that the population has the same characteristics or relationship.

3.4 Population

Population is the total number that consist of individuals, businesses and households that researchers intend to use for their study (Smith & Album, 2012). According to Saunders et al. (2012) population consists of all the subjects which are drawn from the inferences. The population of the study included all the 11 licensed fast food restaurant operators in Kwahu West Municipality (Kwahu West Assembly, 2019). The target population comprised all the customers who visits the 11 fast food restaurants in Kwahu West Municipality on the particular day that the information was collected. A total number of 770 consumers were estimated for this study, majority of

the fast food operators indicated they can serve about 70 customers a day, while others indicated that they serve about 60 consumers a day in this COVID 19 era (Author's field notes, 2020).

3.5 Sample size and sampling technique

This research was conducted on a sample of the people representing the whole population. The reason was that it was very expensive and time consuming if the research done on whole population. From a target population of 770 consumers of fast food restaurants in Kwahu West Municipality, 253 consumers were selected for this study. Selection of the sample was based on a table developed by the Research Advisors (2006) with a confidence level of 95% and margin of error (degree of accuracy) of 5.0% (Refer to Appendix A).

The sample was taken by using non-probability sampling in which the units of the sample were being selected on the basis of personal judgment or convenience. Based on four types of non-probability sampling, convenience sampling was being used to select a sample. The advantages of using this sampling technique include research could be done quickly and economically, as the questionnaire only distribute to the people that have been met. Convenience sampling method was used to select 253 customers comprising 23 customers from each 11 licensed fast food restaurants in the Kwahu West Municipality. In using the convenience sampling technique, the researcher established some relationship with customers at each visited fast food restaurants to be included in the study before administering the questionnaire to them.

3.6 Data Collection Instrument

This refers to the device used in collecting data for the study. A structured self-administered questionnaire was utilized to gather the required data. Oppenheim (1992) is of the view that questionnaires should be easy to administer and that there is the need to make the content of the questionnaire user-friendly. The questionnaire was adopted and modified for graduates which consisted of two sections. Section A consisted of personal background information of the graduates while section B was made up various questions that sought to answer the research questions. The questionnaire was a 41 item closed-ended statements divided into three main sections based on the themes of the research questions. It was a 5-point Likert scale (5: Strongly Agree, 4: Agree, 3: Neutral, 2: Disagree, and 1: Strongly Disagree,). The Likert scale has been found to be one of the most suitable type of instrument for the measurement of attitudes and perceptions. This is because it enables respondents to indicate their degree of agreement with a series of statements on how respondents feel about an issue (Bryman, 2001). Items 1 to 14 determined the frequently consumed fast food products by consumers, 15 to 29 measured the factors that influence purchase intention of consumers on fast food products, and 30 to 41 ascertain the level of satisfaction of consumer towards fast food product consumptions.

3.7 Validity and Reliability of the Instrument

Validity of instrument is the extent to which an instrument measures what it is supposed to measure (Kumar, 1999). In this study, it was used because it is basically concerned with determining whether the instrument on the face of it appears to measure what it is supposed to measure. The validity of research instruments was therefore ensured by assessing the questionnaire items during their construction. In order to

determine whether the instruments would do what they are intended to do; the researcher conducted a pilot study at Kyidom fast food Restaurant, 18 consumers were selected randomly to answer questions relating to the objectives of the study. The pilot test was done at Kyidom fast food Restaurant after which the questions on the questionnaire were restructured for the main study. The results of the pre-test helped in restructuring the questionnaire and making the necessary corrections. Further, the questions were discussed with the supervisor for verification. This was to clear any lack of clarity and ambiguity.

Reliability of research instrument is much concerned with consistency where stable responses are generated to build confidence in further planning and decisions in the study to provide good results. Taale and Ngman-Wara (2003) explained that, reliability refers to the consistency that measures test items from one period to another over a period of time, situations and examiners. Normally, if results obtained seems similar, from the same test across situations, time and period, high degree of reliability is produced. Sometimes, reliability is seen when consistent or stable responses are generated. Cohen and Manion (2003) reiterated that, reliability has to do with measuring the consistency and reliability over time, type of instrument, and group responses. Cronbach Alpha was used to test the reliability of the questionnaire. The questionnaire obtained satisfactory Cronbach Alpha of 0.673.

3.8 Data Collection Procedure

The questionnaires were distributed personally and collected by the researcher. A total of 253 questionnaires were administered to the customers of licensed fast foods in the Kwahu West Municipality. A letter of introduction was obtained from the researchers Head of Department of the Department of Catering and Hospitality

Education, University of Education, Winneba – Kumasi Campus to carry out the research work in the selected study area. The researcher visited the operators of the participated fast foods and when the permission was granted, the researcher administered the questionnaires personally to the sampled customers.

Structured questionnaires containing close ended questions were administered to respondents. The questionnaire items were completed independently, and most of the respondents completed and delivered their questionnaire on the spot with concern that it might be misplaced due to their busy schedules.

3.9 Data Analysis

The data collected from administering the data instruments were coded and analyzed with the help of Microsoft excel and Statistical Package for Service Solutions (SPSS version 23). The results of the analysis are presented in the form of descriptive statistics displayed in graphs and on tables. To facilitate understanding of these statistics, explanatory notes and interpretations have been added to guide readers and to enhance their comprehension of the results (Alreck & Settle, 1985). This is intended to ensure simple and very clear communication of the large volume of data collected. The researcher went further to discuss these findings in light of the literature, which provided some basis for some conclusions on the subject under study. This allowed for some useful contribution to the available literature on the subject and provides a basis for the recommendations of the study for both researchers and practitioners.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Response Rate

During the exercise, 253 questionnaires were sent out to collect data from fast food products in the Kwahu West Municipality. However, after the data collection exercise, 183 out of the 253 questionnaires sent out were retrieved. In spite of this, 183 retrieved questionnaires gave a response rate of 72.3%. According to Bowling (2004), a response rate of 70.0% is good in social science research, though he admits that the higher the response rate, the better the analysis.

