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DEPARTMENT OF MARKETING MANAGEMENT

Factors influencing consumer attitude towards fast food in Ethiopia: A study of fast food industry

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Factors influencing consumer attitude towards fast food in Ethiopia: A study of fast food industry.

Addis Ababa University College of Business and Economics School of Commerce Marketing Management Graduate Program Unit

A Thesis Submitted To the School Of Graduate Studies of
Addis Ababa University School of Commerce in Partial
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By
Tsega Derbew

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This is to certify that the thesis is prepared by Tsega Derbew, entitled; Factors influencing consumer attitude towards fast food in Ethiopia: A study of fast food industry.
In
Partial fulfillment of the requirements for the award of the Degree of Master of
Arts in Marketing Management with the regulation of the University and the Accepted standards with respect to originality.

Approved by board examiners

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Letter of certification

This is to certify that Tsega Derbew carried out this research on the topic entitled "Factors influencing consumer attitude towards fast food: A study of the fast food industry." This work is original in the nature of arts in marketing management.

Dr. Mulugeta g/ Medhin (Ph.D.)
(Advisor)

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Statement of Declaration

I, Tsega Derbew, hereby declare that this research paper entitled "Factors influencing consumer attitude towards fast food in Ethiopia: A study of the fast food industry." is submitted in partial fulfillment at the school of commerce, Addis Abeba university. This original thesis work of the researcher has not been submitted previously, in whole or in part, for the award of any other academic degree or diploma in a University and it is submitted for academic purpose only by him. All the source of materials used in this research has been duly acknowledged.

Declared by

Candidate Signature **Date**

_____ _____

This is to certify the above declaration made by the candidate is correct to the best of my knowledge.

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Abbreviation

AIO	Activity, Interest and Opinion
CSA	Central Statistics Agency
MAO	Motivation, Ability and Opportunity
NBE	National Bank of Ethiopia
Anova	analysis of variance
SPSS	statistical package for social science

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Abstract

The principal object of this study was to investigate what were the factors influencing consumer attitude towards fast in Ethiopia, a study of the fast food industry. To achieve the objective structured questionnaire was developed using a five point Liker scale form. Data were collected from the residents of the Addis Abeba city Administration found at cafes, restaurants and malls. A Sample of 384 respondents was drawn using the convenience sampling technique and for each sub city the total questionnaire was distributed accordingly.

To analyze the collected data both descriptive including percentage and cross tabulation and inferential statistics technique including correlation and regression analysis were applied. The finding of this research indicated that product attribute, life style, convenience and health concern were found to be positively and significantly affecting to influence consumer attitude towards fast food in Ethiopia. Furthermore the regression analysis has revealed that product attribute, life style and convenience were influencing factors in consumer attitude towards fast food in Ethiopia but for the effect of health concern was not statistically significant. Therefore, the fast food industry should bear in mind these factors when they are preparing marketing strategy and for better making decision.

Lastly, a further research would benefit the industry if done by addressing the limitation of this study.

Key words: Attitude, health concern, life style, convenience, and Fast food.

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Chapter one

Introduction

1.1 Background

According to Meghisanand Meghisan, (2012) globalization which characterizes the era that we are living in seems to monopolize the food we are consuming. In Ethiopia food consumption is mostly at home, globalization effect on food consumption is seen massively throughout the world where the habit of fast food consumption has increased immensely. Here in our country fast food restaurant have sprung in different parts of Addis Abeba and many cafes also provide fast foods besides coffee and Cakes. Anand (2011) argues that globalization has also influenced the production and processing of food as well as its sales, preparations and consumption.

According Seubsman, et al (2009) a study in northern Thailand and Nondzor and Tawiah, (2015) a study in Ghana, have stated that the dual forces of globalization and modernization and rapid urbanization coupled with busy life and advancement in technology are causing rapid worldwide changes in food supplies and food consumption behavior. Over the last 50 years, there has been the development and marketing of western-style fast foods Seubsman etal, (2009). This type of changes are also felt here in Addis Abeba, local fast food restaurant are filling the gap for the fast food mania that is griping the city, as yet there is only one well known fast food brands to have enter the Ethiopian market.

As seen in the western countries the culture of fast food Thayaparan and Aruppillai (2015) argued that today's world, the people are increasing their fast food consumption for different varieties of reasons such as convenience and socio economic factors they prefer to take them from the restaurants and the rapid advancement in the food industry can be attributed to the growth in technology which also gave way to fast food. Because of changes in dietary and

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transitions in the lifestyle and dietary habits of people, an increase number of people from different age groups are attracted fast food consumption.

Hoyer and Macinnis (2010) defined: An attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action. Attitudes are important because they (1) guide our thoughts (the cognitive function),(2) influence our feelings (the affective function), and (3) affect our behavior(the connative function). It is significant to research the components forming consumer attitude towards fast food as they turn to be significant for consumer behavior and the selection of the accepted information, trademarks and fast food products.

Attitude is the main component of consumer behavior study at which provides many valuable guidance and marketing implication to marketers. The psychological core, decision-making processes, and the consumer's culture affect consumer behavior outcomes such as the symbolic use of products and the diffusion of ideas, products, or services through a market Hoyer and Maccin (2010).

In the context of consumer behavior on fast food, apart from price and income, the effects of taste and orientation towards fast food, socialization and modernized life style are known to have effect a on personal food consumption pattern Aghelil and Emamgholipour (2016).Cultural, social, personal and psychological are those uncontrollable factors for the marketer that strongly affect the individual buying behavior Vazeerag (2015).

Musaiger (2014) studied fast food consumption among Arab population that fast food perceptions are influenced by gender, media and socio-cultural factors. A study done in Nigeria by Olise, Okol, and Ekeke (2015) has found that six coefficients (service quality, atmospheric quality, perceived value, environment, customer's demographics and modernity) are significant factors. However, food quality, restaurant image, price and quick service are found not to be significant. Young population coupled with a fast growing economy is the bed rock for fast food consumption to get popular and record the highest growth rate in the hospitality industry grows faster Yahia etal,(2013).

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Eating out gives consumers to satisfy their hunger, and need for convenience, pleasure, entertainment, time saving, social interaction and the mood transformation Park (2004). Fast food restaurants are typically distinguished by several major characteristics. There is a standardized menu, portions and ingredients are tightly controlled, and the food is for immediate consumption .We are witnessing a movement of standardization in food consumption habits in the same way we witnessed in other economic and social fields within the evergreen phenomenon of globalization Goubraim and Chakor (2015).

Fast food restaurants should be able to select a marketing strategy which is culturally oriented to the local characteristics in order to be the dominate force in the fast food industry. A better understanding of Ethiopian fast food restaurant behavior is necessary in developing effective marketing strategies. Therefore, this study is intends to fill the huge literature gap on the study of consumer behavior and hopes to add a bit of knowledge on factors that influence consumer attitude on fast food consumption in the wake consumer explosion and consumption of new things. Lastly this is a very under research topic which needs further academic research in the future.

1.2 Statement of the problem

There were not sufficient literature found in Ethiopia that focused on fast food consumption and specifically on factors influencing on their purchasing decision, with this in mind the paper intended to give insight on the subject matter. It has provided better information for better marketing and decision making.

Ethiopian has particularly become a highly attractive market due its sustained economic growth in recent years NBE, (2018). It needed to be examined carefully to determine the consumer behavior. It was reported that US food giant Yum brand has signed a partnership deal with a local business to open Pizza hut restaurant in Ethiopia by Masho (2017) and opened its doors at the end of April, 2018. Daily, fast food is served in cafes and dedicated fast food restaurants are opening up to meet the local demand for the taste as the wave of change in the global food culture has reached here in Ethiopia. Signs of the globalised influence of fast food culture are obviously seen in different parts of the Addis Abeba city where people are enjoying the gourmet.

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The modifications in standard of living, the enormous number of young people and the growing urbanization caused fame of fast food Yahya et al, (2013). Various research done on fast food influencing factors have revealed that demographic, price, convenience, and health concern variables significant relationships were discovered between these variables and attitude towards fast food,Akbay, Tiryaki, and Gul (2006), Park (2004) and Abdulahi (2015). This study is interested to know which factors are predominant influencing factor in the Ethiopian scenario. Due to globalization, the rapid urbanization and modernization in the society with the influence of western culture are the driving force for fast food consumption.

Since the service the sector holds great chunk of the Ethiopian economy share 39.3% NBE (2018), despite its important contribution to the Ethiopian economy consumer behavior research has received little attention, specifically there hasn't been sufficient literature on the fast food industry. As suggested by Shama et al, (2017) there is a need to fill the gap regarding marketing management and marketing research for African context: this needs urges both scholar (i.e., examining these context specific setting to advance marketing/ consumer behavior studies), and marketing practitioners. This study has provided valuable insight on fast food, operators can gain information on consumer behavior, consumer perception and consumer attitude. Moreover, it has contributed to the literature on consumer behavior in the context of Ethiopia.

1.3 Research question

The research did address the following questions:

- To what extent does convenience affects consumer attitude towards fast food in Ethiopia?
- To what extent does life style affects consumer attitude towards fast food in Ethiopia?
- How does health concern affect consumer attitude towards fast food in Ethiopia?
- How does product attribute affect fast food consumption Ethiopia?

1.4 The research objective

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To gain deeper understanding of factors influencing attitude toward fast consumption and to investigate the main influencing factors for better marketing strategy.

1.4.1 Specific objectives

- To determine the influence of convenience on consumer attitude towards fast food in Ethiopia.
- To determine the influence of life style on consumer attitude towards fast food in Ethiopia.
- To investigate the influence of health concern on consumer attitude towards fast food in Ethiopia.
- To examine the effect of product attribute on consumer attitude towards fast food in Ethiopia.

1.5 Significance of the study

The study tried to give clues to what were the influencing factors affecting consumer attitude of Ethiopians towards fast food, to understand their feelings and wants, and determine what type marketing strategy to follow in order to provide the best possible customer service and also for better management. It has tried to give warning to the local business people engaged in the fast food industry to better know what the consumers want, before the multinationals corporations have come here and join the market with their muscle and cutting edge promotion and advertising capability to control the market and reign on the industry.

The researcher believed that the growth in the fast food industry would have a great back chain integration of the economy sector like suppliers, logistic and main importantly to the agriculture whether there is large scale or small scale farmers, giving the farmers to diversify products and to adopt better animal husbandry and modern techniques.

1.6 Scope of the study

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The study area was limited to the city of Addis Abeba which is the largest and capital city of Ethiopia and most of the fast food restaurant and consumers are taught to be found. And only formal fast foods were considered, excluding all informal and traditional quickly served foods. The sampled population might not be the representative of the whole of Ethiopia since the study had focused on few parts of the Addis Abeba. Convenience sampling technique limited the representation of the population as it was not random. Survey questionnaire provided only limited response from the respondent losing out valuable information which might have been useful to gain a better idea about the subject matter.

