

**DETERMINATES OF ATTITUDES OF CUSTOMER TOWARDS FAST  
FOOD: CASE OF ADDIS ABABA**

**A Thesis Submitted To In Partial Fulfillment of The Requirements For The  
Award Of Master Of Arts Degree In Marketing Management**



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This is to certify that the thesis prepared by Tsion Girma entitled “Determinates of Attitudes of Customer towards Fast food: Case of Addis Ababa”, which is submitted in partial fulfillment of the requirements for the Degree of Masters of Art in Marketing Management, complies with the regulations of the University and meets the accepted standards with respect to standards to originality and quality.

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## Declaration

I do hereby declare to the senate of Addis Ababa university school of commerce that the work which is being presented in this thesis entitled **“Determinates of Attitudes of Customer Towards Fast food: Case of Addis Ababa”** is my own original, has not been presented for a degree of other university and that all sources of materials used for the thesis have been duly acknowledged.

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This is to certify that the above declaration made by the candidate is correct to the best of my  
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### ***Abstract***

*The general objectives of the study were, to determine the effect of factors of customer's attitude on customer's attitude at fast food restaurants in Addis Ababa. The research design used in the study was descriptive study and explanatory research design, because descriptive design was appropriate for the achievement of the research objectives to show or describe the existing relationship between factors and customers attitude, and explanatory research design used to examine the relationship between factors and customers attitude by developing the working hypotheses from an operational point of view. The population for the study was infinity and a sample size of 384 respondents was selected. Questionnaire was used as an instrument to collect primary data for this study and out of 384 questionnaires distributed 366 of the respondents were retrieving from the respondents. The data analyzed with descriptive and inferential analysis, and the result presented with tables and charts. Among the main finding of the study was that from the five factors of customer's attitude, which are quality, atmosphere, affordability, promotion, cultures have significant positive effect on customers attitude. Attitude towards fast food varies significantly across educational categories while it is indifferent to gender. Again, it was conclude that the level of customer's attitude regarding to the overall factors of attitude was low. The study recommends that the quality, atmosphere, affordability, promotional and culture is an important factor for customers attitude. Those factors help to improve customer's usage rate and create good attitude towards the restaurants.*

*Key word: Attitude, Quality, Atmosphere, Affordability, Promotion, Culture, Fast food restaurants.*

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Table of content	Page
<i>Declaration</i> .....	<i>i</i>
<i>Abstract</i> .....	<i>ii</i>
<i>Acknowledgment</i> .....	<i>iii</i>
<i>Table of content</i> .....	<i>iv</i>
<i>List of figures</i> .....	<i>vi</i>
<i>List of table</i> .....	<i>vii</i>
<i>Acronyms</i> .....	<i>viii</i>
CHAPTER ONE Introduction .....	1
1.1. Background of the study .....	1
1.1.1 Background of the organization .....	2
1.2. Statement of the problem .....	3
1.3. Research Question.....	4
1.3.1. Main question.....	4
1.3.2. Sub questions .....	5
1.4. Objectives of the study .....	5
1.4.1. General objective.....	5
1.4.2. Specific Objective .....	5
1.5. Significance of the Study .....	6
1.6. Scope of the Study .....	6
1.7. Limitation of the study .....	6
1.8. Definition of terms .....	7
1.9. Organization of the study .....	7
CHAPTER TWO Literature reviews .....	8

2.1 Theoretical Review .....	8
2.1.1. Multiattribute attitude model .....	8
2.1.2. Tri-Component Model.....	9
2.1.3. Component consistency.....	10
2.1.4. Components of Attitude .....	11
2.1.5. Consumers Attitude .....	12
2.2. Empirical literature review .....	13
2.2.1 Demographics Factor .....	13
2.2.2 Food Qualities.....	13
2.2.3 Atmosphere .....	15
2.2.4 Affordability .....	16
2.2.5 Promotion .....	16
2.2.6 Cultural Factors .....	17
2.3. Conceptual framework .....	18
2.3.1 Hypothesis .....	18
CHAPTER THREE Methodology.....	20
3.1. Description of the study .....	20
3.2. Research approach .....	20
3.2.1. Exploratory Research.....	20
3.2.2. Descriptive Research .....	21
3.2.3. Causal Research.....	21

3.3. Data type and source.....	22
3.3.1. Target population .....	22
3.3.2. Sample size.....	23
3.4. Sampling techniques .....	23
3.5. Data collection procedure .....	24
3.6. Ethical consideration .....	25
3.7. Method of data analysis.....	25
3.8. Reliability and Validity .....	26
CHAPTER FOUR Data presentation, analysis and discussions of findings .....	27
4.1 Reliability Test .....	27
4.2. Demographic Classification of Respondents.....	28
4.2.1. Gender.....	28
4.2.2. Educational Level.....	29
4.2.3. Age Bracket.....	29
4.2.4. Frequency of respondents eat fast food .....	30
4.2.5. Income level of respondents .....	31
4.3. Data analysis part of the study .....	31
4.3.1. Descriptive analysis result.....	31
4.3.1.1 Analysis of Quality .....	32
4.3.1.2. Analysis of Atmosphere .....	32
4.3.1.3. Analysis of Affordability .....	34
4.3.1.4. Analysis of Promotion.....	35
4.3.1.5. Analysis of culture .....	36
4.3.1.6. The analysis of customer attitude.....	37
4.3.1.7 Mean & standard deviation of attitude factors and customer's attitude .....	38
4.3.2. Test result for the classical linear Regressions assumptions .....	38
4.3.2.1. Model specification.....	38
4.3.2.1 Autocorrelation.....	39
4.3.2.3 Multicollinearity.....	40
4.3.2.4 Heteroscedasticity .....	41

4.3.2.5 Normality .....	42
4.4 Correlation Analysis .....	44
4.4.1. Regression Analysis.....	46
4.4.2. The impact of antecedents variables on customers attitude .....	46
4.4.3. The impact of overall factors on overall customer’s attitude .....	45
4.5. Demographic variables impact on attitude towards fast food.....	44
4.5.1. Demographic variables Gender impact.....	44
4.5.2. Demographic Variables level of education .....	55
4.6 Discussion .....	28
CHAPTER FIVE Summary of findings, conclusion and recommendations .....	60
5.1. Summary of findings .....	60
5.2. Conclusion .....	61
5.3. Recommendation .....	64

## List of Figures

Figure 2.1. Conceptual Framework

Figure 4.1. Gender Composition of Respondents

Figure 4.2. Education Level of Respondents

Figure 4.3. Age Distribution of the Respondents

Figure 4.4. Frequency of respondents eat fast food

Figure 4.5. Income level of Respondents

Figure 4.6 Normality Test

## **List of Tables**

- Table 4.1 Reliability Test (Cronbach's Alpha)
- Table 4.2. Response Summary on customer's attitudes towards quality
- Table 4.3. Response Summary Regarding with Atmosphere
- Table 4.4. Response summary regarding with Affordability of the foods
- Table 4.5. Response Summary on Promotion
- Table 4.6. Response summary on Culture
- Table 4.7. Response summary on level of Attitude
  
- Table 4.8. Attitudinal factors and customer's attitude mean std. deviation
  
- Table 4.9. Model Specification
- Table 4.10 Autocorrelation
- Table 4.11 Heteroskedasticity Test
- Table 4.12 Correlation between a dimensions and Customer attitude
- Table 4.13 Multiple Linear Regression analyses
  
- Table 4.14 The relationship between overall factors and customer attitude
  
- Table 4.14 Summary of Hypothesis Results
- Table 4.15 Mean score of quality for male and females
- Tables 4.16 mean score of Atmosphere for male and female
- Tables 4.17 mean score of affordability between male and female
- Tables 4.18 mean score of promotion between male and female
- Tables 4.19 mean score of credibility between male and female
- Table 4.20 means score of attitude between male and female
- Table 4.21 Descriptive analysis mean of each variables across educational level
- Table 4.22 ANOVA result for quality across educational levels
- Table 4.23 ANOVA result for affordability across educational levels
- Table 4.24 ANOVA result for atmosphere across educational levels
- Table 4.25 ANOVA result for promotion across educational levels
- Table 4.26. ANOVA result for culture across educational levels
- Table 4.27 ANOVA result for attitude across educational levels

## **Acronyms/Abbreviations**

QSR- Quick Serving Restaurants

FFR- Fast Food Restaurants

HRD- Human Resource Development

QUAL-Quality

ATMO- Atmosphere

AFFO- Affordability

PROM-Promotion

CULT- Culture

# **Chapter one**

## **Introduction**

### **1.1 Background of the study**

A fastening pace of life and changing nutrition determine consumer attitude towards fast food, those are impacted by rapid economical development, globalization and employment. The fastening pace life changes consumers' nutritional habits and the following change is the most favorable to the development of fast food industry. A need for already ready i.e. fast food is increasing.(Vilma Tamuliene, 2015)

Restaurant and Hotel industry is certainly one of the significant industries in the Ethiopian economy. From 1974 for two decades the industry was suffering from various adverse effects such as prolonged civil war, recurrent drought and restrictions on entry and free environment of tourists (World Bank 2006). Though the sector is still in its infant stage, it has been keep growing since 2001. The total receipt from the hotel and restaurants industry in 2008 was around 204.9 million USD. As of 2008 the number of international tourists arrive were reached to 383,399; however the sector share to GDP is remains very small 0.77% in 2008.

It is reported that in Ethiopian restaurant industry generates over 6.3% of income, and over 3,000 employs (Ethiopian Business Review, 2016). As Addis Ababa is Ethiopians capital city, it dominates the industry. The report indicates that on average a person spends 6,810 ETB per year for dining-out while in Addis Ababa this number rises to 20,987.16 ETB per four people family person (Kalide, 2017)

Fast food restaurants make up the significant share of the overall restaurant industry. In March 2016, the Ethiopia Statistics Agency reported that for the corresponding month fast food restaurants observed a rise in volume of sales by 5.0% while another segment of restaurants such as hotel restaurants experienced an increase of 3.6% and entertainment restaurants only experience a 1.6% increase in sales. Clearly, fast food is one of the profitable and growing segments of the restaurant industry. The first international fast food restaurant opened in the country was Pizza hut. Its first outlet opened in Ethiopia in 2014. Since then many famous

international fast food chains such as In & out and Wow Burger have opened numerous outlets in the country. Nevertheless, there are also many local varieties of fast food establishments.

Fostering productivity business development could help move the Ethiopians into high productivity equilibrium, according to the report of the African Development Bank. It's clear that fast food could be a profitable enterprise. Still where or not the development of fast food restaurants will be part of Ethiopian development potentials to be seen. (Ethiopian business Review. 2016)

However, just like in many other successful industries there is also a fierce competition in this industry. Dynamic business environment, demographic and social-cultural and organization factors among market players force fast food operators to sustain competitive advantage, utilize their resources and enhance their operation. And one way to achieve that is to constantly strive for improvement, keep up with changing customer needs, Attitudes, habits, and retain market share through a carefully built marketing strategy.

In the researcher's belief, the root cause for this problem lies in the attitude of the public. The public has different views of fast food industry manifested by their culture, difference in demographic make-up as well as organization factors. This scenario calls for an immediate intervention.

This study, there for, is intended to examine the various factors that affect consumer's attitude towards fast food in Ethiopia. This calls for some level of involvement with the prospect. Smith, (1992) argues that for involvement to be attained, using a common language, sharing experiences, participation in culture, and understanding beliefs of the person we intend to engage with are necessary. This implies that first and for most, fast food companies must strive to understand the prospect's attitude to the fast food industry and then use the right strategies to try and influence their attitudes accordingly. The term strategy here refers to the methods or plans of these companies must implement so as to adopt positive public attitude on fast food restaurants products.

## **1.2 Statement of the problem**

As quick-service restaurant (QSR) managers move into the 21st century, they face an unprecedented challenge: too many food outlets chasing too few patrons' (Swanger, 1998). Wood, (2015) claim that the restaurant industry has the highest business failure rates among other service industry sectors. Bujisic, Hutchinson & Parsa (2014) further notes that poor performance and business failures are the consequence of misinterpretation of the growing customer demands, needs and expectations.

In addition, offering insufficient value in market transactions has also negatively impacted food service providers. These challenges present a serious problem to food service operators. Customers expect to receive sufficient value from their transactions while having their demands and needs met. Failure to do so may result in undesired consequences, such as lower customer satisfaction level, high customer defection rate and reduced profits. This research paper will be exploring and defining the basis of consumer attitude and why fast food business owners will need to use this type of information to continue to increase consumers.

It is critical for restaurant business owners/managers to be aware of customer attitude and systematically review determines of consumers' attitudes, in order to offer sufficient value on those criteria while meeting growing customer demands. In short, success is predicated on the careful study of changing consumer attitudes and eating habits, and on the realistic establishment of strategies and programs adapting to these changes.

Similar study was conducted by Goyal & Singh (2007) among young consumers to explore the consumer perception of fast food restaurants located in India. However, the survey population was limited only to "young unmarried population" as stated by the authors Goyal & Singh, (2007, p.194).

Additionally, Bujisic, Hutchinson & Parsa (2014) analyzed the influence of ambience, food and service quality on the consumer intention of return in QSRs and upscale dining premises. Nevertheless, the study focuses only on specific attributes of influence. Although these studies yield valuable contribution towards literary knowledge, there are still some limitations, i.e. age group or occupational background of survey population.

Therefore, this study provides valuable insight for the fast food operators in terms of factors affecting customer's attitude and moreover, it contributes to the enrichment of the research literature on this subject. In addition, this study seeks to include people of different age groups and of different occupational backgrounds. Moreover, as much diversity adheres to varied cultural and philosophical beliefs, consumers will act and behave different in different settings.

In closely related view, there is an argument that customers from different cultures may rely on different factors during the process of relationship development with service providers (Suh, *et al.*, 2006). So, these cultural factors might have prompted the consumers into exhibiting different behavioral reactions to fast food services and the relevant strategies designed to marketing them.