4.2 Demographic Characteristics of the Respondents

The demographic characteristics of the consumers concentrate on their gender distribution, age category, educational level, and the amount consumers spend on meal.

Table 4. 1: Gender distribution of respondents

Gender	Frequency (N)	Percentage (%)
Male	143	78.1
Female	40	21.9
Total	183	100.0

The result on the gender of the selected consumers is depicted in Table 4.1. The statistics indicate that both males and females were captured in the study. This is because the views of both males and females were needed to make fair conclusions on the subject. The result of the analysis shows that about 78.1% of the consumers were males as against 21.9% who were females. This indicates that males consumers visits fast food restaurants more than their female counterparts. The finding agrees with the study in Ghana by Nondzor and Tawiah (2015). Nondzor and Tawiah affirmed that 95

(59.7%) of the consumers were males and 64 (40.3%) were females. The finding implies that male consumers find it difficult to cook food at their home since they frequently consume fast food products.

Table 4. 2: Age group of respondents

Age group	Frequency (N)	Percentage (%)
Less than 20years	4	2.2
20-30years	61	33.3
31-40years	105	57.4
41-50years	11	6.0
51-60years	2	1.1
Total	183	100.0

Table 4.2 clearly shows that the respondents were fairly distributed among the age brackets set out on the questionnaire. Statistically, 4 respondents constituting 2.2% were below 20years, while, 33.3% of the consumers were in the age category of 20-30years. In addition, 57.4% of the consumers were between the ages of 31-40years, 6.0% of the respondents were between the ages of 41-50years. In addition, 1.1% of the respondents were between the ages of 51-60years. This indicates the majority of the fast food consumers were between the ages of 20-40 years. This implies that the consumers that frequently patronize fast food products are the youth.

Table 4. 3: Educational background of respondents

Educational level	Frequency (N)	Percentage (%)
No formal education	4	2.2
Basic education	10	5.5
Secondary education	24	13.1
Diploma	61	33.3
First Degree	80	43.7
Masters	4	2.2
Total	183	100.0

In terms of the highest level of education attained by the consumers that visits the various fast food joints in the Kwahu Municipality, the results pointed out that 2.2% of the consumers had no formal education, 5.5% of the consumers had basic education and 13.1% of the consumers had secondary education. In addition, 33.3% of the consumers had Diploma. The first degree was the commonest among consumers that purchase food at fast food joints, bringing the percentage to 43.7%. However, 2.2% of the consumers had their Masters degree. This clarifies that the consumers had patronize fast food product had good educational background.

Table 4. 4: Meal time preferred by consumers

Amount spend	Frequency (N)	Percentage (%)
Breakfast	3	1.6
Lunch	121	66.1
Snack	9	4.9
Supper	50	27.3
Total	183	100.0

Table 4.4 shows the meal time consumer usually prefer when visiting fast food restaurant. Statistically, 1.6% of the consumers usually visits fast food outlets at breakfast time, while 66.1% of the consumers visits fast food outlets at lunch time. Moreover, 4.9% of the consumers prefer visiting the fast food outlets for snack. In addition, 27.3% of the consumers prefer visiting fast food outlets at the supper time. This indicates that majority of the consumers usually visits the food joints at lunch time. The finding concurs with the study by Nondzor and Tawiah (2015) that majority (64.8%) of consumers studied usually patronized fast food at the lunch time. This implies that at the lunch time many consumers will be at their workplace and cannot cook for themselves.

Table 4. 5: Amount spend on meal

Amount spend	Frequency (N)	Percentage (%)
< Gh¢5	2	1.1
Gh¢5– Gh¢10	115	62.8
Gh¢11 – Gh¢15	62	33.9
> Gh¢15	4	2.2
Total	183	100.0

As displayed in Table 4.5, 1.1% of the consumers spend less than Gh¢5 on fast food product, while 62.8% of the consumers spend between Gh¢5– Gh¢10 on fast food product. In addition, 33.9% of the consumers spend between Gh¢11 – Gh¢15 on fast food product and the remaining 2.2% of the consumers that visits the various fast food joints spends > Gh¢15 on foods. This indicates majority of the consumers that visits the various fast food outlets in Kwahu Municipality spends between Gh¢5 – Gh¢15 on foods. This implies that consumers that visits the various fast food joints spend enough money on the type food they buy from the fast food joint.

4.3 Frequency of fast food consumed by consumers

This section sought to determine the frequently consumed fast food products by consumers in the Kwahu West Municipality. Table 4.6 shows the frequency of fast food consume.