1.7 Ethical consideration

Ethical clearance was obtained from the respected authority and a verbal consent was obtained from the participants up on their participation in the study. All prospective participants were informed about the nature of the study and their participation is an optional. Confidentiality and anonymity of the participants was kept at all times.

1.8 Definition of terms

Consumer behavior: reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units over time Hoyer and Macinnis (2010).

An attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action Hoyer and Macinnis (2010). It has three components: **affective** refers to way consumers it feels about an attitude object. **Behavior** involves the person intention to do something with an attitude object, cognitive to believe a consumer has on an object Solomon et al, (2006).

Fast food like this of, relating to, or specializing in food that can be prepared and served quickly a fast-food restaurant reference Merriam Webster dictionary (2018).

Fast food have been defined by Bender and Bender(1995) as the "general term used for limited menu of foods that lend themselves to production like techniques suppliers tend to specialize in products such as hamburger, pizza, chicken and Sandwiches".

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1.9 Organization of the study

As seen below the research was organized into five chapters;

chapter one contained general introduction of the study including background of the study statement of the problem basis research question , objectives of the study , significance of the study, scope of the study and definition of the terms .

Chapter two contained relevant literature review to the research topic it includes theoretical frames work, empirical literature review and conceptual frame of the study.

Chapter three has elaborated on research design and methodology the type and design of the study. It included research method sampling technique, method of data collection data analysis and reliability and validity.

Chapter four has summarized the findings and discussion.

Chapter five was comprised of four sections summary of findings, conclusion, recommendation the study and future research areas.

Chapter two

Literature review

2.1 Theoretical framework

Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. Marketers can study actual consumer purchases to find out what they buy, where, and how much.

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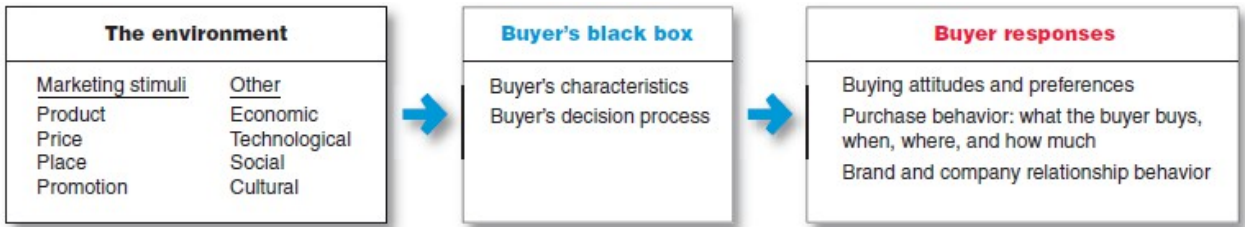


Fig: 1 Kotler buyer behavior model

Marketers want to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects his or her behavior (Kotler, 2014). Consumer purchases are influenced strongly by cultural, social personal and psychological characteristic. For most parts marketers cannot control such factors, they must take in to account them.

2.1.1 Attitude

An attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment. It is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way one thinks, feels, and acts toward some aspect of his or her environment, such as a retail store, television program, or product. Hawkins and Mothersbaugh (2010).

2.1.2The Characteristics of Attitudes

Attitudes can be described in terms of five main characteristics: favorability, attitude accessibility, attitude confidence, persistence, and resistance. Favorability refers to how much we like or dislike an attitude object. Attitude accessibility refers to how easily and readily an attitude can be retrieved from memory. Attitudes can also be described in terms of their strength, or attitude confidence. In some cases we hold our attitudes very strongly and with a great deal of confidence, whereas in other cases we feel much less certain about them. Attitudes may also vary in their persistence, or endurance. The attitudes we hold with confidence may last for an extremely long time, whereas others may be very brief Hoyer and Macinns (2010).

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In addition, attitudes can be described in terms of their resistance to subsequent changes. Consumers may change attitudes easily when they are not loyal to a particular brand or know little about a product. However, attitude change is more difficult when consumers are brand loyal or consider them experts in the product category. Finally, attitudes may be described in terms of ambivalence, as when we have strong positive evaluations of one aspect of a brand and strong negative evaluations of other aspects of the brand. Hoyer and Macinns (2010).

2.1.3Forming and changing attitude

Marketers can better create or influence consumers' attitudes toward new offerings and novel behaviors when they understand how attitudes are formed. This understanding also helps marketers plan strategies for changing consumer attitudes about existing offerings and established behaviors Hoyer and Macinns (2010).

2.1.4Formation of attitude

One approach to attitude formation suggests that attitudes are based on cognitions (thoughts) or beliefs. This means that attitudes can be based on thoughts we have about information received from an external source (such as advertising, salespeople, the Internet, or a trusted friend) or on information we recall from memory. A second approach suggests that attitudes are based on emotions. Sometimes we have a favorable attitude toward an offering simply because it feels good or seems right. Likewise, we can acquire attitudes by observing and vicariously experiencing the emotions of others who use an offering.

How much extensive thinking or elaboration consumers put forth affects their attitude formation and change processes as well. Consumers may sometimes have high motivation, ability, and opportunity (MAO) to process information and make decisions. When MAO is high, consumers are more likely to devote a lot of effort toward and become quite involved in forming or changing attitudes and making decisions. Some researchers have used the term central-route processing to describe the process of attitude formation and change when thinking about a message requires some effort. Processing is central because consumers' attitudes are based on a careful and effortful analysis of the true merits or central issues contained within the message. As

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a result of this extensive and laborious processing, consumers form strong, accessible, and confidently held attitudes that are persistent and resistant to change.

When MAO is low, however, consumers' attitudes are based on a more tangential or superficial analysis of the message, not on an effortful analysis of its true merits. Because these attitudes tend to be based on peripheral or superficial cues contained within the message, the term peripheral-route processing has been used to describe attitude formation and change that involves limited effort (or low elaboration) on the part of the consumer Solomon et al, (2006) el al, (2006).

2.2 ATTIDUE MODELS

A consumer's overall evaluation of a product sometimes accounts for the bulk of his or her attitude towards it. Attitude models have been developed that try to specify the different elements that might work together to influence people's evaluations of attitude objects Solomon et al, (2006).

2.2.1Tri component attitude model

According to the tri component model, attitude consists of three major components a cognitive component, an affective component and a connative component.

I. The cognitive component

The first part of the tri component model consists of person cognition, that is, the knowledge and perception properties that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions

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commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific; behavior will lead to specific outcomes.

II. The Affective component

A consumer's emotions or feeling about a particular product or brand constitutes the affective component of an attitude. Affect laden experiences also manifest themselves as emotionally charged states (e.g. happiness, sadness, shame, anger, distress, guilt or surprise). Research indicates that such emotional states may enhance or amplify positive or negative experiences and that later recollection of such experiences may impact what comes to mind and how the individual acts.

III. The connative component

Conation, the final component of the tri component attitude model, is concerned with the likelihood or tendency that an attitude will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretation, the connative components may include the actual behavior. In marketing and consumer research the connative component is frequently treated as an expression of consumer intention to buy. Buyer intention scales are used to access the likelihood of a consumer purchasing a product or behaving in a certain way Schiffman and Kanuk (2010).

2.2.2MULTIATTRIBUTE MODEL

To know about why the consumer has certain feelings towards a product or about what marketers can do to change the consumer's attitude. For this reason, multi-attribute attitude models have been extremely popular among marketing researchers. This type of model assumes that a consumer's attitude (evaluation) of an attitude object (Ao) will depend on the beliefs he or she has about several or many attributes of the object. The use of a multi-attribute model implies that an attitude towards a product or brand can be predicted by identifying these specific beliefs and combining them to derive a measure of the consumer's overall attitude.

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- Attributes are characteristics of the Ao. Most models assume that the relevant characteristics can be identified. That is, the researcher can include those attributes that consumers take into consideration when evaluating the Ao.
- Beliefs are cognitions about the specific Ao (usually relative to others like it). A belief measure assesses the extent to which the consumer perceives that a brand possesses a particular attribute. For example, a student might have a belief that Oxford colleges have a strong academic standing.
- Importance weights reflect the relative priority of an attribute to the consumer. Although an Ao can be considered on a number of attributes, some will be more important than others (i.e. they will be given greater weight), and these weights are likely to differ across consumers Solomon et al, (2006).

2.2.3 The Fish bein model

The most influential multi-attribute model is the Fishbein model, named after its primary developer. The model measures three components of attitude.

1. Salient beliefs people have about an Ao (those beliefs about the object that are considered during evaluation).
2. Object-attribute linkages, or the probability that a particular object has an important attribute.
3. Evaluation of each of the important attributes.

By combining these three elements, a consumer's overall attitude towards an object can be computed. (We'll see later how this basic equation has been modified to increase its accuracy.) The basic formula is

$$Aijk = \Sigma BijkIik$$

Where i = attribute; j = brand; k = consumer; I = the importance weight given attribute I by consumer k; B = consumer k's belief regarding the extent to which brand j possesses attribute i; and A = a particular consumer k's attitude score for brand j Solomon et al, (2006).

2.2.4Theory planned behavior model

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Briefly, in the TPB, the immediate antecedent of a particular behavior is the “intention” to perform the behavior in question. This intention is assumed to be determined by three kinds of considerations or beliefs. The first is termed “behavioral beliefs” and refers to the perceived positive or negative consequences of performing the behavior and the subjective values or evaluations of these consequences. A second kind of consideration has to do with the perceived expectations and behaviors of important referent individuals or groups, combined with the person’s motivation to comply with the referents in question. These considerations are termed normative beliefs, and the normative beliefs that are readily accessible in memory combine to produce a perceived social pressure or subjective norm with respect to performing the behavior. The third type of consideration, control beliefs, is concerned with the perceived presence of factors that can influence a person’s ability to perform the behavior. (Ajzen 1985)

- Media patterns —the specific media the consumers utilize.
- Usage rates —measurements of consumption within a specified product category; often consumers are categorized as heavy, medium, or light users or as nonusers.

2.3History of fast food

The origin of fast food industry dates back to 1800s relating Thomas Jefferson who brought the French recipe for“pommes frites” (French Fries) for the first time to the US in 1802 Aronica (2014). Another important fact associated with the development of fast food popularity is the massive entrance of women into the workforce right after the World War II when people were in search for alternatives for efficient food preparation Bedoya, (2003).

The earliest fast food joints were vending machines in New York City in 1902, vending machine in 1901. Another important fact associated with the development of fast food popularity is the massive entrance of women into the workforce right after the World War II when people were in search for alternatives for efficient food preparation Bedoya, (2003).