Due to social, demographic and economic changes, the world fast food sector has witnessed substantial growth in recent years (Aytan Mammadi., 2016). This research paper also will be exploring different factors in the fast food industry namely Quality, Atmosphere, Affordability, Promotion and cultural factors.

### **1.3. Objectives of the study**

#### **1.3.1 General Objective**

The major Objective of the study is to investigate the important factors that are believes to impact customer attitude towards fast food in the specific case of Ethiopia with Addis Ababa users of fast food.

#### **1.3.2 Specific Objectives**

In order to achieve general objective of the study, the following specific objectives are set:

- To determine whether there exists a relationship between antecedes variables like level of income, Atmosphere, Quality, Affordability, culture and the dependent variables attitudes towards fast food users.
- To determine the extent to which Ethiopians customers do perceive using fast food as being quality, affordable, atmosphere, level of income cultural acceptable.

- To investigate whether there is a difference in customer attitude towards fast food users across different demographic categories.

#### **1.4. Research Questions**

The study is guided by the following research questions.

- How does demographic factors affect attitude of individuals towards fast food purchase?
- How does quality, affordability, promotion, atmosphere and cultural factors affect attitude of individuals towards fast food purchase?
- Which factors contribute significantly to determine customer's attitude?

#### **1.6. Significance of the study**

The importance of this study is to assess the relationship between factors affecting customer attitude and customers in fast food service with respect to the customer's attitude dimensions.

A research like this is essential to assess and improve customers attitude towards fast food, because it will provide management with data that they can use in making inferences about the customers. Thus the result of this study will develop a better consumer attitude of the restaurants in order to meet the customers' wants and needs and their satisfaction by creating a better understanding on the consumer's behavior. In addition, since, there is limited study conducted in Ethiopian fast food industry, it can also be used as a reference for researchers who are interested in conducting studies in the area.

#### **1.7. Scope of the study**

In order to make the scope of the study manageable, the geographical scope of this study is Arada and Bole sub cities the main reason for selecting these two sub cities is the largest number of population consuming fast food and also there are large number of fast food sellers in the sub cities which will make easy to get the date for the research. The research is also restrict in its

scope on primary source of data which will be collected by using questioners from the public. Theoretically it is difficult to test the customer over all factors of attitudes and therefore, the study will cover only attitudinal Quality, Atmospheres, Affordability, Promotional and Cultural factors.

## 1.8. Limitations of the study

Actually, it is rare to conduct a study without any limitation and challenges. Ethiopia has a wide range of restaurant, but the study will be conducted to evaluate the factors affecting customer's attitude of the fast foods restaurants. The study is limited to users of fast food so finding from the study are only generalizable to these segments of customers only.

The antecedents affecting customer's attitude towards the fast food users are limited to Quality, Atmospheres, Affordability, promotion and culture. Lastly only the cognitive and affective components of attitude are incorporated in the study.

## 1.9. Definitions of Terms

- **Attitude** is a lasting general evaluation of people including one self, objects, advertisements or issues.
- **Attitude Models** try to specify elements that might work together to influence peoples' evaluations of attitude objects.
- **Multi attribute attitude models** –assumes that a consumer's attitude towards an attitude objective depended on the beliefs she/ he has about several of its attributes.
- **An object attribute linkage-** is the probability that a particular object has an important attribute.
- **Customer perception** –means customer's feelings of pleasure / displeasure or the reaction of the customers.
- **Consumer's behavior-**is the study of the process involved when individual or groups select, purchase, use or dispose of products, service, ideas or experiences to satisfy needs and desires.

- **Decision** – is actually composed of series of stages that results in the selection of one product over competing options.

### **1.10. Organization of the study**

The study consists of five chapters and each chapter has sub topics. Chapter one includes introduction and it discusses about background information for the study, statement of problem, research question, objectives of the study, significance of the study, scope of the study, limitations of the study and definitions of terms. Chapter two; provide detailed review of literature which is related to the subject discussed. Chapter three includes the methodology of the research where description of the study, research approach, research design, population and samples, data sources and types, data collection procedures, ethical consideration and data analysis will be presented. Chapter four is dedicated to data presentation, analysis and interpretation and Chapter five; the last chapter will present conclusion, recommendation.

# Chapter Two

## Reviews of Related Literature

### 2.1 Theoretical Review

#### 2.1.1 Multiattribute attitude model

Because attitudes are so complex marketing researches may use multi attributes attitudes models to understand them. This type of model assumes that a consumer's attitude toward an attitude object ( $A_o$ ) depends on the beliefs she/he has about several of its attributes. When we use a multi attributes model, we assume that we can identify these specific beliefs and combine them to derive a measure of the consumer's over all attitudes. (Michael R.2010)

Basic multiattribute models specify three elements.

- Attributes are characteristics of the  $A_o$ . A researcher would try to identify the attributes that most consumers would use when they evaluate the  $A_o$
- Beliefs are cognitions about the specific  $A_o$ . A belief measures assess the extent to which the consumer perceives that a brand posses a particular attributes.
- Importance weight reflects the relative priority of attributes to the consumer. Although people might consider an  $A_o$  on a number of attributes, some are likely to be more important than others.

The most inflectional multiattribute model is called the Fishbein model, named after its primary developer (Fishbein Martin). The model measures three components of attitude

1. Salient beliefs people have about an  $A_o$  that is those beliefs about the object a person considers during evaluation.
2. Object attributes linkage or the probability that a particular object has an important attributes.
3. Evaluation of each of the important attributes.

By combing these three elements we compute a consumer's attitude toward an object.

### **2.1.2 Tri-Component Model**

According to tri-component attitude model, attitudes consist of three major components, a cognitive component, an affective component, and a behavioral component. These three components are as follows:

**Affective Component:** A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. Emotions and feelings are evaluative in nature, because of this nature, an individual rate an object either "favorable" or "unfavorable". When a consumer likes" or dislikes" a product, it is an evaluation based on a vague, general feeling. This is without cognitive information or beliefs about the product. Or, it may be the result of several evaluations of the product's performance on each of several attributes. Affect laden experiences also manifest themselves as emotionally charged states (e.g., happiness, sadness, shame, disgust, anger, distress, and guilt). Such emotional states may enhance or amplify positive or negative experiences. A consumer's affective reaction to a product may change as the situation changes. Due to unique motivations and personalities, past experiences, reference groups, and physical conditions, the individuals may evaluate the same belief differently.

While feelings are often the result of evaluating specific attributes of a product, they can precede and influence cognitions. In fact, one may like a product without acquiring any cognitive beliefs about the product. Sometimes, our initial reaction to a product may be like or dislike without any cognitive basis for the feeling.

**Cognitive Component:** The cognitive component consists of a consumer's beliefs about an object. It includes the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs. The total configuration of beliefs about a brand represents the cognitive component of an attitude towards as product.

**Behavioral / Conations Component:** This represents one's tendency to respond in a certain manner toward an object or activity. According to some interpretations, the cognitive component may include the actual behavior itself. In pure marketing terms it relates to the consumer's

intention to buy. That is, behavioral intentions. A series of decisions to purchase or other brand to friends would reflect the behavioral component of an attitude (Sontakki, C.N. 2006)

### **2.1.3 Component consistency**

All the three attitude components tend to be consistent. This means that a change in one attitude component tends to produce related changes in other components. This tendency is the basis for a substantial amount of marketing strategy.

It is difficult for marketers to directly influence consumers to buy, use, or recommend their products. Hence, marketers indirectly influence consumer behavior by providing information, music, or other stimuli that influence a belief or feeling about the product. The theory of reasoned acting holds that behavior intentions are based on combination of the attitude towards a specific behavior, the social or normative beliefs about the appropriateness of the behavior, and the motivation to comply with the normative beliefs about the appropriateness of the behavior, and the motivation to comply with the normative beliefs. It is difficult to measure all the relevant aspects of an attitude. Consumers may be unwilling or unable to articulated all their feelings and beliefs about various products or brands.

The seven factors that reduce the consistency between attitude components are as follows:

1. A favorable attitude required a need or motive before it can be translated into action.
2. Translating favorable beliefs and feelings into ownership requires ability.
3. One always measure attitudes towards product, but purchases often involve tradeoffs not only within and but also between product categories. So a customer might purchase a less expensive product in order to save resources to buy a new or another product.
4. If cognitive and affective components are weakly held, and the consumer obtains additional information while shopping, then the initial attitudes may give way new ones.
5. One measures an individual's attitude, but many purchase decisions involve other household members either directly or indirectly. Hence shoppers end buying a product which meet the needs of entire family.
6. Brand attitude are measured independent of purchase situation. However many items are purchased for, or in, specific situations. A very inexpensive product might be purchased if the consumer anticipates access to more sophisticated equipment in the near future.

7. It is difficult to measure all of the relevant aspects of an attitude. Consumers may be unwilling to or unable to articulate all their feelings and beliefs about various products or brands.

Thus attitude components – cognitive, affective, and behavioral tend to be consistent.

But, the degree of apparent consistency between measures of cognition and affect and observations may be reduced by a variety of factors.

### **2.1.4 Components of Attitude**

Attitudes are simply expressions of much we like or dislike various things. Attitudes represent our evaluations, preferences or rejections based on the information we receive. It is a generalized tendency to think or act in a certain way in respect of some object or situation, often accompanied by feeling. It is a learned predisposition to respond in a consistent manner with respect to a given object. This can include evaluations of people, issues, objects, or events. Such evaluations are often positive or negative, but they can also be uncertain at times.

These are the way of thinking and they shape how relate to the world both in work and outside of work. Researchers also suggest that there are several different components those makeup attitudes. One can see this by looking at the three components of an attitude: cognition, affect and behavior.

1. Cognitive component
2. Affective component
3. Behavioral component

#### Cognitive component

The cognitive component of attitudes refers to the beliefs, thoughts and attributes that we would associate with an object. it is the opinion or belief segment of an attitude. It refers that part of attitude which is related in general knowledge of a person.

#### Affective components

An affective component is the emotional or feeling segment of an attitude. It is related to the statement which affects another person. It deals with feeling or emotions that are brought to the surface about something, such as fear or hate.

#### Behavioral component

A behavioral component of an attitude consists of person tendencies to behave in a particular way toward an object. It refers to that part of attitude which reflects the intention of a person in short run or long run.

In organizational attitudes are important for their goal or objective to succeed. Each one of these components is very different from the other and they can build upon one another to form our attitude and therefore affect how we relate to the world. (Iedunote, 2017)

Consumer attitude towards fast food is formed by affective, 'cognitive' and 'behavioral' components, the succession outlining of which determines the trend and hierarchy of attitude. The trend of attitude can be based on three hierarchies: standard, when the attitude is based on cognitive information process; passive participation hierarchy, when the attitude towards fast food is based on behavioral learning process and empirical hierarchy, when the attitude towards fast food is based on hedonistic consumption (Vilma Tamuliene, 2015).

#### 2.1.4 Consumers Attitude

To apply these models in this study the basic formula is

$$A_{ijk} = \sum_{i,j,k} I_{ik}$$

Where

I=attributes

J=brand

K=consumer

I= the important weight gives attributes I by consumer k

= consumer k's regarding the extent to which brand possesses attributes i

A = a particular consumer's (k's) attitudes score for brand j

We obtain the overall attitude score(A) by multiplying s consumer's rating of each attributes for all of the brand he/she considers by the important rating for that attributes.

## **2.2 Empirical Review**

### **2.2.1 Demographics Factor**

In Americans eating what they do taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption. To examine the self-reported importance of taste, nutrition, cost, convenience, and weight control on personal dietary choices and whether these factors vary across demographic groups, are associated with lifestyle choices related to health, and actually predict eating behavior.

First was a lifestyle survey send to a nationwide sample, supplementary surveys were send to increase response of minorities and low income persons. Second was a "health style" survey which was send to respondents for the first survey. Health lifestyle cluster memberships were established to evaluate result to order the most important aspects of food choices were: many different demographics and health lifestyle clusters play a role in food choices. Good taste should be considered a minimal standard for food consumption. Greater concern of health leads to healthier eating habits. Food choices are made on a person's existing values and beliefs. To get people to eat healthier, stress the good taste of healthy foods (fruits, vegetables, breakfast cereals) taste, cost, nutrition, convenience, weight control. Most important for: taste, certain ethnic groups nutrition: older women, certain ethnic groups cost: younger, women, low income, nonwhites convenience: younger, low income, blacks weight control: older, women, blacks fruits and veg. PF, taste, nutrition, convenience, weight control fast-food: younger, men, low-income, blacks, convenience (Klaus Thomsen Volhøj, 2013)

### **2.2.2 Food Qualities**

Consumers now demand natural, light, nutritious, and palatable food that is also fresh (Townley, 1989). Granzin and Balm (1988), studying different market segments, found a variety of opinions about the nutrition of restaurant food. Some patrons felt that good taste and nutrition were incompatible; others, those restaurants have chosen not to serve health-oriented foods. The authors stated that restaurateurs needed to recognize the interests of certain customers. Moreover,

promotional devices were essential to inform patrons that good taste and nutrition were compatible in the foods offered.

According to a 1988 Gallup, survey conducted by the National Restaurant Association (National Restaurant Association, 1990), 59% of adult customers were interested in table service restaurants offering menu items for nutrition-conscious consumers. Townley (1989) suggested that nutritious foods could be provided with reduced cholesterol, fat, calories, sodium, and sugar, all without sacrificing taste. He also indicated that one of the most important nutritional factors is perception. Words that can be used to elicit positive perceptions are natural, home style, baked, calcium-added, fresh, and lighter. Negative descriptions are processed, artificial, frozen, fried, and preservatives.