Table 4. 6: Responses on frequently consumed fast food products

S/N	Fast food products	Frequently consumed												Total	
		Never		Rarely (less than twice per month)		At least two to three times per month		At least once a week		Two to three times a week		Daily		f	%
		f	%	f	%	f	%	f	%	f	%	f	%		
1.	Fried rice	2	1.1	18	9.8	18	9.8	50	27.3	95	51.9	---	---	183	100
2.	Pizza	7	3.8	63	34.4	93	50.8	16	8.7	4	2.2	---	---	183	100
3.	Banku	2	1.1	4	2.2	8	4.4	41	22.4	127	69.4	1	0.5	183	100
4.	Fried chicken	--	--	5	2.7	15	8.2	99	54.1	64	35.0	---	---	183	100
5.	French fries	29	15.8	112	61.2	22	12.0	11	6.0	9	4.9	---	---	183	100
6.	Grilled chicken	---	---	22	12.0	37	20.2	110	60.1	14	7.7	---	---	183	100
7.	Burgers	21	11.5	135	73.8	18	9.8	5	2.7	4	2.2	---	---	183	100
8.	Jollof rice	---	---	4	2.2	7	3.8	65	35.5	105	57.4	2	1.1	183	100
9.	Banku and tilapia	---	---	25	13.7	20	10.9	117	63.9	21	11.5	---	---	183	100
10.	Kelewele	11	6.0	54	29.5	88	48.1	25	13.7	5	2.7	---	---	183	100
11.	Waakye	---	---	7	3.8	15	8.2	123	67.2	38	20.8	---	---	183	100
12.	Fufu	3	1.6	129	70.5	32	17.5	11	6.0	3	1.6	5	2.7	183	100
13.	Kenkey	---	---	5	2.7	7	3.8	58	31.7	108	59.0	5	2.7	183	100

The results in Table 4.6 shows that out of 183 consumers, 95(51.9%), 127(69.4%), 105 (57.4%), and 108 (59.0%) of them consume Fried rice, banku, jollof rice, and kenkey two to three times a week respectively. On the other hand, 99 (54.1%), 110 (60.1%), 117 (63.9%), and 123 (67.2%) of the consumers consume fried chicken, grilled chicken, banku and tilapia, and waakye at least once a week respectively. The results further show that 93(50.8%), and 88(48.1%) of the consumers consume pizza, and kelewele at least two to three times per month.

Conversely, pizza (63, 34.4%), french fries (112, 61.2%), burgers (135, 73.8%), kelewele (54, 29.5%), and fufu (129, 70.5%), are rarely (less than twice per month) consumed by the consumers. Also, 2 (1.1%), 7 (3.8%), and 2(1.1%) of the consumers indicated that they never consume fried rice, pizza, banku respectively at the various fast food joints in Kwahu West Municipality. However, 29 (15.8%), 21 (11.5%), 11 (6.0%), and 3 (1.6%) of the consumers affirmed that they never consume french fries, burge, Kelewele and fufu respectively. Interestingly 1(0.5%), 2 (1.1%), 5 (2.7%), and 5 (2.7%) of the consumers consumed banku, jollof rice, fufu, and kenkey daily respectively at the various fast food joints in Kwahu West Municipality.

From the frequently consumed fast food products in Kwahu West Municipality, it was observed that the most frequently fast food categories consumed among consumers were fried rice, banku, waakye, jollof rice, and banku and tilapia. However, the less fast food-types consumed were; pizza, french fries, fufu, burgers, and kelewele. The result aligns with the work of Omari, Jongerden, Owusu, Frempong and Ruivenkamp (2013) among consumers in Greater Accra of Ghana. Omari, et al. (2013) revealed that 79% consumers fried rice (79.0%), banku (29.0%), waakye (29.0%) and Pizza (29.0%) which are also among the top four fast-moving foods in all the restaurants that offered it in Greater Accra. Fried chicken is also very popular but it is usually

served with rice dishes, French fries, or, to a lesser extent, with a drink, or alone as a dish. The finding further aligns with the study conducted by Nondzor and Tawiah (2015) among tertiary students in Cape Coast, Ghana local meals preferred by consumers are as follows; rice meals 68 (443%), Grilled Fish 57(36%), Grilled meat 38 (24%) and Fries 34 (21%), but the preferred exotic meals of consumers' such as; Pizza 142(89%), Hamburger 114 (72%), Noodles 90 (57%), French fries 73 (46%), Hot dogs 61 (38%) and Salads 31 (19%) are the least consumed fast food product in the present study.

The finding contradicts with the work by Van Zyl, Steyn and Marais, (2010) that the top five fast foods consumed by the participants, in descending order, were burgers, pizza, fried chicken, fries and grilled chicken. These finding disagrees with findings globally, with the exception of fried rice, which has been shown to be a popular item of choice in the Ghanaian population. Mahna et al (2004) found that the most popular food items consumed by adolescents and young adults in New Delhi were pizza, burgers, icecream, French fries and sandwiches. There were similar findings in an American study, with Mexican food also being a popular choice (Briefel & Johnson, 2004). Fast food items like burgers or fried chicken are often served as part of a value meal or a so-called 'combo' meal, and therefore the participants might not have selected it as a separate option.

4.4 Factors influencing purchase intention of consumers on fast food

The first research question was intended to answer the question on the factors that influence purchase intention of consumers on fast food products. The factors were grouped under convenience factors, cost factors and quality factors. It should be noted that strongly agree and agree responses were combined in the write-up to mean 'agreed'

while that of disagree and strongly disagree were also combined to mean “disagreed”.

On the other hand, Uncertain (U) response was maintained in the write-up. Table 4.7, show the factors that influence purchase intention of consumers on fast food products.