The first fast food chain to emerge was white castle in Wichita, Kansas in 1921. The novel and efficient system developed by the McDonald brothers at their original San Bernardino, California location inspired a handful of other up and coming entrepreneurs to try their hand in the industry, namely Keith J. Krameer and Matthew Burns (founders of the Insta Burger king, which later become Burger king) Carl Karher founder of Carls, Glen Bell founder of Taco bell, and James

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Colline the founder of Kentucky fried chicken. McDonald, Ray Kroc who bought the company from the McDonald brothers in 1954 and turned it into the mega corporations as reported by Aronica, (2014).

2.4 Defining fast food

Different approach and meaning have been given by different scholars according to Merriam Webster dictionary it has described fast food like this of, relating to, or specializing in food that can be prepared and served quickly a fast-food restaurant. According to Bender and Bender (1995) fast food have been defined as general term used for a limited menu of food that lend themselves to production technique; suppliers tend to specialize in products such as pizza burgers, chicken or sandwiches. According to Vaida, 2013 fast food denotes food which is prepared and served quickly at outlets called fast food restaurants include chips, sandwiches, hamburgers, fried chicken, French fries, chicken nuggets, fish, pizza or ice-cream, fast food is often highly processed and prepared in an industrial fashion. Al Falis et al, (2015) defined fast food typically to food that is quickly prepared, purchased in self-service from restaurants with precooked ingredients, and served in a packaged form to the customer. Fast food restaurants are typically distinguished by several major characteristics, there is a standardized menu, portions and ingredients are tightly controlled, and the food is for immediate consumption.

2.5Fast food consumption

Food consuming which was originally a domestic activity but it has shifted outside the house and become a leisure activity with a need to spend time for pleasure Astuti and Hanan (2010). Fast food is one of the contributions of modern life; this new concept whose origin is an American has spread worldwide and operated significant changes in food consumption patterns Goubraim and Chakor (2015). One of the factors for going out the need to socialize, satisfy hunger, looking for a new taste Aghelil and Emamgholipour (2016) argue that homemade foods are losing their place and importance.

Due to global travel, communication, and media, cultures are converging and the globalizing of markets has led to a common culture worldwide, the globalization tends to homogenize the food

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culture, imposing the western die Park (2004), and Meghisana and Meghisanb, (2012). No western fast food chains have played the central role introducing and growing the industry in Ethiopia, local business people have tried to copy those western style set up and environment to give their costumers the essence what a chained fast food restaurant would look, like the famous brands of western fast food chains. As in many developed countries eating in fast food restaurant is cheap but it is not the same in other countries; Akbay, Tiryaki, and Gul (2006) argues that in Turkey the price of fast food is not cheap, many young Turkish people consider fast food restaurants as social and proper places of meeting and eating out. Many international fast foods out lets have devised ways which suits on their international expansion for example in Africa, in Nigeria KFC sells Jollof rice and in Kenya it offers Ugali based product, a popular maize based porridge Veselinovic (2015).

2.6 Culture

Cultural values are beliefs that a general state of existence is personally and socially worth striving for, while value systems are the relative importance cultures place on the values Haven (2015). According to Kotler, (2014) culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from his or her family and other important institutions. According to Park (2004) due to global travel, communication, and media, cultures are converging and the globalizing of markets has led to a common culture worldwide. The fast change pace, women joining the work force, rapid urbanization, lack of time to prepare the typical Ethiopian diet and the popularity of fast food culture fast have thought to change the diet of urban dwellers. Ethiopians patronize traditional foods where they are served in many households and also in restaurants found across the country but the taste for fast food are gaining popularity especially among the youngsters.

Park (2004) has stated that there are some cultural differences in Korean like they believe fast food restaurant is western culture, a local fast food restaurant is the most successful fast food restaurant because it understood its culture and was able to use its advantage. From these Ethiopian fast food industry participant could learn from it. Fast food restaurants should develop

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culture oriented marketing strategy culture specific characteristic. According to Park (2004) consumer's do not live an isolated life from their cultures because culture is not homogenous, individuals decision to buy may not be the same in different culture.

2.6 Life style

Kotler (2014) argues that lifestyle is basically how a person lives. It is how a person enacts her or his self-concept, and is determined by past experiences, innate characteristics, and current situation. One's lifestyle influences all aspects of consumption behavior and is a function of inherent individual characteristics that have been shaped and formed through social interaction as the person has evolved through the life cycle. Hoyer and Macinns (2010) have said lifestyle is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products).

- Activities and interests —non occupational behaviors to which consumers devote time and effort, such as hobbies, sports, public service, and church.
- Demographics —age, education, income, occupation, family structure, ethnic background, gender, and geographic location.

2.7 Convenience

One of the primary benefits of fast food is their convenience in many ways its saves a lot of time, easy to get, simplifies life, convenient location and practicability. Akagun and Ozedmir have found that young students choose fast food because it saves them a lot time. A study done Malaysia shows that the increased fast food consumption is greatly influenced by the accessibility, availability and affordability of a product. According to Rojas, et al, (2013) convenience (understood as time and money savings) has been identified in this study as the major predictor of fast-food consumption frequency. The availability of home delivery and physical location is an important consideration in the localization process: central prominent site is often critical to break into new national or local market.

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2.8Empirical research

Arrupilai and Philip (2015) argued that in Srilanka a study focused to identify the impact of demographic and economic attributes of the consumers that influence on fast food consumption and consumers' buying behavioral has revealed that, age of the respondent, education level, employment and civil status, distance to the nearest fast food outlet from their home have statistically significant. They are the key determinants in the consumption of fast food. A study of determinants impacting consumers food choice with reference to the fast food consumption in India by Anand (2011), has found that the key determinants impacting consumers food choice are passion for eating out, socialize, ambience and taste for school and college goers and convenience for dual-income families in urban India.

It has been suggested by Ehsan (2012), that an empirical study across three cities of Pakistan to study the factors important for the selection of fast food restaurants: according to the findings, customers considered price, variety of food, promotional deals and timely service as the important factors for the selection of fast food restaurants. Different factors were found in different cities.

To study the consumer characteristics influencing fast food consumption in Turkey has found that the results indicate that age, income, education, household size, presence of children and other factors, such as consumer attitude towards the price of fast food, health concerns and child preference, significantly influence the frequency of fast food consumption Akbay, Tiryaki, and Gul (2006).

A study conducted in Morocco by Goubraim and Chaker (2015) the main results indicate that Moroccan fast food consumers are mainly young, leading a busy life and they opt for fast food to gain time and get a quick service. They want a good value for their money, and they are more and more interested in having various choices in terms of fast food.

Ndozor and Taiwah (2015) argue in their study consumer perception and preference of Fast Food: A Study of Tertiary Students in Ghana, those who patronize however perceive them to be convenient, time saving, delicious, good for fun and change, and expose them to likable

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environments. To place an order for fast food, consumers prefer them in the form of both “take-away” and ‘eat in’ services.

A study titled factors influencing customers patronage of fast food restaurants a study of selected customers of fast food in Anambra state, Nigeria, has revealed that service quality, atmospheric quality, perceived value, environment, consumer demographics and modernity are significant factors influencing the behavior of customers towards patronizing the fast food restaurants Olise, Okoli and Ekeke, (2015).

2.9 Conceptual frame work

Based on the empirical review this research proposal suggests to construct the frame work model of the study in the figure below using the independent and dependent variable.

Fig 2. Adopted from Hue, et al (2013) conceptual model attitude towards fast food

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2.9.1Hypothesis

Based on the above frame work the following hypotheses are formed in line the research specific objective:

One of the primary benefits of fast food is their convenience in many ways its saves a lot of time, easy to get, simplifies life, convenient location and practicability. Therefore, in this research it is believed that convenience will have significant effect on Ethiopians like it is observed in other countries too, as noted the empirical review.

H1: convenience has positive and significant effect on consumer attitude toward fast food in Ethiopia

A product is a combination of tangible and intangible aspect of the product offered by the manufacture of the product. It seems that enjoyment of the flavors and textures along with almost instant feelings of satiation are likely to have important factors influencing people to eat fast food Dunn, et al (2008). Various fast food brand have used product adaptation in order to gain a competitive advantage, it is called product localization which is customizing product to the people it is sold. For example McDonald has introduced a lot of localized especial menus for its Asia customers in Japan it has Teriyaki Burger, in China it servers rice burger and in India it ditches the beef burger to introduced the popular vegetarian burger made from potatoes and peas in the report Stern,(2010). Therefore, according to aforementioned discussion the following hypothesis is formulated:

H2: product attribute has positive and significant effect on consumer attitude toward fast food in Ethiopia

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Lifestyle is the result of a consumer's motivations, education, attitudes, behaviors, beliefs and opinions, demographic factors, and personality. At the same time, lifestyle also represents a consumer's income level, marital status, culture, social class, and buying power. These different roles all combine to reflect the consumer's lifestyle. More eating moments per day are perhaps the new modern life style which fits to the increasing consumption of fast food Ackbay, Tiriyak and Gul (2006). Therefore, according to aforementioned discussion the following hypothesis is formulated:

H3: life style has a positive and significant effect on consumer attitude toward fast food in Ethiopia.

The health issues are the hot topic around the world and important determinate for change in food consumption, in response to the issue world fast food giants are have started to adopt other healthy options in their menu. A study conducted in Denmark Lassen, D. A., et al (2016) results showed that the majority of the fast food customers expressed a wish for healthier menus (55% males vs. 64% females agree or strongly agree $p < 0.001$). Therefore, according to aforementioned discussion the following hypothesis is formulated:
H4: health concern has a negative and significant effect on consumer attitude towards fast food in Ethiopia.

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Chapter three

Research design and Methodology

The concepts that underpin the subject of ‘methodology’ also enable us to be critical and analytical in the face of ‘knowledge’ being presented as ‘fact’ as stated by Adams, et al, (2007). The methodology adopted described the population, sampling procedure, instrumentation and data collection approach used it this research. It has allowed for description of the influencing factors attitude towards fast in Ethiopia.