Consumers expect different service speeds for different meals. For example, breakfast should be quick on the workdays but can be leisurely on the weekends; Lunch is almost invariably a time for fast service. Quinton and Stephenson (1988) hypothesized that quick service was essential, but found that it was in fact only one part of the customers' value equation. The ambiance sold by a restaurant places demands on the service staff. The work of food service is inseparable from "emotional labor, the management of feeling to create publicly observed facial and bodily display." Workers must subordinate their own emotional states to the requirements of "feeling rules, It which are friendliness, good humor, and want (Hochschild, 1983). Food-to-go service encompasses take-out and delivery. The take-out to eat product is a response to the trend in two-income families to retreat from the work world to eat dinner in front of television (Scanlon, 1990). According to CREST, food-to-go sales accounted for 46% of all restaurant transactions in 1990, compared with 44% in 1987. Despite the plethora of choices, customers are still hungering for more food-to-go options. Operators who can deliver convenience, nutrition, vanity, and value will find success in the take-out area (Casper, 1991).

Restaurateurs should be aware that cleanliness is also a key in the consumer's choice of restaurant designs, Riverdale, N.Y., surveyed 128 consumers to select the five most important restaurant selection criteria from the 15 provided. Appearance of employees ranked first, followed by condition of tables/chairs. Three criteria of approximately equal importance—cleanness of restaurants, openness and appearance of food preparation areas, and cleanliness of

utensils--were cited next, followed by appearance of floors and by condition of serving area (Lewis and Bona, 1990).

### **2.2.3 Atmosphere**

In general, consumers seek generous, spacious surroundings promoting comfort ("Winning," 1984). By comparing consumer's attitudes before and after a restaurant's renovation, Lambert and Watson (1984) researched the influence of restaurant interior design on customer behavior patterns and perceptions. After the renovation, customers tended to remain in the dining room longer because many found it more pleasant and comfortable, and some customers thought that the quality of service had improved even though it had not. Like decor and lighting, music sets the mood and tempo for both customers and employees. The Gallup Organization and Market Trends found that 90% of restaurant patrons indicated that music enhances a restaurant's atmosphere and that they enjoyed listening to music while eating. Eighty percent stated that music in restaurants had a positive effect on their mood. Nearly half indicated that music determined, to some extent, where they eat and how often they return. 90% of restaurant managers stated that top-quality reproduction of music was essential, and 70% believed that appropriate music selections were important to patrons (Dawson, 1988).

More consumers expressed the desire for smoke-free environments than ever before. According to consumers responding to a 1990 Gallup poll for the National Restaurant Associations, 84% were interested or very interested in separate seating for smokers. In a similar 1988 poll, only 78% had been interested in such seating and among all age groups, the 18-24 year age group showed the greatest interest in non smoking sections (Neinstein, 1991). Operators should be aware of this trend and cater to it. It is only logical for nonsmokers to patronize restaurants with nonsmoking sections (Jason, 1988; Dawson, 1988). The planning of parking lots and areas is also part of creating the right impression. Management should stress cleanliness in parking areas at all times (Kazarian, 1989).

Townley (1989) indicated that the demand for new products was in a rapidly cycle had been compressed from years to months, and product life cycles were sometimes two years or shorter. After McDonald's successfully opened up the breakfast market, the trend has been to break the menu down today parts. People will likely continue to insist on even more variety (Smithburg, 1988) suggested that the foodservice industry needed the most effective market research possible

to identify solid opportunities for the development of innovative, superior, and/or demanded products. The physical menu is also an important aspect of foodservice marketing. Written messages on the menu can be used to sell selections, to promote the restaurant, and to inform customers of other services that the restaurant offers (Scanlon, 1990). Changing extremely competitive environment, in which the product development.

#### **2.2.4 Affordability**

Price has an information role in consumer decision making--namely, that of educating consumers about product factors such as quality. For example, price provides a capacity for measuring quality in the absence of certainty. Under uncertainty, the dollar amount assigned to an item serves as an indication of the item's value (Schoell and Gultinan, 1990). (Carmin and Norkus' 1990) study on the change in market share of various pasta entrees, however, is consistent With the theory Smith, (1982) that sales volume and profitability will improve if price is lowered for a slow-sell, high-contribution item in sum, although some people are attracted to bargains; others find high price a greater incentive to purchase.

#### **2.2.5 Promotion**

One sense of the term promotion is that of persuasive communication (Powers, 1990). Promotion can influence customers' decisions about which meals they eat where they eat them, what they eat, and where their food is prepared (Underwood, 1988). Thorough market research of current and future customers, as well as of competitors, will help restaurateurs develop promotions increasing customer count and profit (Scanlon, 1990). According to Crest, in (1977) only 6.5% of visitors to restaurateurs involved promotions, such as coupon offerings and premium merchandise at bargain prices, but by 1984 that percentage had risen to 11.3 % (Powers, 1988). Promotion can generate enjoyment and excitement for diners and employees; more importantly, it can keep the restaurant's name in front of customers (Paragary's 1991).

Based on the review of literature the study conceptualizes that, the Buyers' decision making process (dependent variable) is a product of various attitude factors borrowed from across

different aspects: the demographic factors such as age, Sex, education level, level of income. In addition, people from different cultural background perceive fast food from different perspectives which affect their decision to purchase fast food. Fast food restaurants based on the nature and operation of their business contribute to the public perception especially on the atmosphere, quality of the food, affordability of the food and promotion strategies by restaurants

### **2.2.6 Cultural Factors**

Personal and lifestyle characteristics predictive of the consumption of fast foods in Australia

To identify key predictors of fast food consumption from a range of demographic, attitudinal, personality and lifestyle variables. Almost 1/3 of respondents reported "eating in" several times/w. Younger age leads to higher frequency of "take away". Significant higher "eating in" corr. to (most > less): Age (neg.), eating on the run, household income, DVD watching, political conservatism, commercial TV view, pay TV viewing, fashion consciousness, extraversion, dietary health consciousness (neg.), billboard awareness, sociability, appreciation of technology, love of TV, commercial radio listening. Significant higher "take away" corr. to (most > less): Age (neg.), eating on the run, dietary health consciousness (neg.), DVD watching, household income, car driver, commercial TV viewing, pay TV viewing, children 5-12. Principal component analysis, regression analysis.

Nielsen Media Research conducted the interview and questionnaire surveys. From June 2004 to May 2005, Survey variables were grouped in; demographic variable, media consumption variable, attitudinal and lifestyle variable, dependent variable. Australian = 20,527 Nationwide, aged = 14y Nationwide survey, Interview and self-administered questionnaire to identify key predictors of fast food consumption from a range of demographic, attitudinal, personality and lifestyle variables.

Personal and lifestyle characteristics predictive of the consumption of fast foods in Australia in house, appreciation of technology, love of cooking (neg.), home ownership (neg.), liking informative ads, Sex (male), fitness consciousness (neg.), depression, billboard awareness, teens in house, love of TV, sociability, intolerance of advertising (neg.), political complacency (neg.), commercial radio listening, readership of newspapers. The significant effect of age seems to reflect a cultural shift in eating behavior. Fast food could not be correlated to overweight and obesity, neither for

occupational status and education level. It seems to be a relationship between advertising and fast food consumption. “Eating in” could be influenced by many factors, such as availability, lunch and snack breaks, social activities. The effects for age suggest that fast food take away consumption is associated with a general cultural shift in eating practices; individual differences in attitudinal and lifestyle characteristics constitute additional, cumulative, predictive factors. (Klaus Thomsen Volhøj, 2013)

## 2.3 Conceptual Frameworks

### Independent Variables

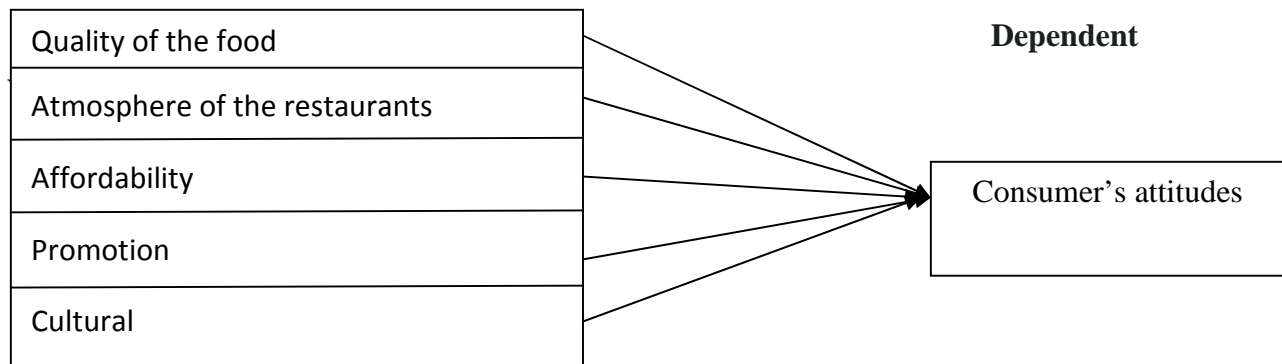


Figure 2.1: Conceptual Framework

Source: Researcher's Own (2018)

### 2.3.1 Hypothesis

- H<sub>1</sub>: Quality of the food has a positive significant effect on consumer's attitude towards fast in Ethiopia.
- H<sub>2</sub>: Atmosphere of fast food restaurant has a positive significant effect on consumer's attitude towards fast in Ethiopia.
- H<sub>3</sub>: Affordability of foods has a positive significant effect on consumer's attitude towards fast in Ethiopia.
- H<sub>4</sub>: The Method used by the restaurants to promote products has a positive significant effect on consumer's attitude towards fast in Ethiopia.

- H<sub>5</sub>: Buyers' culture has a positive significant effect on consumer's attitude towards fast in Ethiopia
- H<sub>6</sub>: Overall attitudinal dimensions are significantly and positively related to customer's attitude.
- H<sub>7</sub>: Customers attitude towards fast food doesn't significantly vary between male and females.
- H<sub>8</sub>: Customer's attitude towards fast foods varies significantly across different educational categories.

## **Chapter Three**

### **Research Design and Methodology**

#### **3.1 Description of the study**

The overall objective of the study is to assess the factors of customer's attitude towards fast food users in Addis Ababa. To this end, this chapter consists of research design, research approach, population and samples, data sources and type, data collection procedure, ethical consideration and data analysis method.

#### **3.2. Research approach**

The research design is a quantitative particularly correlation design utilizing survey methodology and includes survey instrument. The purpose of the design is to correlate attitude of customers towards fast food with antecedents of attitudes towards fast food namely Quality, Atmosphere, Affordability, Promotion and Culture. Research can be categorized into different types, where the nature of the problem affects whether the research is exploratory, descriptive or causal.

##### **3.2.1 Exploratory Research**

Usually, exploratory research is conducted with the expectation that subsequent research will proceed. Exploratory research is characterized by flexibility regarding the methods applied. Instead of following formal procedures, the research has to be open to new ideas and insights which may redirect the exploration in a new direction. Consequently, the focus of the research may swift as the work proceed and new knowledge is obtained. (Malhotra, 1996).

##### **3.2.2 Descriptive Research**

In order to perform descriptive research the researcher must have prior knowledge about the problem situation and the information needed is clearly defined. In fact, this the major difference between exploratory and descriptive research, as well as that the descriptive research must be

structured and the method for selecting source of information and collecting data are pre-planned and formal. (Malhotra 1996).

### **3.2.3 Causal Research**

The purpose with a causal research is to identify cause-and-effect relationships between variables. In order to perform a causal research a researcher must be knowledgeable about the subject and have an expectation of the relationship to be investigated.

Descriptive research aims to gather data without any manipulation of the research context and deals with naturally occurring phenomena where the researcher has got no control over the variables (Mugenda & Mugenda, 1999).

Therefore, in this study descriptive research, specifically cross sectional research, will be useful because the research objectives and research questions are clearly identified and data will be collected only once. So as to further carry out the study and create a clear understanding about the raw data obtain into a form which helps to easily understand analyze and interpreter them as percentage and graphical illustration.

### **3.3 Data type and sources**

In this study primary data collection method is used. Primary data is collected through questionnaires that will be distributed directly to the corporate customers. In the secondary data, about the factors affecting customer attitude and consumer decision making process, data is collected from books, journals of service marketing, journals of marketing research, articles, websites, prior research works and Companies written documents that help the researcher to enlarge the knowledge in the topic under study.

### 3.3.1 Population

Population is defined the totality of cases that confirm to some designated specifications. For the purpose of this study the target population is the customers of fast food restaurants in Ethiopia that are in Addis Ababa in Arad sub city and Bole sub city who are using the services.

### 3.3.2 Samples size

According to C.R Kothar (2004) in a general way if we want to estimate  $\mu$  in a population with standard deviation  $\sigma$  with an error in greater than 'E' by calculating a confidences interval with confidence corresponding to Z, the necessary sample size n, equals as under:

$$N = Z^2 \cdot \sigma^2 / E^2$$

All this is applicable when the population happens to be infinite. but in case of finite population, the above stated formal for determine sample size will become.

$$N = Z^2 \cdot N \cdot \sigma^2 / (N-1) \cdot E^2 + Z^2 \cdot \sigma^2$$

Where N=size of population

n = size of sample

E = acceptable error (the precision)

$\sigma$  = standard deviation of population

Z = standard variation at a given confidence level.

The formula gives the size of thr sample incase of infinite population when we are to estimate the proportion in the universe

$$E^2 = Z^2 \cdot pq/n$$

$$n = Z^2 \cdot p \cdot q / E^2$$

Then with the given precision rate, the acceptable error, ' ' can be expressed as under.

$$N=Z^2 (p.q) / \epsilon^2$$

$$N=1.96(0.5 .0.5) / (0.05)^2$$

$$N=384$$

$$Z=1.96$$

$$P=0.5$$

$$Q=0.5$$

$$\epsilon=0.05$$

In order to reduce the possibility of getting the wrong answer data will be collected from the reliable sources. With meaning that respondent must be a customer of the two sub cities, Addis Ababa in Arad and Bole. The sample size is determined to be 384. And by adopting proportional allocation the sample from each of the sub city's considered is, Arad sub city, which can be 192, Bole sub city, 192 respondents.