Table 4. 7: Responses on factors influencing purchase intention of fast food products

S/N	Statement	Responses					Mean	Rank
		1=SD	2=D	3=N	4=A	5=SA		
Convenience factors								
1.	Fast food saves a lot of time for me	4 (2.2)	11 (6.0)	---	79 (43.2)	89 (48.6)	4.30	1 st
2.	I prefer going to fast food restaurants due to their proximity	5 (2.7)	13 (7.1)	---	105 (57.4)	60 (32.8)	4.10	2 nd
3.	Fast food restaurants are open until late at night.	10 (5.5)	23 (12.6)	1 (0.5)	88 (48.1)	61 (33.3)	3.91	3 rd
4.	Fast food simplifies my life	5 (2.7)	27 (14.8)	2 (1.1)	106 (57.9)	43 (23.5)	3.85	4 th
5.	Fast food is easy to identified in the community	6 (3.3)	27 (14.8)	2 (1.1)	110 (60.1)	38 (20.8)	3.80	5 th
6.	Fast food is quickly prepared.	32 (17.5)	80 (43.7)	8 (4.4)	39 (21.3)	24 (13.1)	2.69	6 th
Cost factors								
1.	Fast food is a cheaper option compared to alternative food outlets	3 (1.6)	17 (9.3)	2 (1.1)	73 (39.9)	88 (48.1)	4.23	1 st
2.	I get good value for my money.	6 (3.3)	18 (9.8)	4 (2.2)	80 (43.7)	75 (41.0)	4.09	2 nd
3.	Fast food is inexpensive	4 (2.2)	21 (11.5)	4 (2.2)	79 (43.2)	75 (41.0)	4.09	3 rd
4.	Promotions increase my fast food consumption	35 (19.1)	74 (40.4)	4 (2.2)	36 (19.7)	34 (18.6)	2.78	4 th
Quality factors								
1.	Fast food restaurants are more reliable	---	8 (4.4)	---	29 (15.8)	146 (79.8)	4.71	1 st
2.	Colour of the food is always appealing	---	25 (13.7)	---	16 (8.7)	142 (77.6)	4.50	2 nd
3.	Aroma/smell of the food is nice	8 (4.4)	10 (5.5)	---	33 (18.0)	132 (72.1)	4.48	3 rd
4.	Packaging of the food	3 (1.6)	11 (6.0)	7 (3.8)	40 (21.9)	122 (66.7)	4.46	4 th
5.	Food taste reflects exactly what I want	---	26 (14.2)	---	33 (18.0)	124 (67.8)	4.39	5 th
6.	Appearance/presentation of food	---	21 (11.5)	---	59 (32.2)	103 (56.3)	4.33	6 th
7.	Fast food restaurants use high quality ingredients in their meals.	32 (17.5)	78 (42.6)	3 (1.6)	12 (6.6)	58 (31.7)	2.92	7 th

Key: SD = Strongly Disagree, D = Disagree, N= Neutral, A = Agree, SA = Strongly Agree
() Percentages in brackets $\bar{x} \geq 3.0 = \text{agreed}$

4.4.1 Convenience Factors

From Table 4.7, it became obvious that fast food saves a lot of time for consumers, 91.8% agreed, while 8.2% disagreed to the statement. However, the statement had a mean score of 4.30 representing 1st in the ranking order. This affirmed that consumers patronize fast food products because it saves time. According to the study by Nondzor and Tawiah (2015) consumers consume fast food because, it saves time. The result is also in harmony with findings from other studies (Goyal & Singh, 2007; Bryant & Dundes, 2008) that consumers patronize fast food because it save them time.

With a mean score of 4.10 and 2nd in the ranking order, on the issue that consumers prefer going to fast food restaurants due to their proximity, 90.2% of the respondents agreed, while 9.8% were of the respondents disagreed to the statement. A study by O'Dougherty et al (2006) on the practices of fast food consumers rendered similar results that promixity influence consumer patronage of fast food products, but with taste and convenience scoring highest. In addition, the respondents affirmed that fast food restaurants being open until late at night influence their purchase intention. As many as 81.4% of the respondents agreed, while 18.1% disagreed to that effect. Meanwhile 0.5% of the respondents remained uncertain with a mean of 3.91 being ranked 3rd. Steptoe et al. (1995) showed that always availability of fast food products influence consumer purchase intention. Similarly to the studies, the results of a survey conducted on a sample of 50.000 students at seven Australian universities showed that availability of fast foods influence consumers patronage of fast food products (Tam et al., 2017).

Furthermore, the consumers asserted that fast food simplifies their life, 81.4% of the respondents agreed, while 1.1% were uncertain to the statement. Meanwhile, 17.5% of the respondents disagreed to the statement that simplicity of fast food products influence their purchase intention. This depicted a mean score of 3.85 and 4th in the ranking order. Again, the consumers agreed that easy identification of fast food joints in the community influence their purchase intention. As many as 80.9% of the respondents agreed, while 18.1% of the respondents disagreed to that effect. However, 1.1% of the respondents remained uncertain with a mean of 3.80 and 5th in the ranking order. Becker et al. (1999) showed in their research that students from the USA have different expectations when it comes to restaurant services, as opposed to Hong Kong students. The study revealed that the choice of fast food products is influenced by easy identification of fast food joints in the community, personal preferences, and social variables. Moreover, with the statement that fast food is quickly prepared and it influence consumer purchase intention, only 34.4% of the respondents agreed, while 4.4% remained uncertain. As many as 61.2% of the respondents disagreed to the statement. This had a corresponding mean score of 2.69, rating 6th in the ranking order.

An assessment of the convenience factors reveal that the major factor influencing the consumption is “time”. Consumers stated that fast food saves a lot of time for them since they are always in a hurry, with a lack of time. However, with the fundamental changes in the lifestyles, the emphasis on convenience has greatly increased. Consumers prefer fast food restaurants due to their easy to access locations, speed of service, flexibility. In the daily routine of juggling hectic schedules, fast food reduces the amount of work consumers have to do and saves time.