3.1 Description of the study area

Addis Abeba has celebrated its one hundred thirty first on it foundation by empress Taitu, the wife of Emperor Minilik the second. It is the capital and largest city of Ethiopia. According to the 2007 population census the city has a total population of 2,739,551 inhabitants. Addis is divided into 10 sub cities. It hosts continental and international organization, like Africa union is and its predecessor the OAU was based. In recent years the city has witnessed a boom in infrastructure and commercial buildings are being built giving the city a modern metropolitan city. Mainly private businesses are constructing these commercial building resulting in opening up of new markets and modern retail shops are becoming common. Hosting more than 30% of the urban population of Ethiopia, Addis Abeba in its geographic location, combined with its political and socio-economic status have made it melting pot for thousands of people coming from all corners of country in search of employment and services UN HABITAT (2008). The city is experiencing high rates of economic growth and urbanization, suggesting a likely further dominance of Addis Abeba in Ethiopian economy. According to the report CSA, (2015) the state of Ethiopian cities, Addis Abeba’s share in GDP accounts for 29% of the total urban centers. The recent World Bank Ethiopian urbanization review 2015 shows that 20% of the urban labor force is employed in Addis Abeba and the city is home to 68% of the country urban jobs UNHABITAT (2017).

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3.2 Research approach

It has been suggested by Zigmund et al, (2009) that quantitative research can be defined as a research that addresses research objectives through empirical assessments that involve numerical measurement and analysis approaches. Quantitative researchers direct a considerable amount of activity toward measuring concepts with scales that either directly or indirectly provides numeric values. And hence, a quantitative research approach was employed as the researcher intended to examine and measure influencing factors for attitude towards fast food in the Ethiopian context and generate a statistically result.

According to Adams et al, (2007) surveys are, perhaps the most widely used method of data collection in business and management research. And hence the study was conducted through a questionnaire to test the hypothesis. Survey was suitable to reach all the sample population.

3.3 Research design

According to Adams, et al, (2007) research design is the blueprint for fulfilling research objectives and answering research questions. It is a master plan specifying the methods and procedures for collecting and analyzing the needed information. In addition, it must ensure that the information collected is appropriate for solving a problem.

Adams (2007) argues that descriptive research is aimed simply at describing phenomena and is not particularly concerned with understanding why behavior is the way it is .And this research was a descriptive research to describe the different phenomenon found. Lastly the research was an explanatory research, as stated by Adams (2007), explanatory research is deeper in the sense that it describes the phenomena and attempts to explain why behavior is the way it is. In other words, it enables us to understand the very nature of what we are actually looking at. Therefore, the study was both descriptive and explanatory research which was best suited for this research.

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3.4 Population and sampling technique

3.4.1 Population

The title of study was Factors influencing consumer attitude towards fast food in Ethiopia: A study of fast food industry but due to financial and time constraint the study was confined to the city of Addis Abeba study. As the target population for this study were people between the ages of 15 to 40 yrs old living in Addis Ababa comprising 51.1% of the total population, according to the CSA (2007) census report. Previous other studies on fast food have mainly focused on the young population Vaida et al, (2013). The respondents were intercepted at different cafes and restaurant and malls in Addis Abeba city, the questionnaire was distributed to those were found at this site at different times of the day.

3.4.2 Sampling technique

A convenience sampling technique was employed which is a non probability sampling technique, according to Zigmund et al, (2009) convenience sampling refers to sampling by obtaining people or units that are conveniently available. Since convenience sampling technique provide the most response rate at low cost, it is practical for student research. Starting from the lunch time to dinner time, the questionnaire was distributed to any person the researcher intercept in the designated area. To avoid sampling bias the respondents were contacted at all times within the specified time interval including weekend to come across a wide variety of people.

3.4.3 Sample size

A representative sample was taken based the formula for sample proportion at 0.05 precision levels with the probability of the situation being searched for this study was assumed to be at (P) 50% and *p* the probability of not being searched at (1-p),

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$$n_0 = Z^2_{\alpha/2} \frac{p(1-p)}{d^2}$$

Where $n_{0=}$ sample size

$Z^2_{\alpha/2}$= standardized normal value

P= estimated rate to be

D= precision range

α= level of significance, Zigmund et al, (2009)

$$= 1.96^{2*}\frac{0.5*0.5}{(0.05)^2}$$

$$= 384$$

Since the city Addis Abeba is divided into ten sub cities the questionnaire was allocated to each sub city based in the number of cafes and restaurants found in its constituency and the city had total of 12084 cafes and restaurants Addis Abeba trade bureau (2010). Here is the list of distributed questionnaire to each sub city; Bole sub city 106 questionnaire, Kirkos 44, Nefassilk 43, Kolfe 38, Yeka 38, Addis Ketema 32, Arada 30, Akaki 22, Gulele 17 , Lideta 14.

A total of 384 questionnaires were distributed and 380 returned 8 were filled incomplete and omitted from analysis, 372 fully completed and returned questionnaires and were used in the analysis. The collected data was analyzed using SPSS version 20; it consisted of descriptive statistics, reliability analysis, and correlation multiple and regression analysis.

3.4.4 Data sources and types

Primary data was used to collect through a self administered questionnaire face to face on field through survey from the sampled population. Crask, Fox and Stout (1994) suggests survey pretesting involves administering the questionnaire to a small sample of respondents to determine if the questions are understood and if the survey will work. To get a glimpse of each respondent understanding of fast food all are asked about it, informed about what fast food constitute in order to avoid confusion and to have a common understanding fast foods are burger, pizza fried chicken and vegetarian.

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3.5 Instruments of data collection

3.5.1Primary data

A self administered questionnaire was used to collect data, where participant are asked voluntarily to fill out the administered questions. Zigmund et al, (2009), suggests that a category scale, a rating scale that consists of several response categories, often providing respondents with alternatives to indicate positions on a continuum, the questions were prepared accordingly. Data were collected through questions of multiple choices which inquire about general information and a five point Likert scale rating were used to assess the factors. According to Crask, Fox and Stout (1994), Likert scale, a number of statements are developed to measure different aspects of that might influence overall attitude towards the object being evaluated. Data were collected from April 10 to 20, 2018. The data was collected by the researcher.

The Questionnaire contained three parts; the first part has questions on demography (gender, age, educational background, marital status, frequency of visit, time of visit, with whom they visit and what meal they order). Part two included questions that would support the research question which were the effect of convenience, health concern, product attribute and life style. And part three question related to their attitude, the answers for part two and part three were “strongly agree”, “agree”, “neutral”, “disagree” and “strongly disagree”. The questionnaire was prepared both in English and Amharic, which was translated accordingly.

The questionnaire for part two and part three were adapted from previous research, health concern from and convenience Omari, et al, life style and attitude towards fast food Heu et al (2013).

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3.6 Methods of data analysis

The data was collected using the survey and were analyzed using SPSS version 20, these analysis consisted of descriptive statistics; comprising frequency, mean and standard deviation and inferential statistics comprising: correlation to determine the direction and significance of the correlation of the variables considered under this study and regression analysis to determine the relationship between independent and in dependent variables and linear multiple regression and Anova.

3.6.1 Model and estimation technique

The study used multiple regression models to determine the level of significance relationship between dependent and independent variables. The general model is expressed by

$$y = a + \beta 1x1 + \beta 2x2 + \beta 3x3 + \beta 4x4 + e$$

Where:

y=attitude towards fast food
β_1= beta weight or regression coefficient of health concern
x_1= health concern
β_2= beta weight or regression coefficient of product attribute
x_2= product attribute
β_3= beta weight or regression coefficient of convenience
x_3=convenience
β_4= beta weight or regression coefficient of life style
x_4= life style

3.6.2Variable and measurements

Attitude towards fast food was used as dependent variable and measured by four statements, whereas Health concern, Product attribute, convenience and life style used as independent variable.

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3.7 Reliability and Validity

3.7.1 Reliability

The overall reliability of the measurement was 0.854 which is above 0.7 the recommend Cronbach Alpha and the researcher believed that the instruments were reliable to measure the intended outcome. Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects Adams et al, (2007). Coefficient alpha (α) is the most commonly applied estimate of a multiple-item scale's reliability. Coefficient (α) represents internal consistency by computing the average of all possible split-half reliabilities for a multiple-item scale. The coefficient demonstrates whether or not the different items converge. Scales with a coefficient (α) between 0.80 and 0.95 are considered to have very good reliability. Scales with a coefficient (α) between 0.70 and 0.80 are considered to have good reliability, and an (α) value between 0.60 and 0.70 indicates fair reliability Zigmund et al, (2010). The instruments were tested accordingly using SPSS 20 before proceeding to further analysis and 0.7 (α) value was taken as a cutoff point for this study.

Table: 01Reliability

Factors	**Number of determinate**	**Chronbach's Alpha**
Health concern	4	**0.72**
Product attribute	**7**	**0.65**
Convenience	**9**	**0.76**
Life style	**5**	**0.72**
Attitude towards fast food	**6**	**0.72**

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composite reliability	**36**	**0.854**

Source: Own Survey, 2018

The variable product attribute were the only variables with less 0.7 chronbach Alpha value of for product attribute 0.65. The researcher decided to keep this variable for further analysis on the grounds that since the society of our nation is conservative about to express feeling and thought on price and the food product attributes. As the questionnaire was adopted from other foreign research papers for this research purpose and some methodologists also go low as far as 0.65, Forforth, (2015).

3.7 Validity

A number of different steps were taken to confirm the validity of the study such as different literatures were thoroughly examined to ensure the content and construct validity of the questionnaire. The questionnaire has undergone a pretest before the distribution of the questionnaire to the sampled population. A pilot survey of 30 respondents done and the necessary adjustment was accordingly.

3.7.1 Internal validity

Adams (2007) states that internal validity concerns the likelihood that changes in the dependent variable (the subject of the research) can only be attributed to manipulation of the independent variable and not to some other variable. When this is the case, a study is said to have high internal validity.

2.7.2 External validity

Adams et al, (2007) external validity refers to the degree to which the findings of a research study can be generalized to other settings and situations. When conducting an experiment, a

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researcher hopes that the findings can be applied at a later time to other groups of people in other geographical locations.

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions.

Chapter four

Data analysis and discussion

4.1 Introduction

This chapter dealt with the presentation, analysis and interpretation of the data gathered from the respondents for the purpose of this research. From the empirical study various influencing factors were selected and the researcher tried to test them with the Ethiopian context, the findings of the result are presented below.

4.2 Descriptive statistics

Descriptive statics was used to analyze the first part of the questionnaire, where simple frequency and cross tabulations are made and appear in the order of the questionnaire. A total of 384 questionnaires were distributed and 380 were returned eight were discarded due to very high incompleteness, the rest 372 were used for the final analysis with a 96 % response rate. As it can

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be seen in the tables below, of the total respondents (372) there were 197 (51.9%) female and the rest 179 (48.1%) were male.

Table:2 Gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	193	51.9	51.9	51.9
	male	179	48.1	48.1	100.0
	Total	372	100.0	100.0	

Source: own survey, 2018

As shown in table, among the 372 total numbers of respondents the highest majority of respondents were between the age group of 20-24 covering 43.5% of the total respondents. The second and third highest respondents were between the age group of 25-29 and 30-34 were 32.5% and 12.4% respectively. The least two age groups were between 15-19 and 35-39 accounting for 7.8% and 3.8% of the total sampled population. The researcher believed that the age group 20-24 is the time when student graduate and have jobs which gives them the flexibility to command their own income purchase such kind of foods.