### **3.4 Sample techniques**

In selecting the sample of 384 respondents the research uses both purposive convenient sampling techniques. Since the number of clients is indefinite in number, the researcher chooses respondents purposefully on the merit that they are around the selected areas in the time of data collection.

### **3.5 Data collection procedure**

In this study data will be collected using non-probability sampling technique which is convenience sampling technique. "A Convenience sampling is also called unintentional or opportunity sampling is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient. (Anol Bhattacharjee, 2012,p.72).

Convenience sampling will be employed in the study because the population is too large and it is impossible to include every individual and the respondents will be included based on their convenient accessibility and proximity to the researcher.

### **3.6 Ethical Consideration**

As the data is going to be collected from the customers by the researcher, the data will be collected according to their willing. The study will be free from bias. The customers will not be invited to write their name and address, to keep and assure their confidentiality. According to Saunders, Lewis and Thornhill, (2001:130), "... ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it". The data will be collected from those of willingness customers without any unethical behavior or forcefully action. The results or a report of the study will be used for academic purpose only and response of the participant is confidential and will be analyzed in aggregate without any change by researcher. In addition, the work of previous investigations or study will be cited appropriately by the researcher.

### **3.7 Method of Data Analysis**

Descriptive research studies are those which are concerned with describing the characteristics of a particular individual or group. It provides a picture of what happened in the study, (Kothari, 2004).

In this study the quantitative data analysis method will be used .The reason for this choice of analysis method is because firstly data will be collected quantitatively and secondly because the objective of the study is to examine the factors affecting customer attitude and consumer decision making process with the three dimensions of multiattribute model. The respondent will be asked to rank their expectations and perceptions in the form of 1 (strongly disagree) to 5 (strongly agree) on a five point Likert's scales.

After the data will be collected from the respondent through questionnaire, it will be analyzed and interpreted using statistical package for social science (SPSS) version 20. As a result, descriptive and inferential analyses will be conducted by employing different methods. In

descriptive statistics mean values, frequencies and standard deviations of the respondent's answers will be calculated. In inferential Cronbach's Alpha test takes place to assure reliability of the items. Multiple regressions and correlation analysis will be also used to analyze the impact and the relationship between the dependent and independent variables. Different tools like tables and bar graphs will be used to present differences between perception and expectation.

### **3.8 Reliability and Validity**

An instrument is reliable when all items in the instrument are highly correlated, meaning that the instrument intends to measure the same construct (Hair et al., 2010; Malhotra, 2010). Mugenda and Mugenda (2003) define validity as the accuracy and meaningfulness of inferences, which are based on the research results. Questioners for this study was adapted from attitude-towards –restaurants research by Hsu (1988)

This study adopted the Cronbach's alpha, which is a common method to estimate the internal consistency of the entire instrument. A value of 0.70 is the recommended threshold of Cronbach's alpha value in exploratory research as suggested by Hair et al. (2010).

## **Chapter Four**

### **Data Analysis and Interpretations**

This chapter presents the data collected using questionnaire and completed by the users of fast foods and goes on to discuss the research findings. The researcher used graphs and charts to display the findings in order to make it easier for the reader to analyze the results. The chapter will first look at the demographic statuses of customer's age, gender, educational level, income level and frequency of usage, it will then go on to examine the general objective of the study which is to determine factors affecting customers attitude towards fast food in Ethiopia through descriptive, regression and correlation analysis. The study was guided by the following specific objectives: To examine the effect of quality on customers attitude in Ethiopia, to examine the effect of Atmosphere on customers attitude in Ethiopia, to investigate the effect of Affordability on customers attitude in Ethiopia, to analyze how Culture affect customers attitude in Ethiopia, determine whether there exists a relationship between antecedes variables to determine the extent to which Ethiopians customers do perceive using fast food as being quality, affordable, atmosphere, level of income cultural acceptable and to investigate whether there is a difference in customer attitude towards fast food users across different demographic categories.

The chapter presents an analysis of the information designed to respond to the research objectives as outlined in the study. There are three sections presented in the questionnaire. The first is a general section which addresses the respondents' demographic characteristics. The following two sections address specific research objectives and they include the extent to which the five determinates of customers attitude affect customers attitude.

As per the sampling design 384 questionnaires were distributed. After receiving the questionnaires a thorough verification process was done before going to further analysis to check for completeness and consistency of the questionnaires. From the total distributed questionnaires 366, 95% questionnaire were found to be completed correctly and used for further analysis and the remaining 18 questionnaires were not returned.

## 4.1 Reliability Test

To ensure internal consistency among the items included in each of the scales, Cronbach's coefficient alpha is estimated. Higher Alpha coefficients indicate higher scale reliability. Specifically, (George & Mallery 2003) suggested that scales with 0.70 Alpha coefficients and above are considered acceptable.

As shown in table 4.1 for the reliability test Cronbach's Alpha coefficients for usage of fast food attitude factors range from 0.715 to 0.841. And the overall Cronbach's Alpha coefficient for expected scale items is 0.811. Based on the examination of the research scales and constructs, it can be concluded that each variable represents a reliable and valid construct.

<b>Dimensions</b>	<b>Alpha coefficient for dimensions</b>
<b>Quality</b>	0.808
<b>Atmosphere</b>	0.841
<b>Affordability</b>	0.801
<b>Promotion</b>	0.715
<b>Culture</b>	0.724
<b>Reliability of total scale</b>	<b>0.811</b>

Source: Analysis of Survey data 2018, using SPSS 20

Table 4.1 Reliability Test (Cronbach's Alpha)

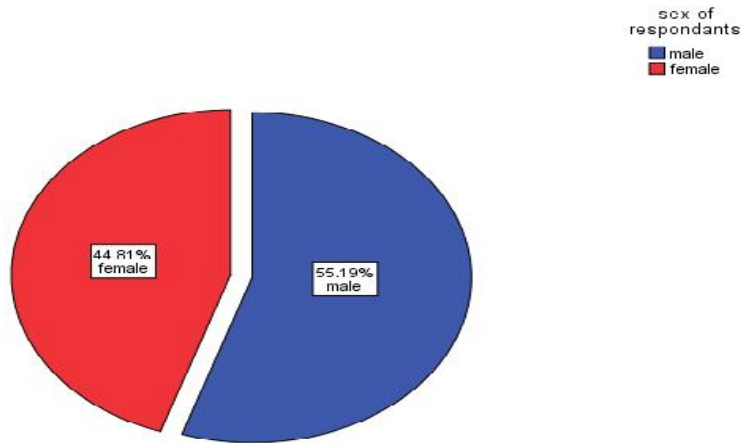
## 4.2. Demographic Characteristics of Respondents

The demographic characteristics of respondents are discussed under gender, age, educational level, age, income level, and frequency of usage. This was analyzed to ascertain the demographic characteristics of the respondents used for the current study. The various findings relative to the respondents' demographic characteristics are presented and discussed with the aid of frequency, percent, tables and diagrams shown below:

### 4.2.1 Gender

The researcher sought to find out the gender of the target respondents involved in the study. The findings on Figure 4.1., established that 55.19 % of the respondents were male as compared to 44.81% who were females.

**Figure 4.1. Gender composition of respondents**

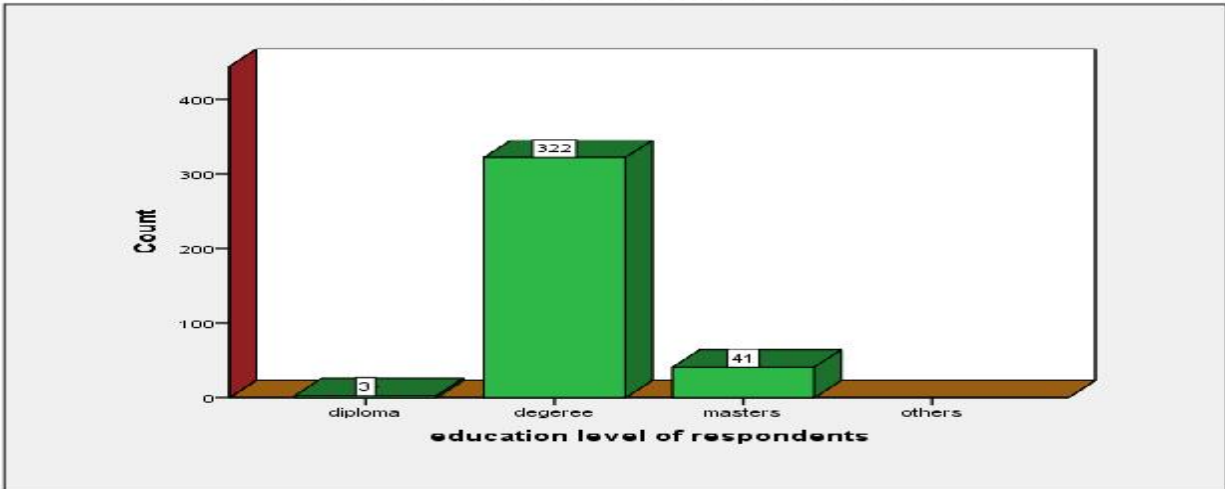


Source: Questionnaire data(question no.1)

### 4.2.2. Educational Level

The study sought to determine the education level of the respondents from those involved in the study. From fig 4.2. revealed that the majority of the respondents 89% of are university degree graduates, followed by those of masters holders with 11%,and others 1% of the respondents are diploma.

Figure 4.2. Education level of respondents

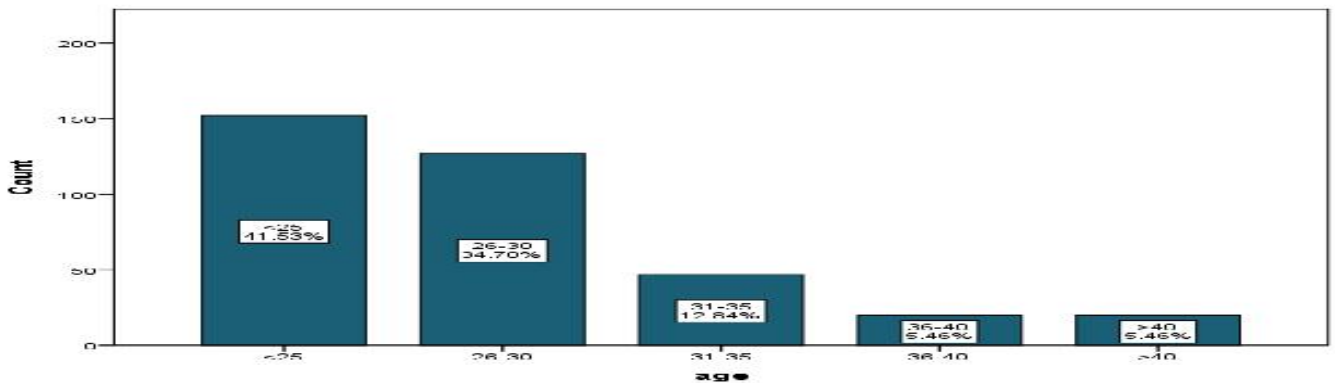


Source: Questionnaire data (question no.2)

#### 4.2.3. Age Bracket

The study intended to determine the age of the target respondents involved in the study. The findings on Figure 4.3. illustrates that 41.53% of the respondents were less than years 25, 34.7% are between 26 to 30 years, 12.84% were between 36 to 35 years, 5.46% of the respondents are between 36-40, and 5.46% were over 40 years.

Figure 4.3. Age distribution of the respondents

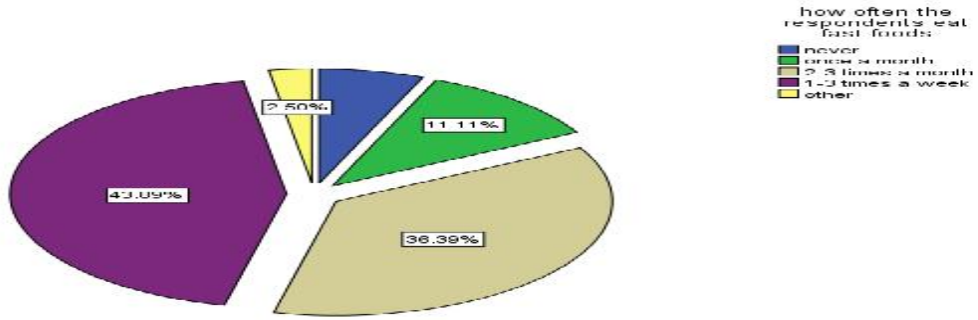


Source: Questionnaire data (question no.3)

#### 4.2.4. Frequency of respondents eat fast food

The researcher sought to find out the frequency of respondents eat fast food the target respondents involved in the study. The findings on Figure 4.4., illustrates that 43.89% of the respondents uses 1-3 times a week, another 36.39% are 2-3 times a month users, 11.11% are once a month users, and 2.5% customers either rarely or never used.