4.4.2 Cost factors

From the Table, it emerges that cheaper cost of fast food compared to alternative food outlets influence consumers purchase intention, 88.0% of the respondents agreed, while 10.9% of the respondents disagreed to that effect. However, 1.1% of the respondents remained uncertain with a mean of 4.23 and was rated 1st in the ranking order. Sahay and Kumar (2011) indicated that consumers patronize fast food products due to the low cost of fast food in which price is comparably low to consumers compared to other types of installation such as fine-dining restaurants.

On the issue that consumers get good value for their money for patronizing fast food products, 84.7% agreed to the statement. On the other hand, 13.1% disagreed to the statement, whereas 2.2% of the respondents were uncertain on whether they get good value for their money for patronizing fast food products. The statement had a mean score of 4.09 showing 2nd in ranking. This is supported by Zeithaml et al. (1998) that perceived value plays an important role in consumers' purchase decision making, suggesting that behavioral intentions are consequences of perceived value. Wang (2013) asserted that perceived value is classified into quality and price of fast food products.

Concerning the issue that fast food is inexpensive and it influence consumers purchase intention, 84.2% of the respondents agreed to the statement, 13.7% of the respondents disagreed to that effect. Meanwhile 2.2% were uncertain to the statement with a mean score of 4.09 reflecting 3rd in ranking. This finding is similar to a study done by Lennernäs et al. (2017) on a nationally representative sample of adults in the European Union, showing that the five most important factors influencing consumers' fast food choice was the low price of fast food product. According to Van Zyl, et al. (2010), low priced of fast food product is one of the reason provided for purchasing fast

food. On the issue that promotions increase consumers fast food consumption, only 38.3% of the respondents agreed to the statement. On the other hand, 59.5% of the respondents disagreed to that effect. However, 2.2% answered "Uncertain" to the statement that promotions increase consumers fast food consumption. This statement was rated 4th with the mean score of 2.78.

The finding indicates that Fast food as a cheaper option compared to alternative food outlets, getting good value for money spent, inexpensive of fast foods are the cost factors that influence consumers patronage of fast food products. This indicates that the cost of a meal is an important factor that influences consumers fast food restaurant preference. Going out for cheap eats is an obvious way for consumers to keep their spending in check. That is why fast-food restaurants are seen as a good investment from consumers perspective. Those restaurants that provide bigger and better options at low prices are considered as attractive alternatives.

4.4.3 Quality factors

In Table 4.7, the consumers indicated that fast food restaurants are more reliable, 95.6% respondents agreed to the statement. However, 4.4% disagreed to the statement with a mean score of 4.71 and represent the 1st in ranking order. This clarifies that reliability of fast food influence consumers patronage intention. Park (2004) indicated that reliability and availability of fast food influence consumer purchase intention. With regard to whether colour of the fast food is always appealing, 86.3% of the respondents agreed to the statement. Additionally, 13.7% of the respondents disagreed with 4.50 mean score reflecting 2nd in ranking. This implies that appealing colour of fast food influence consumers patronage of fast food products. Kivela et al. (2000) considered several aspects of food quality such as tastiness of food, menu

variety, and nutrition to examine the effect of excellent food on customer satisfaction and return patronage

Again, on whether nice aroma/smell influence consumer demand for fast food products, 90.1% respondents agreed. However, 9.9% of the respondents disagreed to the statement that nice aroma/smell influence consumer demand for fast food products. This statement reflected 4.48 mean score as the 3rd in ranking order. The finding was consistent with the study by Bryant and Dundes (2008) who examined student attitudes in the USA and Spain and have come to the conclusion that the most important factors in choosing fast food restaurants are the taste and smell of food.

Moreover, on whether packaging of fast food influence consumer purchase intention, 88.6% of the respondents agreed to the statement. Conversely, 7.6% disagreed to that effect. However, 3.8% of the respondents remained uncertain to the statement with a mean score of 4.46 as the 4th in ranking order. According to Namkung and Jang (2007) proper packaging improves consumer's patronage of fast food products. Namkung and Jang (2007) further asserted that quality packaging improves customer satisfaction and behavioral intentions.

Furthermore, the consumers indicate that taste of fast food reflects exactly what they want. As many as 85.8% of the respondents agreed, while 14.2% of the respondents disagreed to that effect. This statement reflected a mean of 4.39 and was rated 5th in the ranking order. The consumers asserted that appearance/presentation of fast food influence their purchase intention, 88.5% of the respondents agreed, while 11.5% of the respondents disagreed. This statement attained a mean of 4.33 was rated 6th in the ranking order. Raajpoot (2002) asserted that taste and presentation/appearance (food quality) influence consumers purchase intention of food service industry. On whether fast food restaurants use high quality ingredients in their meals, only 38.3% of

the respondents agreed. Interestingly, 60.1% of the respondents disagreed, while 1.6% of the consumers were uncertain to the statement that food restaurants use high quality ingredients in their meals. This statement had a mean of 2.92 and rated 7th in the ranking order.

From the analysis of the results, it is clear that reliability, appealing colour, nice aroma/smell, proper packaging, taste, appearance/presentation of fast food are the quality factors that influence consumers patronage of fast food products. The finding aligns with the work of Grunert (2005) who affirmed that food quality characteristics like freshness of food, food presentation, food taste, variety of food, food temperature and innovation of food are factors that influence customer purchase of fast food. Wood (1999) confirmed that food quality is a primary factor influencing customer purchase of fast food.

4.4.4 Summary of factors influencing purchase intention of fast food products

The factors influencing purchase intention of fast food products included ten items each, and used a scale of 1 to 5, where 1 = strongly disagree, to 5 = strongly agree. Items for each factor were combined and averaged to provide one composite score for each.