Table:3Age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	29	7.8	7.8	7.8
	20-24	162	43.5	43.5	51.3
	25-29	121	32.5	32.5	83.9
	30-34	46	12.4	12.4	96.2
	35-39	14	3.8	3.8	100.0
	Total	372	100.0	100.0	

Source: Own survey, 2018

Table:4 Educational back ground

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary	23	6.2	6.2	6.2

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	High school	72	19.4	19.5	25.7
	Higher education	274	73.7	74.3	100.0
	Total	369	99.2	100.0	
Missing	System	3	.8		
Total		372	100.0		

Source: Own survey, 2018

From the table above total respondents 274 (73.7 %) of the respondents had a higher education while 61(19.4%) had high school and the rest 23 (6.2%) had elementary education.

From the table below the findings are 308 (82.8%) of the people were single and 62 (16.7%) were married and only 0.5% of the respondents were divorced.

Table: 5Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	62	16.7	16.7	16.7
	Unmarried	308	82.8	82.8	99.5
	Divorced	2	.5	.5	100.0
	Total	372	100.0	100.0	

Source: own survey, 2018

From the total respondents few 5 (1.6 %) had never have tasted fast in their life, 42.9% of the respond have claimed that they visit fast food restaurants more than once in a week, visit to fast food one a week and once a month were 27.2% and 28.0% respectively.

Table: 6Visits to fast food restaurants?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once a week	102	27.4	27.6	27.6
	more than once a week	157	42.2	42.5	70.2
	once a month	103	27.7	27.9	98.1
	never have tasted fast food	7	1.9	1.9	100.0
	Total	369	99.2	100.0	
Missing	System	3	.8		
Total		372	100.0		

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Source: own survey, 2018

The ideal time to visit and have fast food from the sampled population was in the afternoon snack claimed by 111 respondents comprising 29.8% of the total responds. While 26.6% of the respondents said that they have specific meal time to have fast food and can have fast food at anytime of the day.

Table: 7 Gender of respondent * At what time do you prefer to have fast food Cross tabulation

			At what time do you prefer to have fast food					Total	P value
			Break fast	Lunch time	afternoon snack	dinner time	any time		
Gender of respondent	female	Count	20	42	67	5	58	192	0.001
		Expected Count	25.4	43.0	57.4	15.0	51.2	192.0	
		% within Gender of respondent	10.4%	21.9%	34.9%	2.6%	30.2%	100.0%	
		% within At what time do you prefer to have fast food	40.8%	50.6%	60.4%	17.2%	58.6%	51.8%	
		% of Total	5.4%	11.3%	18.1%	1.3%	15.6%	51.8%	
	Male	Count	29	41	44	24	41	179	
		Expected Count	23.6	40.0	53.6	14.0	47.8	179.0	
		% within Gender of respondent	16.2%	22.9%	24.6%	13.4%	22.9%	100.0%	
		% within At what time do you prefer to have fast food	59.2%	49.4%	39.6%	82.8%	41.4%	48.2%	
		% of Total	7.8%	11.1%	11.9%	6.5%	11.1%	48.2%	
Total		Count	49	83	111	29	99	371	
		Expected Count	49.0	83.0	111.0	29.0	99.0	371.0	

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	% within Gender of respondent	13.2%	22.4%	29.9%	7.8%	26.7%	100.0%
	% within At what time do you prefer to have fast food	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	13.2%	22.4%	29.9%	7.8%	26.7%	100.0%

Source: Own survey, 2018

Majority of the respondents 79.3% claimed that they would like to visit fast food restaurant with their friends, a visit to restaurants alone and with family accounted for 10.3% and 10.3% respectively. It can be said that people choose to have fast food while they socialize with friends and peers. Men were significantly P<0.012 to visit fast food restaurant alone than female.

Table: 8Gender of respondent * With whom do you visit fast food restaurants Cross tabulation

			With whom do you visit fast food restaurants			Total	P value
			alone	Family	Friends		
Gender of respondent	female	Count	12	17	163	192	
		Expected Count	19.8	19.8	152.3	192.0	0.012
		% within Gender of respondent	6.2%	8.9%	84.9%	100.0%	
		% within With whom do you visit fast food restaurants	31.6%	44.7%	55.8%	52.2%	
		% of Total	3.3%	4.6%	44.3%	52.2%	
	male	Count	26	21	129	176	
		Expected Count	18.2	18.2	139.7	176.0	
		% within Gender of respondent	14.8%	11.9%	73.3%	100.0%	
		% within With whom do you visit fast food restaurants	68.4%	55.3%	44.2%	47.8%	
		% of Total	7.1%	5.7%	35.1%	47.8%	
Total		Count	38	38	292	368	

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	Expected Count	38.0	38.0	292.0	368.0
	% within Gender of respondent	10.3%	10.3%	79.3%	100.0%
	% within With whom do you visit fast food restaurants	100.0%	100.0%	100.0%	100.0%
	% of Total	10.3%	10.3%	79.3%	100.0%

Source: Own survey, 2018

Of the total respondents, the most selected meal choice from fast food was burger with (50.4%) while pizza (22.0), chicken (13.0) vegetarian (8.6%) and French fries (6.2%) accounts respectively. Females were more like significantly to order burger, pizza and French fries than the males and p= 0.02.

Table: 9Meal selections vs. Gender

Gender of respondent * what meals do you generally eat at fast food restaurants Cross tabulation

			what meals do you generally eat at fast food restaurants					Total	p-vale
			Burger	Chicken	Pizza	Vegetarian	French Fries		
Gender of respondent	Female	Count	97	21	50	9	14	191	0.02
		Expected Count	96.3	24.8	41.9	16.0	11.9	191.0	
		% within Gender of respondent	50.8%	11.0%	26.2%	4.7%	7.3%	100.0%	
		% within what meals do you generally eat at fast food restaurants	52.2%	43.8%	61.7%	29.0%	60.9%	51.8%	
		% of Total	26.3%	5.7%	13.6%	2.4%	3.8%	51.8%	
	Male	Count	89	27	31	22	9	178	
		% within Gender of respondent	50.0%	15.2%	17.4%	12.4%	5.1%	100.0%	
		% within what meals do you generally eat at fast food restaurants	47.8%	56.2%	38.3%	71.0%	39.1%	48.2%	
		% of Total	24.1%	7.3%	8.4%	6.0%	2.4%	48.2%	
Total		Count	186	48	81	31	23	369	
		Expected Count	186.0	48.0	81.0	31.0	23.0	369.0	

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	% within Gender of respondent	50.4%	13.0%	22.0%	8.4%	6.2%	100.0%
	% within what meals do you generally eat at fast food restaurants	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	50.4%	13.0%	22.0%	8.4%	6.2%	100.0%

Source: Own Survey, 2018

4.4 Mean and standard deviation of attitude towards fast food

In order to compare respondent's attitude towards fast food mean and standard deviations were computed. The mean indicated to what extent the respondents agreed and disagreed with the statements in each variables. The higher the mean the more the respondent agreed and the lower the mean the less the respondent agreed with the statements. In addition, the standard deviation showed the variability of the observed response.

The findings shown in table showed that health concern was an important issue for the respondents, fast food cleanness is important and I like to have healthy option had higher rated with a mean of 4.02 and 4.10 and with standard deviation of 1.18 and 1.03. While I prefer to see written nutritional value on menu and I'm concerned about the consequence of what I eat had very close mean value which inform that people care about their health and what they eat.

Table: 10 Elements of Health concern

Attribute	Mean	Std. Deviation	N
I prefer to see written nutritional value on menu.	3.94086	1.111929	372
I m concerned about the consequence of what I eat	3.96774	.984534	372
I think fast food cleanness is important for me.	4.02957	1.189209	372
I like to have a healthy option.	4.10753	1.037957	372
Valid	4.011425	1.08	

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Source: Own survey, 2018

4.4.2 Product attribute

In order to test the item product attribute a total of seven statements were put to the respondents since it is impossible for the consumer to make the judgment to the objective, product attributes were used which they can associate with different product dimension. The table below shows that respondents have responded well to the product attribute fast food has an overall mean 3.4 and standard deviation of 0.99. The attribute attractive presentation and fast food is tastier with mean value of 3.75 and 3.72 and standard deviation of 0.90 and 0.91 respectively were valued higher by the respondents. The quality and the product ingredients used for fast food preparation were deemed scored almost neutral with mean value of 3.15 and 3.12 with a significant standard deviation 0.96 and 1.06; there might be some doubt or a much diversified opinion about freshness of ingredient and its quality of fast food in Ethiopia.

Table:11 Product attribute

Attribute	Mean	Std. Deviation	N
I think fast food uses fresh ingredient	3.1559	.96984	372
I think fast food is tastier	3.7204	.90361	372
I think it is presented at right temperature	3.5699	.98394	372
I think fast food has attractive presentation.	3.7581	.91738	372
I think fast food is good quality.	3.1210	1.06343	372
I think I get appropriate portion size.	3.1452	1.07177	372
I think there is variety of menu in fast food restaurant.	3.2177	1.08328	372
Valid	3.384	0.99	

Source: own survey, 2018

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4.4.3 Convenience

One of the primary benefits of fast food is their convenience in many ways its saves a lot of time, easy to get, simplifies life, convenient location and practicability. Convenience encompasses people's desire to save time and energy while engaging in the consumption process, which includes planning, shopping, storage, preparation of food, consumption, cleaning up, and disposal of leftovers and wastes Scholderer and Grunert (2005). In order to test the item convenience a total of nine statements were put to the respondents since it is impossible for the consumer to make the judgment to the objective, convenience attributes were used which they can associate with various convenience. Findings from the table below show that it had 3.5 over all mean and higher standard deviation of 1.2 which shows that convenience always differs from consumer with consumer the respondents have found fast food to be easy to eat with a mean value of 3.76 and a standard error of 0.977 which may have encouraged consumers to consume fast food in various situation of their daily life.

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Table:12 Conveniences

Attribute	Mean	Std. Deviation	N
I think operating hours attracts me.	3.2823	1.00586	372
I think fast food is easy to eat.	3.7473	.97716	372
I think fast food is easy to get	3.4812	1.00788	372
I think fast food is quick to get	3.3844	1.05895	372
When I have less time to cook i like to get fast food.	3.6478	1.06256	372
I think fast food require less mental and physical effort.	3.2688	1.15289	372
I think fast food save me time	3.5914	1.03821	372
Fast food is very practical	3.5027	1.03964	372
Fast food simplifies my life	3.2392	1.10830	372
Valid	3.4506	1.2	

Source: own survey, 2018

4.4.4 Life style

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Hoyer and Maccinns (2010) have said lifestyle is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products).