**4.4. Frequency of respondents eat fast food**

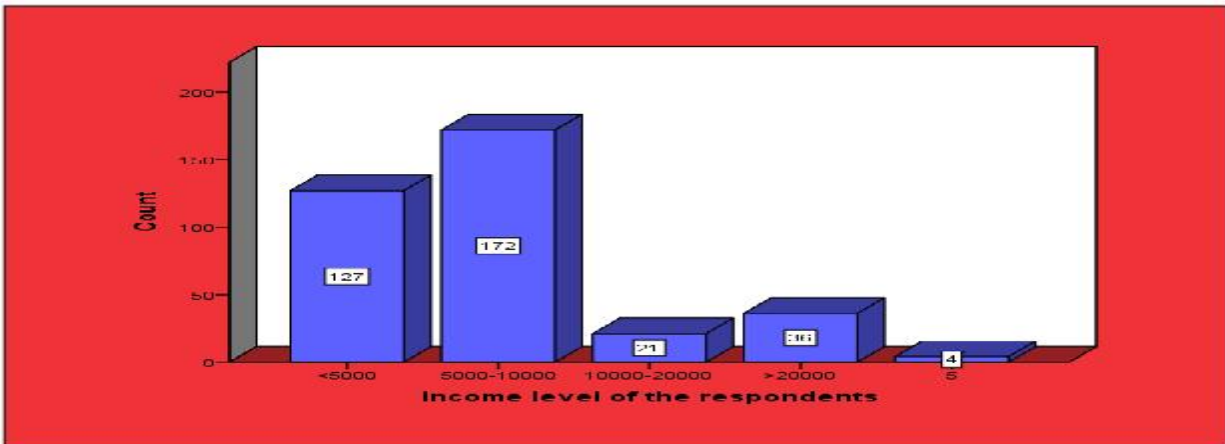


Source: Questionnaire(question no.4)

**4.2.5. Income level of the respondents**

According to Figure 4.5., out of the total respondents 172 persons are leveled between 5000-10000 income level ,127 persons are below 5000 birr ,21 persons are between 10000-20000 income level and the rest 36 persons and 4 are greater than 20000 and other level respectively from this the researcher conclude that the majority of respondents are leveled in 5000-10000 birr income.

**Figure 4.5. Distribution of the income level**



Source: Questionair data (question no.5)

### 4.3. Data Analysis Part of the Study

#### 4.3.1. Descriptive Analysis Result

In this section the descriptive analysis was presented, the researcher used frequency, percentage, mean and standard deviation to show the result obtained from the primary source.

##### 4.3.1.1 Analysis of quality

Customers requested to select the level of agreement concerning to their attitude towards fast food quality and customers response rate to the statement presented in the table below.

Table 4.2. Response Summary on customer's attitudes towards quality

Questions	S. Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
The foods are good testing and have good nutritional value and fresh	30	8.3	60	16.7	48	13.3	148	41.1	80	20.6	366	100
The service provide by the restaurants is quality and satisfactory	0	0	17	4.7	79	21.9	231	49.5	39	9.2	366	100
I get fast food restaurants' in attractive presentation of the foods	0	0	45	12.5	62	17.2	72	20.0	187	50.3	366	100
Mean	2.59				2.22				1.92			
Std. deviation	1.351				0.672				1.082			

Source: own survey 2018

Based on the result presented on the above table 4.1., 41.1% of the respondents agrees, while 16.7% were disagree and the rest 13.3% were neutral to they are personally think the food s are good testing and have good nutritional value and fresh. The majority the respondents of 49.5% agreed that the service provide by the restaurants is quality and satisfactory, while 26.1% disagree and neutral, the rest 9.2% were strongly agree . Regarding the statement of getting the

restaurants in attractive presentation of the foods 50.3% of the respondents strongly agree, 12.5% disagree and 17.2% were neutral.

#### 4.3.1.2 Analysis of Atmosphere

Customers requested to select the level of agreement concerning to the atmosphere of the restaurants and response rate to the statement presented in the table below.

Questions	S. Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
I am attracted by the restaurants interior designs	0	0	15	4.2	54	15.0	201	55.8	96	25	366	100
It is enjoyable and fun to listing to music while eating	60	16.7	141	39.2	0	0	140	38.9	19	5.3	366	100
mean	2.83					3.67						
Std. deviation	0.731					0.813						

Table 4.3. Response Summary Regarding with Atmosphere

Source: own survey 2018

As result illustrated on the above table, concerning of the attractiveness of the interior designs 25% and 55.8% of the respondents were strongly agree and agree, respectively while 4.2% were in the disagreement level. The rest 15% were neutral. Regarding with the statement of enjoyable and fun of listing to music while eating the respondents 45.2% strongly agreed and agreed, while 16.7 were strongly disagree and 39.2% were disagree.

#### 4.3.1.3 Analysis of Affordability

Customers requested to express their attitude about the Affordability of the foods rating their level of agreement to the questions listed below.

Questions	S. Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
I do always get fast food restaurants affordable.	12	3.3	44	12.2	71	19.7	127	35.3	112	29.4	366	100
Getting discounts or coupons encourages me to use fast food restaurants.	5	1.4	60	16.7	58	16.1	136	37.8	107	28.1	366	100
I eat fast food restaurants' because they are easy to get to.	21	5.8	41	11.4	53	14.7	139	38.6	112	29.4	366	100
I eat at fast food restaurants because they are quick.	29	8.1	7	1.9	59	16.4	135	37.5	136	36.1	366	100
mean	2.95		2.26		3.3		3.89					
Std. deviations	1.68		1.082		1.144		1.125					

Table 4.4. Response summary regarding with Affordability of the foods

Source: own survey 2018

As illustrated in the above tables customers response rate regarding to the statement of the I do get fast food restaurants affordable the response rate was 15.5% of strongly disagree and disagree,35.3 %of agree, and 19.7% were neutral most of the respondents 65.9% strongly agreed and agreed that getting discounts encourages me to use fast foods restaurants,16.7% of them disagree, and 16.1% were neutral. Out of 100%, 41.8% of the respondents agreed with the restaurants are easy to get to, while 11.4% of disagree with this statement and the rest of 14.7%were neutral.

#### 4.3.1.4 Analysis of the Promotions

Customers were answer as requested their agreement level according to the statement about whether their agreement or not.

Questions	S. Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Brand name and reputation of restaurants encourage me to use the restaurants.	62	17.2	33	9.2	75	20.8	85	23.6	111	29.2	366	100
The promotion the fast food restaurants are using generates enjoyment and excitement for the dinner	30	8.3	12	3.3	122	33.9	105	29.2	97	25.2	366	100
Fast food restaurants generate specious surrounding and promoting comfort	13	3.6	11	3.1	91	25.3	125	34.7	126	33.3	366	100
Mean	2.62				2.4				2.09			
Std. deviations	1.429				1.147				1.014			

Table 4.5. Response Summary on Promotion

Source: Own Survey 2018

Table 4.5. Indicated that majority of the respondents 52.8% strongly agree and agree, another 26.4% strongly disagreed or disagreed, 20.8% were neutral, to brand name and reputation of the restaurants. For the question whether the restaurants are using enjoyment and excitement promotion the majority of the respondents 54.4% of the respondents agree and strongly agree, 3.3% were disagree, and 33.9% were neutral. 43.7% the respondents agree with the generating of promotional comfort, while 7.0% of the respondents strongly disagree and disagree. The rest 25.3% were neutral.

#### 4.3.1.5 Analysis of the Culture

Customers were requested their level of agreement regarding to the following statements about the cultural effect among the five options given (strongly disagree=1, disagree=2, neutral=3, agree=4, and strongly agree=5)

Questions	S. Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
	I do believe food choices are made on a person's existing values and beliefs.	10	2.8	10	2.8	115	31.9	176	48.9	54	13.6	366
I eat at fast food restaurants because it is a way to socializing with friends or family.	35	9.7	141	39.2	40	11.1	92	25.6	58	14.4	366	100
I eat at fast food restaurants because they are fun and entertaining.	34	9.4	21	5.8	64	17.8	137	38.1	110	28.9	366	100
Mean	2.32				3.04				2.29			
Std. deviations	1.231				2.12				1.213			

Table 4.6. Response summary on Culture

Source: own survey 2018

As depicted from the above table 4.6., the majority of the respondents 48.9% agreed that, they do believe food choices are made on a person's existing values and beliefs while 5.6% strongly disagree and disagree and 31.9% were neutral. For question two, 41.0% of respondents have said they eat fast food restaurants because it is a way to socializing with friends and family, the other 48.9% of the respondents disagree and strongly disagree, and 11.1% were neutral. As question 3 response shows majority of the respondents 38.1% agreed that they eat at fast food restaurants because they are fun and entertaining and 15.2% of them strongly disagree and disagree.

#### 4.3.1.6 The Analysis of customer Attitude

The section aimed to determine whether the customers were satisfied with the current fast food restaurants in enhancing their attitude from the respondents involved in the study. The five

options given were (not important =1, less important=2, neutral=3, moderately important=4, and very important=5)

Questions	Not important		Less important		Neutral		Moderately important		Very important		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
The quality of the foods and service that the restaurants provide.	0	0	0	0	0	0	118	32.8	248	67.2	366	100
The attractive environment and clean providing place.	18	5.0	5	1.4	0	0	135	37.5	208	36.1	366	100
Fair and affordable price.	1	0.3	0	0	11	3.1	142	39.4	212	57.2	366	100
Marketing influence when selecting fast food places.	65	18.1	40	11.1	93	25.8	126	35.0	42	10.0	366	100
Social and peers influence and believes towards fast foods.	53	14.7	90	25.0	82	22.8	75	20.8	66	16.7	366	100
Mean	1.33		1.62				1.47		3.08		3.00	
Std. deviations	0.47		0.96				0.587		1.258		1.311	

Table 4.7. Response summary on level of Attitude

Source: own survey 2018

The customer's attitude with regard to the quality linked to the fast foods in enhancing their attitude the responses indicated in the table 4.6. That the majority of respondents 67.2% were very important, 32.8% were moderately important. With regards to attractive environment and clean providing places 36.1% of the respondents were on very important section, while 37.5% of the respondents were in the moderately important level. The rest of 5.0% and 1.4% of respondents were responding that they think it's not important or less important. Regarding to fair and affordable price, 57.2% of respondents were on very important level, while 39.4% of the respondents were in the moderately important level. The rest of 3.1% and 0.3% of the respondents were neutral and not important respectively. From this the majority of the respondents were think that fair and affordable prices very important. As shown in the table importance level regarding to the marketing influence when selecting fast food places, 35.0% of

the respondents were n moderately important level and 25.8% were neutral ,11.1% of the respondents were in the less important level. The rest of 18.1% of the respondents was not important. Concerning with the respondents social and peers influence and believes towards fast foods 25.0% of the respondents were less important, 22.8% of the respondents were neutral.

**4.3.1.7. Mean and Standard Deviation of attitudinal factors and customer’s attitude**

The objective of this study is to point out the effect of attitude factors on customer’s attitude in the case fast food restaurants in Ethiopia. Table summarizes the data collected from customers with regard to the attitudinal factors listed and customer’s attitude.

	Quality	Atmosphere	Affordability	Promotion	Culture	Attitude
N	Valid	366	366	366	366	366
	Missing	0	0	0	0	0
Mean	3.40	3.41	3.04	3.23	2.74	2.86
Std. Deviation	1.015	1.044	.991	.889	.980	1.154

Table 4.8. Attitudinal factors and customer’s attitude mean std. deviation

Source: own survey 2017

The above descriptive statistics clearly indicates the corresponding arithmetic mean and standard deviation of every construct totals (total of every individual categorical construct). Thus quality categorical total has a mean of 3.40 and a standard deviation of 1.015, atmosphere categorical total has a mean of 3.41 and a standard deviation of 1.44, affordability categorical total has a mean 3.04 and standard deviation 0.991, promotion categorical total has a mean 3.23 and standard deviation 0.889, culture categorical total has a mean of 2.74 and a standard deviation of 0.980, finally level of attitude categorical total has a mean of 2.86 and a standard deviation of 1.154.

The finding indicate that a substantial proportion of the respondents claimed that they agreed with the quality, atmosphere, affordability and promotion, and attitude towards fast foods is greater than the average values except culture. This means cultural effect in the restaurants is weak.

### 4.3.2 Test results for the Classical Linear Regression assumptions

The following sections discuss results of the diagnostic tests (i.e. model specification test, autocorrelation, multicollinearity, hetroskedasticity and normality) that ensure whether the data fits the basic assumptions of classical linear regression model or not.

#### 4.3.2.1 Model Specification

According to Brooks (2008), model specification error occurs when omitting a relevant independent variable, including unnecessary variable or choosing the wrong functional form. When the omitted variable is correlated with the variable which is included, the estimators will be biased and inconsistent and model specification error will tend to occur. If the omitted variable is not correlated with the included variable, the estimators are unbiased and consistent and model specification error will not occur. Therefore, in order to select a correct estimated model, Ramsey-RESET Test is used to check on the model specification. The hypothesis for the model specification test was formulated as follows;

H0: The model specification is correct.

H1: The model specification is incorrect.  $\alpha = 0.05$

Decision Rule: Reject H0 if P value is less than significant level 0.05. Otherwise, do not reject H0.

Ramsey RESET Test

Equation: UNTITLED

Specification: QUAL ATMO AFFO PRO CLUT

Omitted Variables: Squares of fitted values

	Val	df	Probability
t-statistic	0.657060	372	0.5115
F-statistic	0.431727	(1, 372)	0.5115
Likelihood ratio	0.443076	1	0.5056

Table 4.9. Model Specification

Source: own survey 2018

From table 4.9, it can be concluded that this research do not reject null hypothesis (H0), since the p value is greater than significance level of 0.05. Thus, it can be concluded that there is no evidence to suggest the linear model is inadequate. Overall reliability and validity of the model was enhanced further by the Prob (F-statistic) value of 0.000000.

#### 4.3.2.1 Autocorrelation

It is assumed that the distribution errors are uncorrelated with one another and that the errors are linearly independent of one another. Autocorrelation error occurs when the error term for any observation is related to the error term of other observation according to (Brooks 2008), in this study, Breusch Godfrey Serial Correlation LM Test is used to carry out the autocorrelation test. The p-value is obtained to examine whether the autocorrelation problem occurs in the model. If the p-value is more than 5% significant level, it implies that there is no autocorrelation problem in the model. The hypothesis for the autocorrelation test was formulated as follow;

H0: There is no autocorrelation problem.

H1: There is autocorrelation problem.  $\alpha = 0.05$

Decision Rule: Reject H0 if P value is less than significant level 0.05. Otherwise, do not reject H0.

Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.416106	Prob. F (2,372)	0.6599
Obs*R-squared	0.852676	Prob. Chi-Square (2)	0.6529

Table 4.10 Autocorrelation

Source: own survey 2018

From Table 4.10, it can be concluded that this research do not reject null hypothesis (H0), since the p value is of 0.6599 and 0.6529 for F-statistic and Chi-Square respectively were in excess of 0.05. Thus, it can be concluded that these model does not consists of autocorrelation problem.

### 4.3.2.3. Multicollinearity Test

The term multicollinearity refers to the existence of a “perfect,” or exact, linear relationship among some or all explanatory variables of a regression model (Gujarati, 2004). If it exists the remedy is to drop a variable with a high R-square or do nothing. The correlation matrix was used to detect the presence of severe multicollinearity. A correlation coefficient is high if it is in excess of 0.8. The result of the test for existence multicollinearity between independent variable are presented in the test analysis using only independent variables: 4.10

According to Lewis-Beck (1993) suggestion in order to find out the multicollinearity problem, the bivariate correlations among the independent variables should be examined and the existence of correlation of about 0.8 or larger indicates a problem of multicollinearity. Hair et al (2006) argued that correlation coefficient below 0.9 may not cause serious multicollinearity problem. I.e. if pair-wise or zero-order correlation coefficient between two regresses is out of the recommended range of multicollinearity which is -0.9 or 0.9. In the above correlation matrix there is no pair-wise relation, which suggests for not rejecting the+ null hypothesis (H), which states that there is no perfect pair wise relation among regresses.

Dimension	Quality	Atmosphere	Affordability	Promotion	Culture	Customer attitude
Quality	1					
Atmosphere	.727**	1				
Affordability	.484**	.705**	1			
Promotion	.547**	.775**	.754**	1		
Culture	.397**	.550**	.548**	.600**	1	
Customer attitude	.649**	.809**	.645**	.729**	.591**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.10 correlation analysis

Source: own data 2018

Therefore, it can be concluded that in this study that there is no problem of multicollinearity or the results showed that the problem of multicollinearity did not exist between variables in the model. Hence all the variables were retained for use in the estimations.

#### 4.3.2.4 Heteroscedasticity.

According to (Gujarati, 2004) this is a situation whereby the error variances are not constant. This is a violation of one important assumption of the classical linear regression assumptions. To detect heteroscedasticity, the research employed the Whites test for heteroscedasticity. The problem of continuing to use data that suffers heteroscedasticity is that whatever conclusion or inferences, they will be misleading.

When the distribute of the errors is different, varying depending on the value of one or more of the independent variables, the error terms are heteroskedastic (Brooks 2008). Heteroskedasticity test is very important because if the model consists of heteroskedasticity problem, the OLS (Ordinary Least Square) estimators are no longer BEST and error variances are incorrect, therefore the hypothesis testing, standard error and confident level will be invalid. A white' test has been made, to ensure that this assumption is no longer violated. The hypothesis for the heteroskedasticity test was formulated as follow;

H0: There is no heteroskedasticity problem in the model

H1: There is heteroskedasticity problem in the model

Decision Rule: Reject H0 if P value is less than significant level 0.05. Otherwise, do not reject H0.

Heteroskedasticity Test: White

F-statistic	1.397704	Prob. F (35,346)	0.0719
Obs*R-squared	47.31927	Prob. Chi-Square (35)	0.0799
Scaled explained SS	45.63000	Prob. Chi-Square (35)	0.1077

Table 4.11 Heteroskedasticity Test

Source: own survey 2018

As shown in table 4.11, all versions of the white test statistic (F-statistic Chi-Square and Scaled explained SS) gave the same conclusion that there was no evidence for the presence of heteroscedasticity in this particular study. Since the p-values of 0.0719, 0.0799 and 0.1077 for F-statistic, Chi-Square and Scaled explained SS respectively were in excess of 0.05, the null hypothesis should not be rejected.

#### **4.3.2.5 Normality**

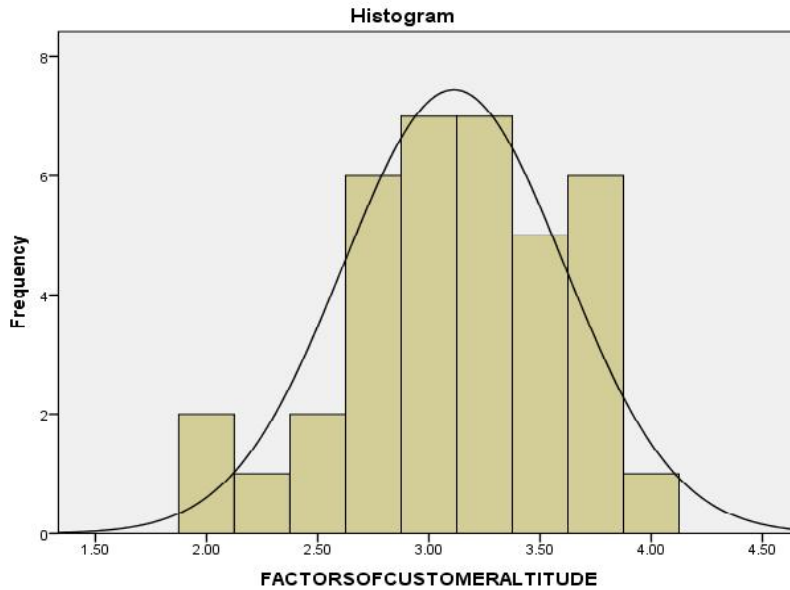
A normal distribution is not skewed and is defined to have a kurtosis coefficient of 3. Bera-Jarque formalizes this by testing the residuals for normality and testing whether the coefficient of Skewness and kurtosis are zero and three respectively. Skewness measures the extent to which a distribution is not symmetric about its mean value and kurtosis measures how fast the tails of the distribution are. The Bera-Jarque probability statistics/P value is also expected not to be significant even at 10% significant level (Brooks, 2008). A perfectly normal distribution should return a score of 0. Otherwise a positive skewness value indicates positive (right) skew: a negative value indicates negative (left) skew. The higher the absolute value, the greater the skew. Similarly a positive kurtosis value indicates positive kurtosis; a negative one indicates negative kurtosis. The higher the absolute value, the greater the kurtosis.

Normality test is used to determine whether the error term is normally distributed. Brooks (2008) noted that the Jarque-Bera statistic would not be significant for disturbance to be normally distributed around the mean. The purpose of the Jarque-Bera test is to make sure that the data set is well-modeled by a normal distribution. The hypothesis for the normality test was formulated as follow:

H0: Error term is normally distributed

H1: Error term is not normally distributed  $\alpha = 0.05$

Decision Rule: Reject H0 if P value of JB less than significant level 0.05. Otherwise, do not reject H0.



Series: Residuals	
Sample 1 366	
Observations	
Mean	5.99e-15
Median	0.039602
Maximum	1.108704
Minimum	-1.116644
Std.Dev.	0.513447
Skewness	-0.030503
Kurtosis	2.302765
Jarque-Bera	1.367521
Probability	0.504715

Figure 4.6 Normality Test

Source: own survey 2018

Figure 4.6 indicated that distribution of the panel observation is symmetric about its mean.

The Jarque-Bera statistic has a P-value of 0.504715 implies that the p-value for the Jarque-Bera test is greater than 0.05 which indicates that there was no evidence for the presence of abnormality in the data. Thus, we do not reject H0.

### 4.3.2 Correlation Analysis

Correlation analysis is one of the most widely used and reported statistical method in summarizing scientific data (Tyler, 1990), Correlation can be either negative or positive (Greasley, 2008) as presented here under:

- Positive correlation: an increase in values for one variable is associated with an increase in values for the other variable,
- Negative correlation: an increase in values for one variable is associated with a decrease in values on another variable.

The strength of a correlation is indicated on a scale ranging from -1 to +1 As a general guideline, a value ranging from 0.1 to 0.4 would be classed as a weak correlation, and anything above 0.5 would be regarded as a strong correlation (Cohen, 1988).

A value approaching zero indicates the absence of any relationship between two variables, in other words no correlation (Greasley, 2008). , a correlation of 1.0 indicates a perfect positive correlation, and a value of -.01 indicates a perfect negative correlation. Furthermore, (Cohen, 1988) suggests the following as guidelines:

$r = 0.01$  to  $0.029$  or  $r = -.010$  to  $-0.029$ , Small

$r = 0.030$  to  $0.049$  or  $r = -.030$  to  $-0.049$ , Medium

$r = 0.050$  to  $1.0$  or  $r = -.050$  to  $-1.0$ , Large

Pearson correlation analysis is used to determine whether there is a positive or negative relationship among the five dimensions and Customer Attitude having such analysis enable us to see the significance of each dimension with one another with the presence of the dependent value i.e Customer attitude.

Accordingly, the correlation of each dimension is depicted under table 4.12

Dimension	Quality	Atmosphere	Affordability	Promotion	Culture	Customer attitude
Quality	1					
Atmosphere	.727**	1				
Affordability	.484**	.705**	1			
Promotion	.547**	.775**	.754**	1		
Culture	.397**	.550**	.548**	.600**	1	
Customer attitude	.649**	.809**	.645**	.729**	.591**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.12 Correlation between a dimensions and Customer attitude

Source: own survey 2018

The results in the above table 4.12 indicate that, there is positive and strong relationship between overall quality and atmosphere where ( $r = 0.727$ ,  $P < 0.01$ ) which tells, an increase in

the value for overall quality is associated with an increase in the values for the overall atmosphere, likewise, overall quality has a strong positive relationship with overall promotion and overall attitude as ( $r = 0.547, p < 0.01$ ), ( $r = 0.649, p < 0.01$ ).

Whereas, a relationship between overall quality with overall affordability and overall culture, is a positive but it is a weak relation since ( $r = .484, P < 0.01$ ) and ( $r = 0.397, P < 0.01$ ), respectively.

Overall atmosphere has a strong positive relation with overall affordability, promotion, culture, customer attitude since ( $r = 0.705, P < 0.01$ ), ( $r = 0.775, P < 0.01$ ), ( $r = 0.55, P < 0.01$ ) and ( $r = 0.809, P < 0.01$ ) respectively, and an increase in the value of overall atmosphere will increase the value of the overall affordability, promotion and culture and customer attitude.

As shown in table 4.10 overall affordability has also a strong positive correlation with overall promotion, overall culture and customer attitude with a correlation value of ( $r = 0.754, P < 0.01$ ), ( $r = 0.548, P < 0.01$ ) ( $r = .645 P < 0.01$ ) respectively. Overall promotion has a strong positive relation with culture and customer attitude as ( $r = 0.600, P < 0.01$ ) and ( $r = .729, P < 0.01$ ). Which means an increase in the levels of overall culture will increase in the level of overall customer attitude. Lastly, Overall culture has a strong correlation with customer attitude since, ( $r = .591, P < 0.01$ ).

Correlation is the degree of correspondence between variables. This implies the relationship is mutual or reciprocating, but we do not include in our concept of correlation any proposition that one thing is the cause and the other the effect (Robert and Richard, 2008). The result shows that, all the independent variables have correlation with the dependent variables.

### **4.3.2 Regression Analysis**

In this study multiple regressions were conducted in order to examine the relationship between quality, atmosphere, affordability, promotion and culture with another constructs of the conceptual framework; customer attitude. Here, the regression between the factors and customers attitude in the form of stepwise is analyzed.

R-Square (coefficient of determination) is a commonly used statistic to evaluate model fit. R-square is 1 minus the ratio of residual variability. The adjusted  $R^2$ , also called the coefficient

of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent variables (Robert and Richard,2008).

Linear regression is a method of estimating or predicting a value on some dependent variable given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. For example, insurance adjusters may be able to predict or come close to predicting a person’s life span from his or her current age, body weight, medical history, history of tobacco use, marital status, and current behavioral patterns (Marczyk, Dematteo & Festinger, 2005).

There are two basic types of regression analysis: simple regression and multiple regressions. In simple regression, we attempt to predict the dependent variable with a single independent variable. In multiple regressions, as in the case of the insurance adjuster, we may use any number of independent variables to predict the dependent variable (Marczyk, Dematteo & Festinger, 2005).

The main aim of the study was to examine the extent antecedes variables contribute to determine customer attitude. To investigate the relationship between antecedes variables and customer attitude, a multiple linear regression model was applied. By taking each antecedes variables as independent variables and overall Customer attitude as a dependent variable.

The beta coefficients indicated that, how and to what extent antecedes variables such as quality, atmosphere, affordability, promotion and culture influence customer’s attitude of the fast food uses

The mathematical representation of the above relationship is displayed as;

$$Y = a + \beta_1(\text{QUAL}) + \beta_2(\text{ATOM}) + \beta_3(\text{AFFO}) + \beta_4(\text{PRMO}) + \beta_5(\text{CULT})$$

Where, Y= Overall Customer Attitude

**a = Constant**

Qual, Atom, Affo, Prmo, Cult = Dimensions of the customers attitude

β1, β2, β3, β4, β5 = Beta Coefficients of each dimension

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.423	.244		-1.736	.084		
Quality	.137	.055	.137	2.538	.012	.469	2.131
Atmosphere	.464	.075	.462	6.197	.000	.247	4.049
Affordability	.174	.080	.174	2.547	.012	.296	3.379
Promotion	.159	.077	.159	3.346	..001	.609	1.641
Culture	.034	.073	.034	2.576	.005	.386	2.587

**R=.840 R<sup>2</sup> =.699 F=102.609**

**Dependent Variable: Customers Attitude**

Table 4.13 Multiple Linear Regression analyses

Source: own survey 2018

Before interpreting the beta coefficient it is important to evaluate the model in terms of the issue of multicollinearity. The issue has been addressed by the outcome of both the variance inflation factor (VIF) and the tolerance level. If the tolerance values less than 0.10 may merit further investigation where as if the VIF value is greater than 10 may merit further investigation. As it can be seen from the table these requirements are not invalidated in our results and there is no issue of multicollinearity.