Table 4. 8: Summary of item Statistics

S/N	Factors influencing purchase of fast food products	No. of items	Mean	Range	Variance
1.	Convenience factors	6	3.776	1.612	0.318
2.	Cost factors	4	3.801	1.454	0.466
3.	Quality factors	7	4.258	1.787	0.388

As presented in Table 4.8, the convenience factors influence purchase intention of fast food had a mean score of 3.776. Again, the cost factors that influence consumer

purchase of fast food products had a mean of 3.801. On the other hand, the quality factors that influence consumer purchase of fast food products had a mean of 4.258. This indicates convenience factors, cost factors and quality factors influence consumer purchase intention of fast food products in Kwahu West Municipality as they all had a mean value more than the predetermined cut-off point of 3.0. According to the study by Driskell et al. (2006) convenience, quality and cost are distinguished as important factors for consuming food in fast-food restaurants.

It was further observed that quality factors are the key and major factors that influence consumers on the purchase of fast food products. The finding aligns with the research conducted by While et al. (2000) who persisted that from the customer's perspective, food quality is a key determinant for visiting a restaurant. Mattila (2001) considered food quality as a key predictor of customer loyalty in casual-dining restaurants and Sulek and Hensley (2004) found that when compared with other aspects of the fast food restaurant, such as environmental components and service quality, food quality is the most important element of customer satisfaction. Clark and Wood (1999) also commented that food quality and value appear to be the most significant restaurant attributes. Lewis (1981) also highlights the quality of food as the most important attribute for the selection of fast food restaurants.

4.5 Level of satisfaction of consumer towards fast food product consumptions

This section identifies the level of satisfaction of consumer towards fast food product consumptions. These satisfaction level of consumers have been identified and ranked according to their descriptive analysis. The result is presented in Table 4.9. It should be noted that responses for strongly agree and agree were merged in the write-

up to mean ‘satisfied’ while that of disagree and strongly disagree were also merged to mean “disagree”. However, that of Uncertain (U) was maintained in the write-up.

Table 4. 9: Responses on the level of satisfaction of consumer towards fast food

S/N	Statement	Responses					Mean	Remarks
		1=VD	2=D	3=N	4=S	5=VS		
1.	The food presentation is visually appealing	---	21 (11.5)	---	55 (30.1)	107 (58.5)	4.36	Satisfied
2.	The food serve is always served hot and fresh	4 (2.2)	35 (19.1)	---	35 (19.1)	109 (59.6)	4.15	Satisfied
3.	The food is always tasty and flavourful	6 (3.3)	30 (16.4)	2 (1.1)	44 (24.0)	101 (55.2)	4.11	Satisfied
4.	The smell of the food that stimulates my appetite	8 (4.4)	25 (13.7)	6 (3.3)	62 (33.9)	82 (44.8)	4.01	Satisfied
5.	Fast food is easy serve on time	13 (7.1)	28 (15.3)	1 (0.5)	51 (27.9)	90 (49.2)	3.97	Satisfied
6.	Exactly provided the food what I have ordered	14 (7.7)	28 (15.3)	1 (0.5)	61 (33.3)	79 (43.2)	3.89	Satisfied
7.	The quality of food serve is excellent	21 (11.5)	26 (14.2)	5 (2.7)	47 (25.7)	84 (45.9)	3.80	Satisfied
8.	The menu has a good variety of item	28 (15.3)	35 (19.1)	1 (0.5)	46 (25.1)	73 (39.9)	3.55	Satisfied
9.	Varieties of food components within a set of meal	27 (14.8)	65 (35.5)	---	70 (38.3)	21 (11.5)	2.96	Dissatisfied
10.	The food serve is always spicy	39 (21.3)	89 (48.6)	3 (1.6)	15 (8.2)	37 (20.2)	2.57	Dissatisfied
11.	The various colours of food attract my attention	47 (25.7)	83 (45.4)	3 (1.6)	35 (19.1)	15 (8.2)	2.39	Dissatisfied

Key: VS = Very dissatisfied, D=Dissatisfied, N=Neutral, S=Satisfied; and VD = Very Satisfied.

Note: $\bar{x} \geq 3.0 = \text{satisfied}$; $\bar{x} < 3.0 = \text{Dissatisfied}$

From Table 4.9, it is observed that the presentation of fast food is visually appealing. As many as 88.6% of the respondents were satisfied with the presentation of fast food and with a mean of 4.36, 11.5% of the consumers were dissatisfied. This indicates the customer’s satisfaction on fast food presentation is high. Again, the consumers indicated that the fast food serve is always hot and fresh with a mean score of 4.15. Interestingly, while 78.7% of the consumers were satisfied 21.3% were dissatisfied. This indicates that the consumers were satisfied with the hotness and freshness of the fast food serve to them.

As depicted in Table 4.9, the consumers indicated that fast food is always tasty and flavourful. It had the mean score of 4.11 with 79.2% of the consumers satisfied with the taste and flavor of fast food serve to them. However, 19.7% of the consumers were dissatisfied with the taste and flavor of fast food, while 1.1% were uncertain to the statement. This implies that the consumers are satisfied with the taste and flavor of food purchase at the fast food joints in Kwahu West Municipality and play significant influence on the factors. It was established that the smell of fast food stimulates consumers appetite, as 78.7% of the consumers were satisfied with a mean score of 4.01. On the other hand, 18.1% of the consumers were dissatisfied about the smell of fast food, whilst 3.3% were uncertain. This implies that consumers are satisfied about the smell of fast food as it stimulates their appetite.