In order to test the item life style a total of five statements were put to the respondents since it is impossible for the consumer to make the judgment to the objective, life style attributes were used which they could associate with different life style. From the analysis the findings of the life style are displayed in table below. The overall mean and standard deviation is 3.50 and 1.0168 respectively. The respondents have given a priority to socialize while going out for fast food with mean value of 3.75 and standard deviation of 0.95.

Table: 13Life style

Attribute	Mean	Std. Deviation	N
I am interested in the fast food culture.	3.2473	1.09057	372
I think fast food entertains me.	3.5699	.95897	372
I prefer to socialize while going out for fast food.	3.7500	.97094	372
I think fast pace life encourages fast food intake.	3.5108	.99994	372
I think increased mobility forces me to use fast food.	3.4462	1.06390	372
Valid	3.50	1.0168	

Source: own survey, 2018

4.4.5 Attitude towards fast food

In order to test the attitude of respondents a total of six attribute were put to the respondents which they can associate with themselves. As seen in the table below, respondents have said that

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fast food are delicious and have positive feeling towards fast food, having a mean score of 3.755 and 3.62 almost agree with the elements. But the statement regarding fast food stores cleanness and safety respondents were inadvertently neutral which implies that there was some doubt about it. The overall mean and standard deviation was 3.40 and 1.0 respectively.

Table: 14Attitudes towards fast food

	Mean	Std. Deviation	N
I think I'm familiar to fast food	3.5027	1.04996	372
I think fast food is delicious.	3.7554	.90333	372
I think I fast food restaurant provides fun environment.	3.3952	1.03953	372
I think I have positive feeling towards fast food	3.6263	1.01347	372
I think I will get satiated when I have fast food.	3.4032	1.04806	372
I think fast food stores are clean and safe	3.0027	1.02133	372
Valid	3.44	1.00	

Source: Own Survey, 2018

4.4Test of assumption

4.4.1 Normality test

Among others, one of the assumption normality was to be assessed using skewness and kurtosis. A common rule of thumb test for normality is to get Skewness value < .2 and kurtosis value < 0.6 when data is normally distributed Mardia, 1970. Thus the normality analysis for the five

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variables was conducted. As figure shown below, all the values confirmed that the data was normally distributed.

Table: 15 Normality test

	N	Std. Deviation	Kurtosis		Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
TotHc	372	3.19881	.471	.252	-.870	.126
TotPA	372	3.98306	.148	.252	-.302	.126
TotC	372	5.50818	.424	.252	-.538	.128
TotLs	372	3.94079	.538	.252	-..405	.128
TotATT	372	3.93690	.295	.256	-.514	.128
Valid N (list wise)	372					

All the values were within the specified limit for skewness and for Kurtosis; values were within the acceptable limit. According Field, A (2005), positive kurtosis indicates that some of the data might be pointing and heavily tailed. However the researcher believed that assumption for normality has been fulfilled.

4.4.2 Linearity

When we do linear regression, we assume that the relationship between the response variable and the predictors is linear. This is the assumption of linearity. If this assumption is violated, the linear regression will try to fit a straight line to data that does not follow a straight line. Attitude towards fast food was assumed to be linearly related with the five determinates of influencing factors; the dependent variable attitude towards fast food was assumed to be impacted by the independent variables. The normal P-P plot figure shows that there was a linear relationship.

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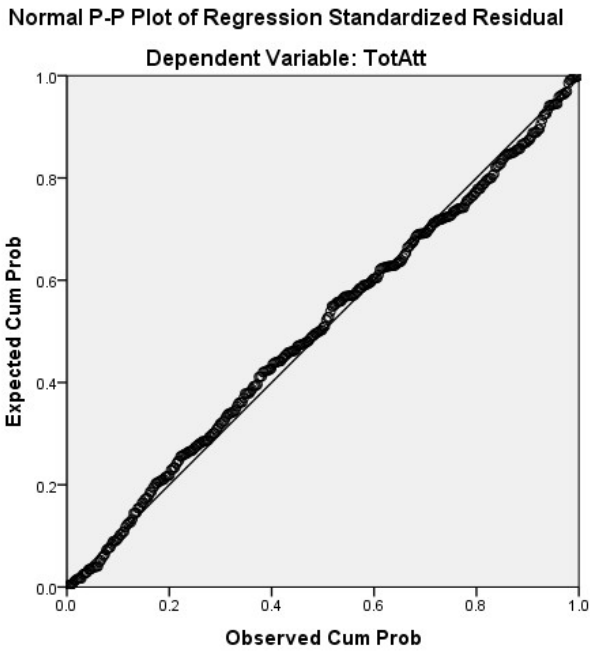


Fig. 3

4.4.3 Multi-collinearity

Multicollinearity in regression analysis refers to how strongly interrelated the independent variables in a model are Zigmund et al, (2009). When the independent variables in the regression model are highly correlated they are measuring the same variable. The presence of multicollinearity or perfect linear relationship between independent variables can be identified using different methods Sreejesh, Mohapatra, And Anusree, (2014). As a rule of thumb, VIF above 5.0 suggests problems with multicollinearity. The regression model for this research has produced values which were below five; as a result individual parameter estimate was able to be interpreted.

Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model and is calculated using the formula 1–R^2 for each variable. If this value is very small (less than .10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. All the independent variables tolerance were above 0.2 and all the independent variables VIF were less

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than five, as result the assumption of multicollnearity was fulfilled. Hence the regression analysis was performed.

Table: 16 Multicollinearity

Model	Multiple collinearity	
	Tolerance	VIF
totLs	.812	1.232
totc	.767	1.304
totPa	.784	1.275
totHc	.893	1.119

Source: Own survey, 2018

4.5.0 Quantitative analysis: inferential Statistics

4.5.1 Correlation analysis

A correlation coefficient is a statistical measure of co-variation, or association between two variables. When correlations estimate relationships between continuous variables, the Pearson product moment correlation is appropriate. The correlation coefficient, r, ranges from –1.0 to -1.0 Zigmund et al, (2009), If the value of r equals =1.0, a perfect positive relationship exists. If the value of r equals –1.0, a perfect negative relationship exists. The correlation matrix with the dependent and independent variables allows the researcher to assess the strength of the association between variables of interest. The relationships between the independent variables of influencing factors of fast food and the dependent variable of attitude towards fast food were investigated using Pearson correlation coefficient. Preliminary analysis was performed in order to ensure no violation of the assumption of normality, hemoscedacity and linearity. Different authors suggest different interpretation however; Cohen (1988) suggested the following

r=.10 to .29 or r= –.10 to –.29 small
r=.30 to .49 or r= –.30 to –.4.9 medium
r=.50 to 1.0 or r= –.50 to –1.0 large.

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The strongest correlation among the independent variable was found to be between product attribute r (0.489) with p=0.001, which explains that in Ethiopian the product attribute has strong correlation with attitude towards fast food.

The second highest correlation is by Life style r (0.451) and the significance value is less than 0.001, which shows there is a medium genuine relationship with attitude towards fast food in Ethiopia.

There was a medium relationship between convenience and attitude towards fast food r(0.425) with significance value of less than 0.001. This indicates that convenience had played part in as an influencing factor for Ethiopians attitude towards.

The least correlation was found to be between health concern and attitude towards fast food r (0.154) with significance value of less than 0.001. Even if the health concern was a very important for many people the correlation analysis the result was close to the limit of minimum correlation. The researcher concludes from the Pearson correlation investigation that four of the independent variables had positive effect on consumer attitude towards fast food, though their degree of effect varies. The correlation matrix for the overall sample is provided in the table below.

Table: 17Correlations

		TotHc	TotPA	TotC	TotLS	TotAtt
TotHc	Pearson Correlation	1				

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	Sig. (2-tailed)					
	N	372				
	Pearson Correlation	.179**	1			
TotPA	Sig. (2-tailed)	.001				
	N	372	372			
	Pearson Correlation	.165**	.434**	1		
TotC	Sig. (2-tailed)	.001	.000			
	N	372	372	372		
	Pearson Correlation	.275**	.327**	.367**	1	
TotLS	Sig. (2-tailed)	.000	.000	.000		
	N	372	372	372	372	
	Pearson Correlation	.154**	.489**	.425**	.451**	1
TotAtt	Sig. (2-tailed)	.003	.000	.000	.000	
	N	372	372	372	372	372

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

4.5.2 Regression analysis

Anova

The model F test result was significant with P value of 0.001 which is the first step in regression analysis and the regression analysis proved the presence of a good degree of prediction. The contribution of each dimension can be seen from the results of the multiple regressions in the coefficient table.

Table: 18 ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

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	Regression	2224.646	4	556.161	58.577	.000[b]
1	Residual	3228.137	340	9.495		
	Total	5452.783	344			

a. Dependent Variable: TotATT

b. Predictors: (Constant), TotLs, TotPA, TotHc, TotC

The coefficient of multiple determinations in multiple regressions indicates the percentage of variation in Y explained by the combination of all independent variables Zigmund et al, (2009). The researcher tested the five hypothesis set out to be tested based on the correlation and regression analysis. The researcher believed that Fast food restaurants out lets can use the result of the regression analysis for the future decision making, focusing on which of the influencing factors were with highest effect on consumer's attitude.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639[a]	.408	.401	3.08132

The value of R for the model derived from the regression analysis ranges from 0 to 1 and No cutoff values exist that can distinguish an acceptable amount of explained variation across all regression models Zigmund et al, (2009). As can be seen from the regression model the coefficient of determination R^2 (0.408) and the researcher concluded from the analysis that 40.8% of the variation was explained by the independent variables.

Thus, researchers often explain regression results by referring to a standardized regression coefficient (β). A standardized regression coefficient provides a common metric allowing regression results to be compared to one another no matter what the original scale range may have been. The research has used the maximum acceptable type 1 error rate of alpha sign 0.05, Independent variables with p-values below the acceptable Type I error rate are considered significant predictors of the dependent variable. The P value or Sig. explained which of any the predictors are statistically significant. The highest beta level from the regression analysis was life style $\beta = 0.351$ and $P< 0.001$ which made it highest contributor in influencing consumer attitude towards fast food in Ethiopia. Health concern p value (0.407) was not statistically significant. The independent variables product Attribute $\beta= 0.321$ and convenience $\beta=0.181$ at were

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significant at 0.001 to explain the variation on consumer attitude towards fast food in Ethiopia at 95% confidence interval, where the stated P value was <0.05.