The above table demonstrate that, about 69.9% (R =0.699) of the variance in the overall attitude is explained by overall dimension. This in fact, is a strong explanatory power of regression. Moreover, the results further demonstrate that, there is positive and statistically significant (p<0.05, F=102.60) relationship between the antecedes variables and overall customer satisfaction.

In addition, the atmosphere (β=0.462, P<0.05), promotion (β=0.159, P<0.05), quality (β=0.137, P<0.05) and affordability (β=0.174, P<0.05) of the attitudinal dimensions have statistically significant and positive relationship with customer attitude having P<0.05. Among these dimensions atmosphere is the most significant one due to its highest beta standard coefficient which is (β=0.462, P<0.01).

Thus, H1, H2, H3, H4 and H5 are supported.

The Regression Model is

$$\text{Customer Attitude} = -0.423 + 0.137(\text{QUAL}) + 0.462(\text{ATMO}) + 0.034(\text{CULT}) + 0.174(\text{AFFO}) + 0.159(\text{PROM})$$

From the result shown in the above table, Atmosphere with (beta =0.462, t=6.197, P<0.05) have the highest influence or significant impact on customer's Attitude when we compare it with other dimensions.

From this, fast food restaurants should give due emphasis on those dimensions which have a statistical significance i.e (P< 0.05) and a higher Beta value.

The regression coefficient explain the average amount of change in dependent variable that caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

From the analysis the co-efficient value for quality was 0.137. This means that all things being equal, when the other independent variables (Atmosphere, Affordability, promotion and culture) are held constant, Attitude would increase by 13.7 % if there is 100% increments in quality. This was statistically significant (0.00<0.05) i.e. the variable (quality of the fast food) is making a significant unique contribution to the prediction of the dependent variable (customers attitude).

From the analysis the co-efficient value for Atmosphere was 0.462. This means that all things being equal, when the other independent variables (quality, affordability, promotion and culture) are held constant, attitude would increase by 46.2% if there is 100% improvement in atmosphere. This was statistically significant (0.00<0.05) i.e. the variable (atmosphere) is making a significant unique contribution to the prediction of the dependent variable (customer attitudes).

From the analysis the co-efficient value for afforbability was 0.174. This means that all things being equal, when the other independent variables (quality, atmosphere, promotion and culture) are held constant, attitude would increase by 17.4 % if there is 100% improvement in affodablity. This was statistically significant (0.00<0.05) i.e. the variable

(affordability) is making a significant unique contribution to the prediction of the dependent variable (customers attitude).

From the analysis the co-efficient value for promotion was 0.159. This means that all things being equal, when the other independent variables (quality, atmosphere, affordability and culture) are held constant, attitude would increase by 15.9 % if there is 100% improvement in promotion. This was statistically significant ( $0.00 < 0.05$ ) i.e. the variable (promotion) is making a significant unique contribution to the prediction of the dependent variable (customers attitude).

From the analysis the co-efficient value for culture was 0.034. This means that all things being equal, when the other independent variables (quality, atmosphere, affordability and promotion) are held constant, attitude would increase by 3.4% if there is 100% improvement in culture. This was statistically significant because it has value less than  $0.034 < 0.05$  i.e. the variable (culture) is making any unique contribution to the prediction of customers attitude.

#### **4.4.2 The Impact of Overall Factors on Overall Customer Attitude**

To analyze the relationship between overall factors and customer attitude a simple linear regression was applied. The following table 4.13 shows the impact of overall factors of fast food restaurants and customer attitude.

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity statistics	
	B	Std. Error	B			Tolerance	VIF
1	(Constant)	.241	.078				
	eta Factors of Attitude	.931	.023	.941	3.105 1.192	.002 .000	1.00 1.00

**R=0.941<sup>a</sup> R<sup>2</sup> =.886 F=1696.75**

**Dependent Variable: overall customer attitude**

Table 4.14 The relationship between overall factors and customer attitude

Source: own survey 2018

The result on table 4.13 indicates that about 88.6% (R=0.886) of the variance in the overall Customer Attitude is explained by the overall attitude dimensions. In addition, the result demonstrate that, there is a positive and statistically significant (p<0.05) relationship between overall dimensions and overall customer attitude. This will further explain when the levels of attitudinal dimensions increase the customer attitude towards fast food increase.

Therefore, fast food restaurants should focus on attitudinal dimensions since it has significant and positive relationship with customer attitude.

Thus, H6 is supported.

Based on the findings of the study, the result of the formulated hypothesis whether it is supported or not are summarized under table 4.14.

Hypothesis	Statement of the hypothesis	Method of analysis used	Result supported/Failed
H <sub>1</sub>	Quality is significantly and positively related to customer Attitude	Linear regression	supported
H <sub>2</sub>	Atmosphere is significantly and positively related to customer Attitude	Linear regression	supported
H <sub>3</sub>	Affordability is significantly and positively related to customer Attitude	Linear regression	supported
H <sub>4</sub>	Promotion is significantly and positively related to customer Attitude	Linear regression	supported
H <sub>5</sub>	Culture is significantly and positively related to customer Attitude	Linear regression	supported
H <sub>6</sub>	Over all attitudinal dimensions are significantly and positively related to customer Attitude	Linear regression	supported

Table 4.14 Summary of Hypothesis Results

Source: own survey 2018

## 4.4 Demographic variables impact on attitude towards fast food

### 4.4.1 Demographic variable Gender impact

It has been the interest of many scholars to investigate whether gender as a demographic variable has an impact on attitude towards Fast food. Faraz Saadeghvziri and Seyedreza

Seyedjavadain (2011) has found out that the impact of gender in influencing both antecedent variables and attitude towards fast food is insignificant. Coming to the Ethiopian case it is the researcher interest to investigate whether there is a significant difference in perception of the antecedent variables and attitude towards fast food between male and females.

### Group Statistics

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
Quality male	202	2.3087	.89750	.06411	0.750
female	164	2.2708	.75497	.08897	

Table 4.15 Mean score of quality for male and females

Source: own survey 2018

Male and females perception of quality has a mean of 2.3087 and 2.2708. The figure shows that males perceive higher quality than females. The statistics significant of this difference was analyzed using an independent sample t-test and found to be insignificant (sig=0.750). So what is quality for male customers is also quality for female customers almost in a similar intensity.

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
Atmosphere male	202	2.6352	1.00682	.07192	.396
female	164	2.5208	.88984	.10487	

Tables 4.16 mean score of Atmosphere for male and female

Source: own survey 2018

Male believe the fast food are made to order to their comfort and activates more than that of female. The mean score for the group are 2.6352 for male and 2.5208 for females. However the significance of this difference between the group is low as observed from independent sample t-test (sig=.396).

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
Affordability male	202	3.9821	1.08884	.07777	.112
female	164	4.2083	.84649	.09976	

Tables 4.17 mean score of affordability between male and female

Source: own survey 2018

Comparison of affordability between male and female shows that female perceives more affordability factor than male as far as fast food is concerned. The mean score for female is 4.2083 where as for the male it is 3.9821. The difference between these figure is how ever insignificant (sig=.112). So we can understand that fast food is almost equally affordably to male and female customers.

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
promotion male	202	2.8316	.96328	.06881	0.380
female	164	2.7153	.95249	.11225	

Tables 4.18 mean score of promotion between male and female

Source: own survey 2018

As far as promotion of the fast foods is concerned the mean score for male (2.83160) is greater than female (2.7153). However statistically the extent to which the fast food provides relevant promotional information is perceived similar for both by male and female. This is eminent from the independent sample t-test score which witnessed that difference in the mean score for promotion between males and females is insignificant (sig=0.380)

What so ever information is provided to customers via there method of promotion is little probably that is highly informative to male and very poor for female or vice versa. Being female of male perception of promotion is independent of gender. This is equivalent to saying that a company needs not vary the content and richness of promotion to its target audience merely by considering gender

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
culture male	202	2.4745	.86787	.06199	.637
female	164	2.4167	.94198	.11101	

Tables 4.19 mean score of credibility between male and female

Source: own survey 2018

Like all the previous variables the difference in culture perceived by male and female respondents is insignificant (sig=.637). The finding from all the independent sample t-test illustrated that there doesn't exist a significant difference in customer's perceiving of quality, atmosphere, affordability, promotion and culture. This is consistent with the finding of Faraz Saadeghvziri and seyedreza Seyedjavadain(2010).

Gender	N	Mean	Sts. Deviation	Std. Error Mean	sig
Attitude male	202	2.1327	.95421	.06816	0.824
female	164	2.1042	.85965	.10131	

Table 4.20 means score of attitude between male and female

Source: own survey 2018

The overall attitude towards fast food has a mean score of 2.1327 and 2.1042 for male and female respectively. Since it was proved by statistic that there doesn't exist difference in all the antecedent variables between male and female we don't normally expect that there will be a difference in attitude too. The result from an independent sample t-test proved that there is no significant difference in attitude towards fast food between male and females (sig=.824) as a result Hypothesis 7 is Supported.

#### 4.5.2 Demographic variable level of education

Perception of antecedent variables and attitude across different educational level.

Descriptive analysis mean of each variables across different educational level

	Quality	atmosphere	affordability	promotion	culture
Primary school	2.6818	3.1818	3.18181	3.3636	2.7727
High school	2.3750	3.7159	3.98207	3.2500	2.8068
diploma	2.3387	4.1237	.81782	2.7043	2.4946
Degree and above	2.2042	4.1792	1.00209	2.6583	2.2750
Total	2.2958	4.0429	.97645	2.8004	2.4590

Table 4.21 Descriptive analysis mean of each variables across educational level

Source: own survey 2018

Since the categories are more than two ANOVA is used for analysis.

ANOVA

Quality	Sum of square	df	Mean square	F	Sig
Between Groups	3.092	5	1.31	1.399	.244
Within Group	194.527	361	.737		
Total	197.619	366			

Table 4.22 ANOVA result for quality across educational levels

Source: own survey 2018

The difference in perception of quality across different educational levels is insignificant (sig=.224). Therefore we can say that customers do perceive quality features of fast food similarly. This implies that the mean score for entertainment for one educational group is almost same with other group.

ANOVA

affordability	Sum of square	df	Mean square	F	Sig
Between Groups	17.936	5	5.979	6.670	.000
Within Group	236.638	361	.896		
Total	254.575	366			

Table 4.23 ANOVA result for affordability across educational levels

Source: own survey 2018

While coming to affordability result from the ANOVA analysis shows that there exists a significant difference across the age categories in perception of affordability. This indicates that content of menu that fits the personal interest and affordability thought of some individuals are completely not fit for others. The mean score for affordability is the highest for customers with educational level of primary school with mean of 3.1818 followed by high school attendants with a mean score of 3.0795. The lowest mean score is the one for degree and above. So we see a decline as it goes up on the educational level. Individuals with lower educational background tend to believe that they received affordability service than highly educated ones.

Atmosphere	Sum of square	df	Mean square	F	Sig
Between Groups	15.695	5	5.232	5.133	.002
Within Group	269.061	361	1.019		
Total	284.757	366			

Table 4.24 ANOVA result for atmosphere across educational levels

Source: own survey 2018

Result from descriptive statics shows that customers with a higher level of educational (degree and above) perceives a higher level of atmosphere (mean score of 3.1818 for primarily educational). The difference in the mean score is significant at the 0.01 level. Accordingly it is possible to conclude that customer's perception of atmosphere varies significantly from one educational category to another.

Promotion is perhaps another most important variable that needs to be studied in relation to educational level. Literacy one can guess that a message that consisted valuable information for one individual could be a mere reputational and even an insult to his/her intelligence as he has been exposed to that promotional prior to that. Highly educated individuals tend to have greater access to various source of information unlike the less educated. Yet the ANOVA for the promotion constructs has something to say about whether promotion actuality differs across the educational level of individuals.

promotion	Sum of square	df	Mean square	F	Sig
Between Groups	15.665	5	5.222	5.983	.001
Within Group	230.405	361	.873		
Total	246.070	366			

Table 4.25 ANOVA result for promotion across educational levels

Source: own survey 2018

The ability of the fast foods restaurants in providing information to customers significantly varies across educational categories. It tends to reduce from those with primary school (mean score of 3.3636) to those with degree and above (mean Score of 2.6583). This difference in mean score is significant. Therefore there is a difference in perception of promotion across educational categories.

Restaurants culture is “consumers perception of the reliability and judgment of value in general”(Mackenzie and Lutz,1989) as cited in Saadeghvaziri and Hossein (2010). According to literatures culture is not only associated with the fast food itself but also with restaurants (saadeghvziri and Hossenini, 2010).

clture	Sum of square	df	Mean square	F	Sig
Between Groups	10.586	5	3.529	4.671	.003
Within Group	199.462	361	.756		
Total	210.049	366			

Table 4.26. ANOVA result for culture across educational levels

Source: own survey 2018

The level of Cultural varies significantly across different educational categories at the 0.001 significance level implying that consumers’ perception of the extent to which fast food are cultural varies from individual to individual with different educational group.

The highest mean for culture is obtained for customers who have attained high school(2.8068) followed by those who have attendee primary school(2.7727). The lowest mean score is obtained for degree and above holder (2.2750). The mean score are not in an orderly manner with respect to educational level like those for affordability and promotion. So we can’t dare to say that culture rise or declines as one ascends up the educational level.

But we can say that there is a significant difference in culture across the different educational levels. An overall customer perception of the antecedent variables to attitude significantly varies across the educational levels with the exception of quality.