In addition, the consumers emphasized that fast food is easy serve on time, with a mean score of 3.97. As many as 77.1% of the consumers were satisfied on the time fast food is serve, while 22.4% were dissatisfied. However, 0.5% of the consumers were uncertain. This clarifies that consumers were satisfied at the time fast food is serve to them. Moreover, majority of the consumers indicated that they are provided with the exact food ordered. As many as 76.5% of the consumers were satisfied with the exact food ordered, whereas 23.0% of the consumers were dissatisfied. However, 0.5% of the consumer was uncertain. This implies that the consumers were satisfied with the exact food ordered from the fast food joint. Again, concerning whether the quality of food serve is excellent with a mean score of 3.80, 71.6% of the consumers were satisfied with the quality of food serve, whereas 25.7% were dissatisfied. However, 2.7% of the respondents remained uncertain to the statement. On the issue that the menu of fast food joints has a good variety of item, 65.0% of the consumers were satisfied with the varieties of item on menu, meanwhile 34.4% of the consumers were dissatisfied.

Conversely, 0.5% of the consumer was uncertain to the statement with a mean score of 3.55. This implies that the consumers are satisfied with the varieties of item on the menu of fast food joints.

Conversely, the consumers were dissatisfied with the varieties of food components within a set of meal, spicy of food serve, and various colours of food serve. Bringing the mean score to 2.96, 2.57 and 2.39 respectively. The mean score failed met the predetermined cut-off point of 3.0.

The finding shows the level of satisfaction of consumer towards fast food product consumptions is high. It appears that the consumers are satisfied with the food presentation, hotness and freshness of food serve, taste and flavor of food serve, and smell of fast food serve to them. Furthermore, it emerges that consumers are also satisfied with the time at which food is serve, exact food ordered, quality of food serve and the varieties of items found on the menu of fast food restaurants in the Kwahu West Municipality. The finding aligns with the study by Deivanai (2016) that the fast food quality, flavor, presentation, convenience, variety and taste are positively related to the customer satisfaction. A similar study by Thakkar and Thatte (2014) concluded that consumers are satisfied with the taste, quality of food, facility layout, service speed and smell of fast food.

Studies (Sulek et al., 2004; Inglesias & Guillen, 2004) have identified factors that influence customers' satisfaction with their dining experience with fast food restaurants including taste, quality of service, smell, menu variety, food prices, food quality, food consistency, ambience of the facilities, and convenience. Therefore, it is important to make customer feel themselves are important and special by satisfying even their simplest requests. Customer satisfaction is always highly related to perceived fast food restaurant quality. In today's market, customers expect they will receive good

perceived restaurant quality when dining in fast food restaurant. Harrington et al. (2011) also commented that customers are more likely to be satisfied with the perceived fast food restaurant quality, taste, menu variety, flavor etc if they have achieved good experience and restaurant establishment that meets or exceeds their expectation.



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

From the analysis and discussion of findings, and taking into account the objectives of the study, the following were observed:

5.1.1 Frequency of fast food consumed by consumers

- The study revealed that the most frequently fast food categories consumed among consumers in Kwahu West Municipality were; fried rice, banku, waakye, jollof rice, and banku and tilapia.
- It appeared from the study that the less fast food-types consumed in Kwahu West Municipality were; pizza, french fries, fufu, burgers, and kelewele

5.1.2 Factors influencing purchase intention of consumers on fast food

- An assessment of the convenience factors reveal that the major factor influencing the consumption are time, proximity, opening until late at night, simplicity, and easy identification of fast food restaurants in Kwahu West Municipality.
- The finding revealed that cheaper option of fast food compared to alternative food outlets, getting good value for money spent, inexpensive of fast foods are the cost factors that influence consumers patronage of fast food products
- From the analysis of the results, it is clear that reliability, appealing colour, nice aroma/smell, proper packaging, taste, appearance/presentation of fast food are the quality factors that influence consumers patronage of fast food products

- The study further showed that quality factors are the key and major factors that influence consumers on the purchase of fast food products.

5.1.3 Level of satisfaction of consumer towards fast food product consumptions

- The finding showed that the level of satisfaction of consumer towards fast food product consumptions is high.
- It appears that the consumers are satisfied with the food presentation, hotness and freshness of food serve, taste and flavor of food serve, and smell of fast food serve to them.
- It emerges that consumers are also satisfied with the time at which food is serve, exact food ordered, quality of food serve and the varieties of items found on the menu of fast food restaurants in the Kwahu West Municipality

5.2 Conclusion

According to the study Kwahu West Municipality, fried rice, banku, waakye, jollof rice, and banku and tilapia are the most frequently fast food categories consumed among consumers. Also, from the study that the less fast food-types consumed in Kwahu West Municipality were; pizza, french fries, fufu, burgers, and kelewele. It was evident that quality factors mostly influence consumer purchase intention, followed by cost factors and convenience factors on the purchase of fast food products in Kwahu West Municipality.

The study concluded that quality factors are the key and major factors that influence consumers on the purchase of fast food products. It appeared that the consumers are satisfied with the food presentation, hotness and freshness of food serve, taste and flavor of food serve, and smell of fast food serve to them. Also, consumers

are also satisfied with the time at which food is served, exact food ordered, quality of food served and the varieties of items found on the menu of fast food restaurants in the Kwahu West Municipality.

5.3 Recommendations

The following recommendations were made for the study

- Fast food operators should monitor the trends in the market to aid them in identifying and satisfy the needs and wants of consumers. They should monitor what influence their customers most in making critical decisions to attract more patronage
- Additionally, because the findings indicated that quality factors are the key and major factors that influence consumers on the purchase of fast food products, fast food operators should consider giving particular attention to quality food and service provided to the consumers.
- To act positively, perceived value, and price should be considered critically by fast food restaurants operating in Kwahu West Municipality in order to improve the perceived value customers would place on their product.
- Since convenience factors are major factors that influence consumer patronage of fast food, future fast food operators should conduct effective market research before establishing their business so as to attract more patronage.