Table: 20 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.539	1.288		2.747	.006		
	TotHc	-.044	.053	-.037	-.830	.407	.893	1.119
	TotPA	.310	.046	.321	6.812	.000	.784	1.275
	TotC	.127	.033	.181	3.806	.000	.767	1.304
	TotLs	.470	.061	.358	7.739	.000	.812	1.232

a. Dependent Variable: TotATT

5.6 Summary of Hypothesis testing

In this section all the four hypotheses were tested to ascertain whether there was any significant correlation or significant influence occurred between independent and dependent variables more over the four research questions in the study were also answered.

Product attribute

The result of the correlation analysis provided that the correlation between product attribute and attitude was positive and highest correction r (0.489) with significant p= 0.001 among the variables. The outcome of the regression analysis had a beta value of 0.321 with significance p=0.001, which showed that the hypothesis formulated was supported and it was confirmed.

Convenience

The correlation analysis showed that convenience had positive correlation with attitude towards fast food r (0.425) with p=0.001. And the regression analysis has a beta value of (0.181) with significance p=0.0001 which supported the proposed hypothesis; convenience has positive effect on attitude towards fast in Ethiopia and the hypothesis is confirmed.

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Life style

The correlation analysis revealed that there was positive correlation r (0.451) with significance p= 0.001 between life style and attitude towards fast. The regression analysis has also revealed that the life style had a beta value of 0.358 with a significant p value of 0.001, as result the proposed hypothesis was confirmed.

Health concern

The analysis of correlation revealed that the there was positive minimum correlation between health concern and attitude towards fast food r (0.154) and with significance p =0.003 it shows that there was correlation and between health concern and attitude. But the regression analysis for health concern was insignificant p=0.407 and the hypothesis health concern has negative effect is rejected.

Table: 21 summary of hypothesis

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Hypothesis	Result	Reason
H1: convenience has positive and significant effect on consumer attitude toward fast food in Ethiopia	H1: confirmed	β=0.181
H2: product attribute has positive and significant effect on consumer attitude toward fast food in Ethiopia	H2: confirmed	β= 0.318
H3: life style has a positive and significant effect on consumer attitude toward fast food in Ethiopia.	H3: confirmed	β = 0.358
H4: health concern has a negative and significant effect on consumer attitude towards fast food in Ethiopia.	H4: REJECTED	P=0.407

Source: own Survey, 2018

5.7 Discussion

More than forty percent of the respondents have said that they visit fast food restaurants more than once a week to have fast food this showed that people are choosing to have fast food while they meet people. This also correlated with whom they prefer to visit these places as more than three quarter of the respondents have said that they would love to go with their friends. As well as the culture of café here in Addis Abeba is the most popular place for people to meet and hang with colleagues and friends, at the same time many cafes are incorporating fast foods menus into their services to advantage of the popularity of fast food.

Majority of the respondents 79.3% claimed that they would like to visit fast food restaurant with their friends, a visit to restaurants alone and with family accounted for 10.3% and 10.3% respectively. It can be said that people choose to have fast food while they socialize with friends and peers. Men were more likely significantly P<0.012 to visit fast food restaurant.

One third of the respondents replied that they prefer to have fast food during snack time in the afternoon which indicated that consumers are not still taking fast food as their main meal of the day. Fast food restaurants may need to develop a new product which has both local flavor and

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the western fast food to fill the void gap and lure customer to have them regularly. More than half of the responds chose to have ordered burger whenever they are going out to have fast foods; this finding is supported by previous study done on Korea by Hyun, Soo and Soyoung, (2011). In previous study done in Srilanka have found that 40% of the respondents claimed that they have consumed fast food once a week, with this study more than 42.5% of the respondent consumed fast food at least once a week.

Based on the analytical analysis of correlation and regression the researcher has been able to obtain results which were used to explain which of the influencing factors did have an effect in the Ethiopian context. The research questions were answered with the result of the correlation and regression as postulated in the hypothesis, the major explanatory variable for consumer attitude towards fast in Ethiopian was found to be life style, the same finding was observed in previous study in Turkey, Istanbul by Figun and Ozgur (2013) and in Thailand by Seubsman et al, (2009). Fast food consumers are enjoying fast to get entertained and socialize, it is a sign that change in society is evident in Ethiopia.

According to the results of this study, life style $\beta = 0.358$ at $p= 0.001$ has the most significant explanatory variable among the other variables. In previous study done in Morocco by Goubraim and Chaker (2015) and in India by Singh and Goyal (2007) have concluded in their study clearly showed that consumers did not visit fast food outlets primarily for food but for fun, change and social reasons as they prefer home food over the fast food. From this study the research believes consumers are showing the same pattern of interest here in Ethiopia.

The second most important attribute in influencing factors attitude towards fast food was product attribute $\beta =0.321$ with P value=0.001. The sensual qualities of the product like taste, flavor color and packaging and advertisement create an attractive image over the product. The same finding was observed from a study in Uganda, Kampala by Ayo, Wabbi and Srennkkuma, (2012) and in India Singh and Goyal (2007).

Another previously study in Turkey by Ackbay, Tiriyak and Gul (2006) and Thailand Seubsman et al, (2009) convenience had an important on impact on fast food preference: in this study also convenience β (0.181) at $p=0.001$ was also an important contributor to consumer's attitude

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towards fast food. Convenience is one the selling points for fast food in the world and hence in this research this variable was found to be one of the influencing factors in consumer attitude towards fast food in Ethiopia. This finding can be compared with the findings from different researchers found in Ghana by Omari, et al (2016), Alfalis, et al (2015) and South Africa by Oni and Matiza (2014), that convenience was a significant influencer factor for consuming fast food in their respective countries.

On the other hand health concern variable was found to be statistically insignificant, this research found it be non influential in consumer attitude towards fast. Similarly, Aruppillai and Phillip (2015) in Srilanka have found that health concern did not have a significant impact on fast food attitude.

According to Bagum (2015) the behavior of consumers in fast food is dynamic due to influencing factors of technology, innovation and promotional effort offers provided by fast food out lets. Consumer have taste buds which could change in very short time as people become aware of product ingredients, presentation and health issues and also the entry of multinational food giants to the Ethiopian market is a big threat to local business. So fast food businesses should focus on to deliver an all rounded product which stays consistent throughout the business working life time.

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Chapter Five

Summary, Conclusion and Recommendation

This chapter presented major findings of the study. The study was done to investigate what are the influencing factors for consumer attitude towards fast food in the 'Ethiopia scenario'. The study used six independent variables. The independent variables are Demography, Price, health concern, Product attribute, convenience and life style.

5.1 Summary of key findings

More than forty percent of respondents claimed that they visit fast food restaurants more than once a week which showed that more people are choosing to have fast food and check out fast food restaurants. Only 1.9% of the respondents have replied that they have never tasted fast food before.

Majority of the respondents had higher education accounting for 274 (73.7 %) of the total respondents as seen in the table below. This showed that respondents with higher education were inclined to dine fast food than the less literate.

More than three quarters of the respondents chose to visit these places with their friends which indicated that people want meet up and to socialize in fast food restaurants where the most popular places to hang out are cafés here in Addis Abeba. More and more cafes are having started to offer fast food with other services to tap into the popularity of fast food.

One third of the respondents said they prefer to have fast food during snack time in the afternoon which indicates that consumers are not still taking fast food as their mainly mealy of the day. More than half of the respondents would like to have burger whenever they are out for fast food to have fast food.

The relationship between the independent variables and dependent variables were done using Pearson correlation and there was a significant positive correlation with product attribute,

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lifestyle, and convenience r(0.489), r(451) and r(0.425) at p=0.001 respectively and the least correlation was with health concern r(0.154) at p=0.001.

The adjusted R square (0.408) with p=0.001 from the regression model showed that the independent variables were able to explain the 40.8% of the variation. The rest (59.2%) of the variation is explained by unknown factors which are not explored in this research.

From the regression analysis life style, product attribute and convenience were found to be contribute in influencing consumer attitude towards fast food the beta values in decreasing order of influence are 0.358, 0.321, and 0.181 respectively at p=0.001.

5.2 Conclusion

The objective of this study was to find out about factors influencing consumer attitude towards fast food in Ethiopia. Previous studies have concluded that various influencing factors have contributed in influencing consumer attitude towards fast food in their respective countries Ackbay, Tiriyak and Gul (2006) in Turkey and Nondzor and Tawiah (2015) in Ghana. This is an area that has received little attention in Academic literature. Theoretically, the outcome of this research provides empirical evidence about the consumer influencing factors attitude towards fast food in Ethiopia; health concern, product attribute, convenience and life style. Therefore, this study adds value to the literature by empirically linking the influencing factors to the dependent variable attitude towards fast food.

We are witnessing the rapidly expanding fast food industry in the city of Addis Abeba; the researcher believed the findings will be useful for the fast food industry. This study tried to validate that health concern; product attribute, convenience and life style have an effect on consumer attitude towards fast food in Ethiopia.

The results of the regression model indicated that the joint explanatory variables of life style, Product attribute and convenience provided an explanation for the variance r square(0.408) at p=0.001. Health concern was found to be statistically insignificant.

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Various out lets should devise programs to retain their customers through promotional efforts such as coupons and improve the service and experience. Fast food businesses should focus on consumer choice by improving the product quality, presentation, taste and broadening the variety of the menu. And also more importantly make the products more healthier and nutritional valuable to their customers.

Finally fast food restaurants should realize that the importance of influencing factors for consumer attitude towards fast food in the Ethiopian market, use it to their fullest advantage by improving their product depth, advertisement, promotional offers like starting loyalty programs and coupons, widening their menu to local food taste to cater to all customers. This research is not only useful for domestic operators but also for international also who vying to join the fast food market. A company ability to make profit and survive in a competitive environment depends on customers and market not only on financial capability. Since the face of Ethiopia fast food industry has changed since the introduction of an international brand yum food which owns brands Pizza hut opened its door at the end of April, 2018.

5.3 Recommendation

In light of the above summary findings and conclusions, below are recommendations for business that are in the fast food industry and for those that intend to join the industry in the near future.

Follow carefully major changes in consumer life style, education, socioeconomic and cultural influences in the country, the appropriate marketing strategy and policy should be formulated in line with changes of urbanization and globalization. To gain competitive advantage is the core of any organization, the researcher believes this study will provide an invaluable assistance to the businesses to maximize and fend off the well orchestrated marketing power of the giant multinationals dominating the Ethiopian fast food industry.

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Convenience is what drove the success and popularity of the fast food industry in the world it will be no long before consumer in Ethiopia starts to demand for convenience, consumers may to opt to look for better service which is timely, affordable and flexible.