Attitude of customers towards fast food

Attitude	Sum of square	df	Mean square	F	Sig
Between Groups	8.382	5	2.794	3.327	.020
Within Group	221.680	361	.840		
Total	230.062	366			

Table 4.27 ANOVA result for attitude across educational levels

Source: own survey 2018

With regard to the overall attitude towards fast food, there is a significant difference in attitude across the given educational categories. The difference in mean score for attitude from the highest (2.4773) for high school) to the lowest (2.0292 for customers with qualification of degree and above) is significantly. Accordingly Hypothesis 8 is supported.

## 4.5 Discussion

This particularly study was oriented onto the effect of factors affecting customer attitude and customer attitude. The study well established that the relationship between the antecedent variables and customer attitude is high and stronger. Customer attitude is strongly affected by the variables like Quality, atmosphere, affordability, promotion and culture. Customers' attitude is the key factor for good performance and good customer attitude.

Various studies in the effect of customer attitude have shown that Quality is the important analysis grid for dining restaurants showed that freshness was an important attribute, attractive presentation were rated as high on importance (Aytan mammadli,2016). The present research finding supports the fact that quality of the fast food restaurants factors is significant factor which influences the attitude of customers. On the other hand, customers want cleanness and atmosphere were major factors in decision regarding to fine dining (sung-kee Byun 1992). The importance of atmosphere concerning to attitude of the customers is supported by numerous of authors (Aytan mammadli 2016: sung kee Byun 1992: Jasper fanning, Thomas march and Kyle

Stigere 2002). The present research finding is similar with the past researches and its support that the positive influences of atmosphere on customer attitude in the fast food restaurants.

The present research also established significant correlation between affordability with customer attitude. Affordability means the price has an information role in consumer decision making--namely, that of educating consumers about product factors such as quality. For example, price provides a capacity for measuring quality in the absence of certainty. Under uncertainty, the dollar amount assigned to an item serves as an indication of the item's value (Schoell and Guiltinan, 1990). The study also obtained clear findings in relation to promotion and customer's attitude in fast food restaurants. The finding indicating that effective promotional system implies higher customer satisfaction in the organization. For instance (paragary's, 1991) research support that promotion can generate enjoyment and excitement for diners and employees: more culture importantly can keep restaurants name in front of customers. The research also indicates that promotion and customer attitude has positive relationship.

## Chapter Five

### Findings, Conclusion and Recommendations

This chapter presents the summary of the study, the conclusion and the recommendations comprehensively.

#### 5.1. Summary of Findings

The result obtained from descriptive statistics show that majority of respondents are agrees and satisfied with ongoing quality (M=3.40), atmosphere (M=3.41), affordability (M=3.04), promotion (M= 3.23) except culture (M=2.74). The findings of the result have shown that the quality, atmosphere, affordability and promotion in the restaurants are the important factors. Improvement in quality, atmosphere, affordability and promotion could enhance attitude of the customers and improves their frequency of usage. While the restaurants has its flaws and needs a lot of improving to get it to where it needs to be, it is going in the right direction and has some positive results.

From the correlation analysis the factors of Attitude, quality ( $r=0.375$ ), atmosphere ( $r=0.297$ ), affordability( $r=0.529$ ), promotion ( $r=0.638$ ) and culture( $r=0.230$ ) have positive correlation with customer attitude. Generally the whole five indicators are strongly correlated with customers attitude ( $r = 0.699$ , P. value .000). Consequently, there is a significant and positive relationship between the factors that affect customer attitude and customers attitude.

Multiple regression analysis was conducted to test the influence among predictor variables. The regression analysis results showed that, 69.9% of the changes in the customers attitude could be explain using combined effect of the predictor variables. More over the p-value of the regression coefficient was less than 0.05 for quality, atmosphere, affordability, promotion and culture. It is noted that quality, atmosphere, affordability, promotion and culture have significant effect on customer's attitude.

Concerning the hypothesis one up to hypothesis five the results further demonstrate that, there is positive and statistically significant ( $p<0.05$ ,  $F=102.60$ ) relationship between the antecedes variables and overall customer satisfaction.

In addition, the atmosphere ( $\beta=0.462$ ,  $P<0.05$ ), promotion ( $\beta=0.159$ ,  $P<0.05$ ), quality ( $\beta=0.137$ ,  $P<0.05$ ) and affordability ( $\beta=0.174$ ,  $P<0.05$ ) of the attitudinal dimensions have statistically significant and positive relationship with customer attitude having  $P<0.05$ . Among these dimensions atmosphere is the most significant one due to its highest beta standard coefficient which is ( $\beta=0.462$ ,  $P<0.01$ ). Overall Customer Attitude is explained by the overall attitude dimensions. In addition, the result demonstrate that, there is a positive and statistically significant ( $p<0.05$ ) relationship between overall dimensions and overall customer attitude. Thus, H6 is supported.

The overall attitude towards fast food has a mean score of 2.1327 and 2.1042 for male and female respectively. Since it was proved by statistic that there doesn't exists difference in all the antecedent variables between male and female we don't normally expect that there will be a difference in attitude too. The result from an independent sample t-test proved that there is no significant difference in attitude towards fast food between male and females ( $\text{sig}=.824$ ) as a result Hypothesis 7 is Supported.

With regarded to H8 the overall attitude towards fast food, there is a significant difference in attitude across the given educational categories. The difference in mean score for attitude from the highest (2.4773) for high school) to the lowest (2.0292 for customers with qualification of degree and above) is significantly.

## **5.2. Conclusions**

The main objective of the study was to evaluate the effect of factors affecting customer attitude of fast food. The study targeted a total of 384 respondents. However, only 366 respondents responded and returned their questionnaires contributing to 95% response rate. The Data was collected using structured questionnaires. The data was analyzed into frequency distribution, percentages, Pearson correlations, and linear regression using the Statistical Package for Social Sciences (SPSS). The data was presented using tables and charts. Respondent from different age group, educational background, and frequency of eating fast food are represented in the data collected.

Understanding the concept of customer's attitude towards fast food is a critical task for marketers. From the summary of the findings and based on the objectives of the study the researcher draw the following conclusion concluded. The findings of this research brought answers to the pre-stated research questions. Thus, the following conclusion is forwarded in line with the research questions.

RQ1: How does demographic factors affect attitude of individuals towards fast food purchase?

Demographic variables were the focuses of this study. Since attitude is cognitive process and is subjected to individuals' ability to process, educational level represent the point of difference among them. The study revealed that customers' attitude towards fast food significantly varies across educational categories. Customer's attitude towards fast food on the other hand doesn't vary between male and female.

RQ2. How does quality, affordability, promotion, atmosphere and cultural factors affect attitude of individuals towards fast food purchase?

Regarding this research question, the objective is to determine whether there is a relationship between factors and customer attitude. Accordingly, the result revealed that, overall factors has significantly positive relationship with customer attitude. Concerning the relationship between customer attitude and factors, some researchers have found empirical supports for the finding mentioned above (Aytan mammadi, 2016; heid al et al, 2012; Rydell et al, 2008); where customer attitude came as a result of factors. Thus, regarding this research question, the result obtained by present research is in accordance with the findings of the previous researchers.

Quality was found to have a significant and positive influence on customer's attitude. This result suggests that for quality of the fast food restaurants to be accepted by users, they should perceive it as a good nutritional value and quality and satisfactorily and attractive presentation of the foods way compared with the other restaurants system. Therefore; it can be concluded that people will increase fast food usage rate when the quality and benefit of the restaurants is manifested.

Culture is also found to have a significant positive association with fast food usage. The implication of this result is that if customers perceive fast food as consistent with their existing beliefs, values, lifestyle and past experience, they are more likely to use these services.

Therefore, it can be concluded that when fast food is found to be cultural by matching with the existing values, past experiences, and fun and entertaining for users then fast food usage will increase.

Affordability was also found to have a significant and positive effect on customer's usage of fast food this suggests that if customers perceive that fast food has as affordable over other restaurants in easy to get from any location and at any time, and provides discounts and coupons to customers, they will use it. Practically, users are more likely to adopt fast food if they believe using fast food will gain more advantages as compared to other restaurants such as Traditional restaurants or modern restaurants. Therefore, the more affordability perceived by users, the higher possibility customer will be attracted to use fast food services.

Atmosphere was also found to have a significant and positive effect on customer attitude of fast food. This advocates that if customers perceive that fast foods restaurants atmosphere as attractive interior designs and enjoyable and fun for customers, they will use it. Therefore the more attractive atmosphere perceived by user the higher possibility customers will be attracted to use fast foods.

Lastly promotion has also had a significant and positive effect in customer attitude towards fast food. Keeping brand name and reputation, making the dinners exited and making promotional comfort increase customer's attitude towards fast food. Therefore the more promotional comfort perceives by the customers the more customers usage rate increase.

RQ3. Which factors contribute significantly to determine customer's attitude?

In this research, all customers attitude dimensions have significantly contribute in determining customer attitude. Culture followed by atmosphere, promotion, quality and affordable is significantly influence customer attitude in descending order. Furthermore, empirical research done on the impact of factors on Customer attitude of restaurants , in Bangladesh, it is observed that, out of five customers attitude dimensions, quality is having a high Mean score and the restaurants should concentrate on atmosphere as it has the least mean score. In addition, The study establish the combination of promotional, cultural, affordable, atmosphere and quality together have significant effect on customer satisfaction (Mohr et al, 2007) .

Therefore, customer's attitude dimensions have positive effect on customer attitude. These two variables should work hand in hand to ensure success and survival of the fast food restaurants. The study accomplished that quality, atmosphere, affordability, promotion and culture is an important factor to increase customer's attitudinal level.

### **5.3. Recommendations**

The findings have revealed numerous potential weaknesses that are preventing the effectiveness of the system that could affect customer's attitude. The restaurants need to improve accordingly if it is to be successful in carrying out its profitability. Based on the results of the study, the following recommendations have been drawn for the restaurants to make their service more effective.

- Fast food restaurants could consider taking advantage of value-adding characteristics of Fast food in promoting quality. In addition, they should continue to innovate and invest in quality services which allow users to have more alternatives and get more values from fast food service.
- Restaurants should emphasize on the benefits that customers will obtain in the aspects of cost savings, convenience and flexibility, when using fast foods services. Giving discounts and coupons for users make loyalty and increase attitude level.
- When designing their fast food products might need to emphasize that their service fits with customers' lifestyle, culture and personal beliefs.
- Regarding promotion keeping brand name and reputation and creating excitement for the dinners and creating promotional comfort are adequate for perspective of customer's attitude. The restaurants shall incorporated contents that are informational, useful and attention getting.

**ADDIS ABABA UNIVERSITY**  
**Commerce School of Graduate Studies**  
**Post Graduate Program in Marketing Management**

Questionnaire to be filled by Ethiopian fast food restaurants users.

Dear Respondents,

This questionnaire is designed to collect data about the attitudes of buyers of fast food. The information that you offer me with this questionnaire is used as a primary data in my study which I am conducting as a partial fulfillment of the requirements for the degree of Master of Marketing Management at Addis Ababa University. This research is to be evaluated in terms of its contribution to the understanding of factors affecting the attitude of fast food consumption in Ethiopian and has paramount importance for improvements in the sector.

Therefore, I kindly and sincerely request you respond to all questions contained in this questionnaire by giving your honest answers. I want to assure you that this research is only for academic purpose authorized by Addis Ababa University. No other person could access the collected data. Your response is handled confidentially and interpreted impartially. In the end, I would like to express my deep appreciation for your generous time and timely responses.

Thank you.

**General Instructions**

- ✓ No need of writing your name.
- ✓ In all cases where answer options are available please tick in the appropriate box.

## Part 1

1. Please indicate your Gender (Sex).

A. Male  B. Female

2. Kindly indicate your highest academic qualification

A. Diploma  B. Bachelor's Degree and above  C. Master's Degree

D. High school  D. Elementary

3. Please choose your age category.

A. 18-27  B. 28-37  C. 38-47  D. 48-57

E. Over 58

6. How often do you eat fast food?

A. Never  B. Once a month  C. 2-3 times a month  D. 1-3 times a week

E. other

5. Which of the following best describes your income level?

A. Below Birr 5,000 B. BIRR 5,000 -10,000  C. BIRR 10,000 – 20,000

D. Above BIRR 20,000

## Part 2

Please suggest your level of agreement to the statement listed below by choosing from alternatives

Strongly agree 5 Disagree 2

Agree 4 Strongly Disagree 1

Don't Know 3

List of statement	Level of Agreement				
	5	4	3	2	1
A)Quality 1.The foods are good testing and have good nutritional value and fresh					

2. The service provide by the restaurants is quality and satisfactory.					
3. I get fast food restaurants in attractive presentation of the foods.					
B)Atmosphere					
1. I am attracted by the restaurants interior designs.					
2. It is enjoyable and fun to listing to music while eating.					
C)Affordability					
1. I do always get fast food restaurants affordable.					
2. Getting discounts or coupons encourages me to use fast food restaurants.					
3. I eat at fast food restaurants because they are easy to get to.					
4. I eat at fast food restaurants because they are quick.					
D)Promotion					
1. Brand name and reputation of restaurants incagers me to use the restaurants.					
2. The promotion the fast foods restaurants are using generates enjoyment and excitement for the dinner.					
3. Fast food restaurants generate specious surroundings and promoting comfort.					
E) Culture					
1. I do believe food choices are made on a person's existing values and beliefs.					
2. I eat at fast food restaurants because it is a way to socializing with friends or family.					
3. I eat at fast food restaurants because they are fun and entertaining.					

### Part 3

Please indicate your attitude towards the importance of the listed factors when you eat fast food

1. Not Important
2. Less Important
3. Neutral
4. Moderately Important
5. Very Important

Attitude	1	2	3	4	5
1. The quality of the foods and service that the restaurants provide.					
2. The attractive environment and clean providing place.					
3. Fair and affordable price.					
4. Marketing influence when selecting fast food places.					
5. Social and peers influence and believes towards fast foods.					

-----**THE END**-----

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