5.4 Suggestion for Further Research

The current study was not comprehensive as it was carried out to a limited number of fast food operators in Kwahu West Municipality. Thus, further surveys that include fast food operators from different Municipality or District in the Eastern part of

Ghana. Also, a study can be conducted in ascertaining the perception of consumers towards fast food operators.

Subsequent research needs to be engaged in the development of more valid and reliable operational definitions for the proposed constructs, overcoming the limitations posed by the data source used in this study, also, more structured interviews should be conducted in different area in Ghana.



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APPENDIX A

SAMPLE SIZE DETERMINATION

Required Sample Size[†]

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	128	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	248
300	169	217	251	291	207	248	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	280	398	526	739	383	503	615	783
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1980	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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APPENDIX B

UNIVERSITY OF EDUCATION, WINNEBA

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

TOPIC

**FACTORS INFLUENCING CONSUMERS PATRONAGE ON FAST FOODS
IN THE KWAHU WEST MUNICIPALITY**

QUESTIONNAIRE FOR CUSTOMERS

The researcher, a student of University of Education, Kumasi Campus is seeking information relating to the topic **“factors influencing consumers patronage on fast foods in the Kwahu West Municipality”**. Please you have been selected to participate in the research. Kindly provide answers by ticking [] or completing the blank space. Your responses will be kept confidential.

Section A: Background Information

1. What is your gender?
Male () Female ()

2. What is your age bracket
Less than 20 years () 20 – 30 years () 31 – 40years ()
41-50years () 51-60years () Older than 60years ()

3. What is your highest level of education?
No formal education () Basic () Secondary () Diploma ()
Degree () Masters () PhD ()

4. What is your marital status
Single () Married () cohabiting () Separated () Divorced ()
5. What is your monthly gross income range (in Ghana cedis)?
Very low income () Low income () Moderate income ()
High income () Very income ()
6. How much do you spend for a meal in your chosen restaurant?
< Gh¢5 () 5 Gh¢– 10 Gh¢ () 11 Gh¢ – 15 Gh¢ () >15 Gh¢ ()

Section B: Frequently consumed fast food products by consumers

7. Which meal time do you usually prefer when visiting fast food restaurant?
Breakfast () Lunch () Snack () Supper ()
8. What are the most effective promotional activity followed by fast food joints in general to attract you as a customer?
Discounts () Home delivery () Giveaways or free food products ()
If Other specify:
9. How do you perceive overall quality of services provided by fast food joints to you friend?
Excellent () Very good () Good Average () Poor ()
10. Do you believe in recommending favorite fast food joint to others?
Yes () No () I don't know ()
11. How frequent do you consume the following fast food products. **Please tick the box which best reflect your view and state briefly where necessary**

S/N	Fast food products	Frequently consumed					
		Never	Rarely (less than twice per month)	At least two to three times per month	At least once a week	Two to three times a week	Daily
1.	Fried rice						
2.	Pizza						
3.	Banku						
4.	Fried chicken						
5.	French fries						
6.	Grilled chicken						
7.	Burgers						
8.	Jollof rice						
9.	Banku and tilapia						
10.	Kelewele						
11.	Waakye						
12.	Fufu						
13.	Kenkey						
14.	If other specify:						

Section B: Factors that influence purchase intention of consumers

11. Please tick [√] to indicate your position on the factors that influence purchase decision and attitude of consumers towards fast food products.

1: Strongly Disagree (SD) 3: Uncertain (U) 5: Strongly Agree (SA)
 2: Disagree (D) 4: Agree (A)

S/N	Factors	Scale				
		SD	D	U	A	SA
	Convenience factors					
1.	Fast food is easy to identified in the community					
2.	I prefer going to fast food restaurants due to their proximity					
3.	Fast food simplifies my life					
4.	Fast food saves a lot of time for me					
5.	Fast food restaurants are open until late at night.					
6.	Fast food is quickly prepared.					
	Cost factors					
7.	Fast food is inexpensive					
8.	Fast food is a cheaper option compared to alternative food outlets.					
9.	I get good value for my money.					
10.	Promotions increase my fast food consumption					
	Quality factors					
11.	Appearance/presentation of food					
12.	Fast food restaurants use high quality ingredients in their meals.					
13.	Fast food restaurants are more reliable					
14.	The food taste reflects exactly what I want					
15.	Aroma/smell of the food is nice					
16.	The packaging of the food					
17.	Colour of the food is always appealing					

Section C: Level of satisfaction of consumer towards fast food product

12. Please indicate the extent to which you agree on the following statements about the satisfaction of consumer towards fast food product consumptions. On a scale of 1 - 5 where 1 = Very satisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied; and 5 = Very dissatisfied. Indicate your level of satisfaction with the following aspects of fast food product consumptions

S/N	Satisfaction level of fast food product	Scale				
		VD	D	N	S	VS
1.	The food presentation is visually appealing					
2.	The food serve is always served hot and fresh					
3.	The menu has a good variety of item					
4.	The quality of food serve is excellent					
5.	The food is always tasty and flavourful					
6.	Exactly provided the food what I have ordered					
7.	The food serve is always spicy					
8.	Fast food is easy serve on time					
9.	The smell of the food that stimulates my appetite					
10.	The various colours of food attract my attention					
11.	Varieties of food components within a set of meal					
12.	Food presentation is relatively organized					