These influencing factors should be given emphasis by fast food industry in the formulation of marketing strategies and to promote their brands. The core contribution of this study is to provide an insight into which factors were the major influencing factors for consumer attitude in Ethiopia, resulting in a better plan to what the local customers are expecting from fast food out lets. Predict what the future and trend changes might be in markets and improve planning of marketing programs and strategies in order to provide better service to customers.

5.4 Limitation and direction for future study

Despite its contribution this research has limitations which indicate for further research in the future. First the study used convenience sampling method and it has limitation to represent the whole nation and care should be taken when interpreting the findings. Second overall the results were reliable with an acceptable chronbach alpha value. In the future some value should be modified and completely omitted because some variables were having slightly lower alpha chronbach value. Third the sample was limited to population Age<40 years old and other consumer segments and other geographical areas were not included. Fourth, the researcher could not be able to include other variables of cultural, social and economic were not touched in this research.

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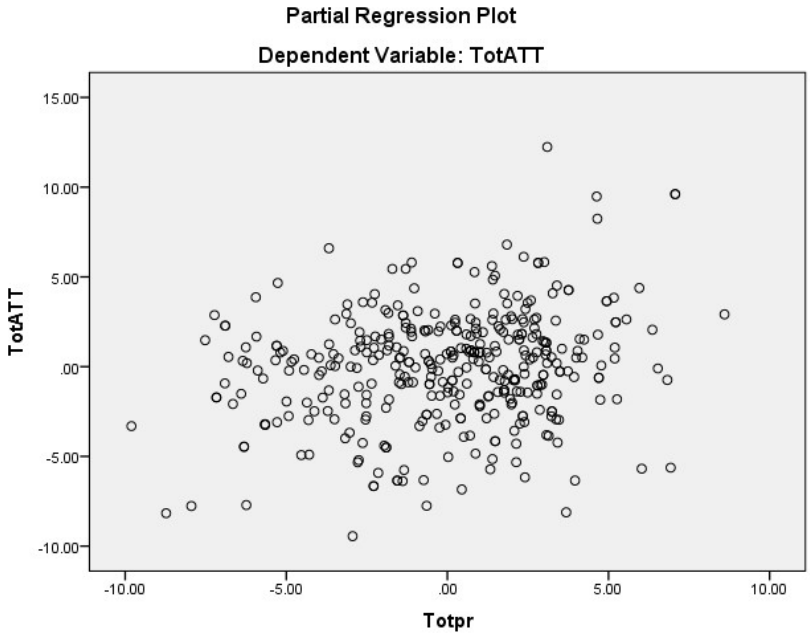
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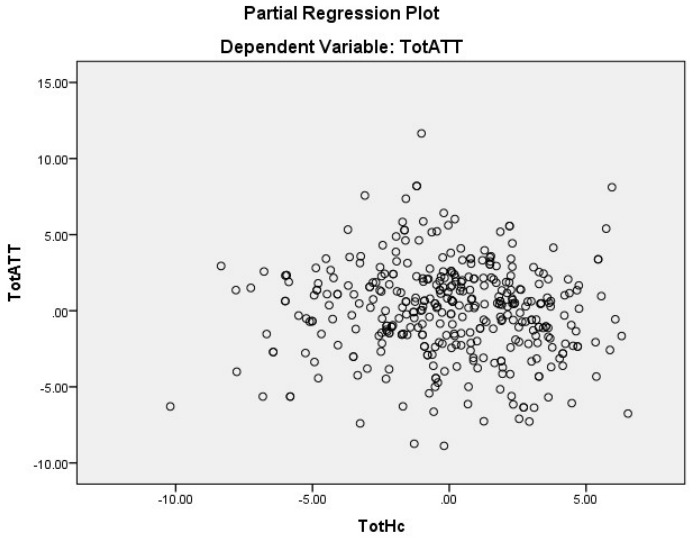
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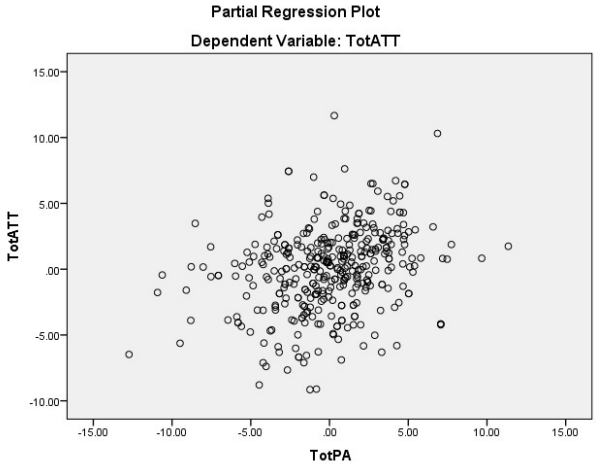
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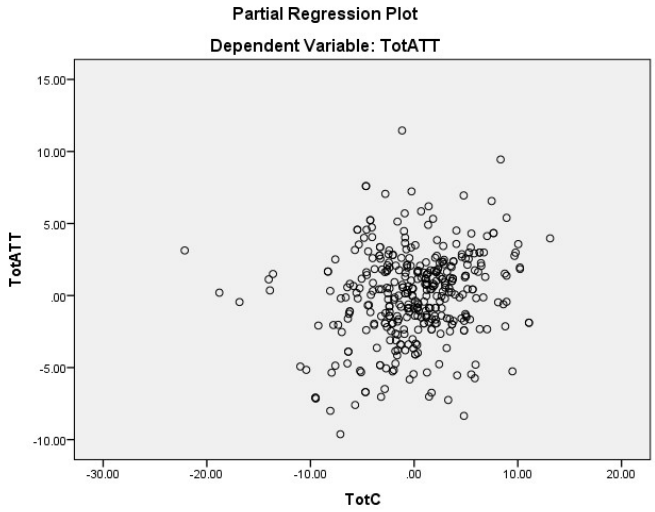
Appendix:1 Scatter plots for regression



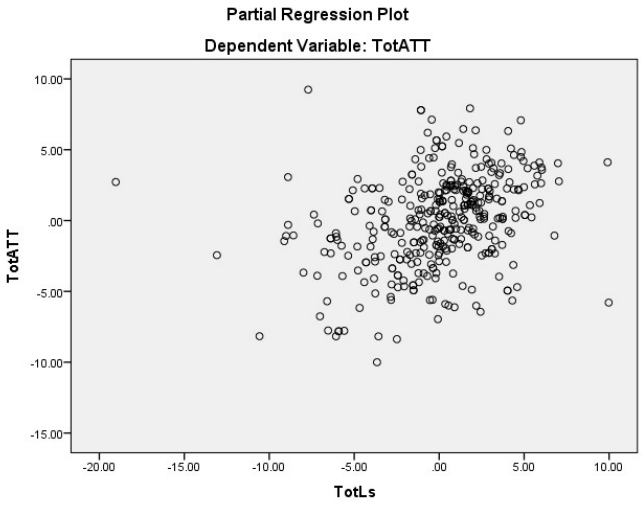


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Partial Regression Plot
Dependent Variable: TotATT
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Partial Regression Plot
Dependent Variable: TotATT
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Appendix:2 Questionnaire

Questionnaire: For factors influencing consumer attitude towards fast food in Ethiopia. Addis Abeba university school of Graduating studies, school of commerce department of marketing management.

Dear participant,

This questionnaire is designed to collected data on the factors influencing attitude towards fast food in Ethiopia. The information collected will be accessible only by the researcher and remains

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strictly confidential. Participation is purely voluntary and no need to write your name. It is carried out solely for the purpose of academic for Master's degree thesis.

I thank you in advance for your time and cooperation.

Please note, for the purpose of this study, please consider fast food to be those that most people will consider typical, standard, fast food such as burger, fries, pizza and chicken purchased from restaurants, cafés and fast food out lets.

Instruction: In all cases where answer options are available please tick√.

Part one: General information

1. Gender of respondent?
   Female Male
2. Age of respondent
   15 -19 20-24 25-29 30-34 35-39
3. Educational back ground?
   Elementary high school higher education
4. Are you married?
   Yes No

5. Visits to fast food restaurants?
   Once a week more than once a week
   Once a month never tasted fast food

6. At what time do you prefer to have fast food?
   Breakfast lunch time
   Afternoon snack time dinner time anytime

7. With whom fast food restaurants are visited?
   Alone Family Friend's
8. What meals do you generally eat at fast food restaurants?
   Burger chicken vegetarian sandwich
   Pizza French fries

Part two: Please indicate the extent to which you agree/disagree with the following statements about factors influencing attitude towards fast food in Ethiopia.

Strongly Disagree carries the least weight of 1 while strongly agree carries the highest weight of 5. Please put √ mark accordingly.

Factors influencing attitude towards Fast food					
Health concern	**Strongly disagree 1**	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly agree 5**

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I prefer to see written nutritional value on menu.					
I m concerned about the consequence of what I eat					
I think fast food restaurant cleanness is important for me.					
I think I like to have a healthy option.					
I think I get enough nutritional value from fast food.					
I think fast food is bad for my health.					
Product Attribute	**Strongly disagree 1**	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly agree 5**
I think fast food uses fresh ingredient					
I think fast food is tastier					
I think it is presented at right temperature					
I think fast food has attractive presentation.					
I like to have locally flavored fast food.					
I think fast food is good quality.					
I think there is variety of menu in fast food restaurant.					
I think I get appropriate portion size.					

Convenience	**Strongly disagree 1**	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly agree 5**
I think fast food restaurants are found in convenient location.					
I think the operating hours attracts me.					

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I think fast food is easy to eat.					
I think fast food is easy to get					
I think fast food is quick to get					
When I have less time to cook I like to get fast food.					
I think fast food require less mental and physical effort.					
I think fast food save me time.					
Fast food is very practical.					
Fast food simplifies my life.					
Life style	**Strongly disagree 1**	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly agree 5**
I think fast food represent a western culture.					
I think fast food is sign of modernity.					
I am interested in the fast food culture.					
I think fast food entertains me.					
I prefer to socialize while going out for food.					
I think fast pace of life encourages fast food intake.					
I think increased mobility forces me to use fast food.					
I think I get pressured to eat fast food by friends.					
I think, I'm spending less time on dining proper food.					

Part three: Attitude towards fast food

The following statements are related to your attitude towards fast food; you can select any number between 1strongly disagree and 5 strongly agree.

Attitude towards fast	**Strongly**				**Strongly**

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food	disagree 1	Disagree 2	Neutral 3	Agree 4	agree 5
1. I think I am familiar to fast food					
2. I think fast food is delicious.					
3. I think fast food restaurant provides fun environment.					
4. I think I have positive feeling towards fast food					
5. I think I will get satiated when I have fast food.					
6. I think fast food is clean and safe					

Thank

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