INTENTION TO REVISIT FAST FOOD RESTAURANT IN KOTA KINABALU

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DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITI MALAYSIA SABAH
2008
UNIVERSITI MALAYSIA SABAH

BORANG PENGESAHAN STATUS TESIS

JUDUL: INTENTION TO REVISIT FAST FOOD RESTAURANT IN KOTA KINABALU

IJAZAH: SARJANA PENTADBIRAN PERNIAGAAN

SESJI PENGAJIAN: 2006-2008

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1 July 2008

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   (Dr. Jennifer Chan Kim Lian)

   (Signature)
ACKNOWLEDGEMENT

I would like to express my deepest gratitude and appreciation to my supervisor, Dr. Jennifer Chan Kim Lian for all her advices, guidance and support in this research work that led to the completion of this dissertation. Her valuable comments and suggestions have made my piece of study to be more complete and practical. I wish to thank all the lecturers in Universiti Malaysia Sabah whom had given me their opinions, comments, suggestions and guidance to make this dissertation a better one.

Nevertheless, I would like to thank the respondents of this study whom were willing to spend their precious time for completing the questionnaires in the data gathering of this study. I would also like to express my token of appreciation and thankfulness to the McDonald's and Burger King Fast Food Restaurant outlets’ management which were involved in this study for their cooperation to allow me to carry out my surveys in their premises.

Last but not least, I would like to thank my girl friend, family members and fellow friends for their endless moral support and guidance throughout the dissertation completion process.

Thank you and God bless you all!
ABSTRACT

This quantitative research was done to identify the relationship between the fast food restaurant's attributes (variety of food, food taste and quality, ambience and hygiene, service speed, price and location) and intention to revisit fast food restaurant among the Kota Kinabalu consumers using the model adopted from Goyal & Singh (2007). This study also attempted to find out whether age and monthly income significantly influence the relationship between fast food restaurant's attributes and the intention to revisit fast food restaurant. The research area focused on fast food restaurants which hamburger is their main selling menu in Kota Kinabalu. Data was collected from 120 respondents whom had experienced dining at the fast food restaurants using the questionnaire survey. The data was analyzed using the Statistical Package for Social Science (SPSS) software and the result showed that there were significant relationships between variety of food, food taste and quality, service speed and price with intention to revisit fast food restaurant. However, ambience and hygiene and location were found to have no significant relationships with intention to revisit fast food restaurant. As for the moderating variables, age was found to have no significant moderating influence on the relationship between fast food restaurant's attributes and intention to revisit fast food restaurant. However, monthly income was found to have significant moderating influence on the relationship between fast food restaurant's attributes and intention to revisit fast food restaurant.
ABSTRAK

Keinginan Mengunjungi Restoran Makanan Segera Semula di Kota Kinabalu

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<td></td>
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<tr>
<td>CAGR</td>
<td>compound annual growth rate</td>
<td></td>
</tr>
<tr>
<td>Corp</td>
<td>Corporation</td>
<td></td>
</tr>
<tr>
<td>Dr.</td>
<td>Doctor</td>
<td></td>
</tr>
<tr>
<td>i.e.</td>
<td>in example</td>
<td></td>
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<tr>
<td>Inc</td>
<td>Incorporated</td>
<td></td>
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<tr>
<td>KFC</td>
<td>Kentucky Fried Chicken</td>
<td></td>
</tr>
<tr>
<td>Mdm.</td>
<td>Madam</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Number</td>
<td></td>
</tr>
<tr>
<td>QSR</td>
<td>Quick Service Restaurants</td>
<td></td>
</tr>
<tr>
<td>RM</td>
<td>Ringgit Malaysia</td>
<td></td>
</tr>
<tr>
<td>Sdn. Bhd.</td>
<td>Sendirian Berhad</td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>United States</td>
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LIST OF SYMBOLS

% - percent
$ - dollar
/ - or
& - and
± - standard deviation
CHAPTER 1

INTRODUCTION

1.1 Overview

Some underlying consumer trends resulted in the increasing popularity of eating out over the last three decades (Berry, 1990). The absence of free time among the consumers affected their restaurant choice whereby they were unlikely to spend too much time searching for the highest perceived standards (Sen, 1998). Based on this trend, fast food restaurant chains were trying to reach their customers by building and operating numerous geographically dispersed small units rather than a few large units (Bradach, 1998).

Globalization has led a common culture worldwide and the fast food restaurant is one typical form of global business (Emerson, 1990). “The fast food market is defined as the sale of food and drinks for immediate consumption either on the premises or in designated eating areas shared with other foodservice operators, or for consumption elsewhere” (Datamonitor, 2007:7). The fast food market definition excluded sales through vending machines and is restricted to sales in four specific food service segments as shown in Table 1.1.

Table 1.1: Fast food market segments and its definitions

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

Source: Datamonitor (2007)
In 2006, US$18.4 billion in total revenues was generated from Asia-Pacific fast food market; this represented a compound annual growth rate (CAGR) of 2.7% from 2002 to 2006. Asia-Pacific fast food market value in 2006 was US$18.4 billion and represented 7.2% growth (Datamonitor, 2007). Asia-Pacific fast food market value growth was shown in Table 1.2. Over the same period of time, the United States of America and European markets grew with CAGRs of 3.7% and 3.3% in 2006, to reach respective values of US$55.2 billion and US$19.5 billion (Datamonitor, 2007).

<table>
<thead>
<tr>
<th>Year</th>
<th>US$ billion</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>16.6</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>16.9</td>
<td>2.20</td>
</tr>
<tr>
<td>2004</td>
<td>16.1</td>
<td>-5.10</td>
</tr>
<tr>
<td>2005</td>
<td>17.2</td>
<td>7.00</td>
</tr>
<tr>
<td>2006</td>
<td>18.4</td>
<td>7.20</td>
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**CAGR, 2002-2006:** 2.70

Source: Datamonitor (2007)

In 2006, market consumption volumes increased with a CAGR of 2% between 2002 and 2006 to reach a total of 26.5 billion transactions. In 2006, Asia-Pacific fast food market volume was 26.5 billion transactions which represent 1.8% growth (Datamonitor, 2007). Table 1.3 shows Asia-Pacific fast food market volume growth in terms of transaction amount for the period of 2002 to 2006. By the end of 2011, the market’s volume is expected to rise to 29 billion transactions, representing a CAGR of 1.8% for the period of 2006-2011 (Datamonitor, 2007).

<table>
<thead>
<tr>
<th>Year</th>
<th>Transactions (billion)</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>24.5</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>25.0</td>
<td>2.00</td>
</tr>
<tr>
<td>2004</td>
<td>25.5</td>
<td>2.20</td>
</tr>
<tr>
<td>2005</td>
<td>26.0</td>
<td>1.80</td>
</tr>
<tr>
<td>2006</td>
<td>26.5</td>
<td>1.80</td>
</tr>
</tbody>
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**CAGR, 2002-2006:** 2.00

Source: Datamonitor (2007)

In 2006, the quick service restaurants segment was the market’s most lucrative segment, generating total revenues of US$10.7 billion, equivalent 57.9% of
the market’s overall value. The takeaways segment market was 21.1% and mobile and street vendors market segment was 10.1% in 2006. The leisure location segment contributed revenues of 10.9% of the market’s overall value in 2006 (Datamonitor, 2007). Figure 1.1 shows Asia-Pacific fast food market segmentation by percentage share in 2006.

Figure 1.1: Asia-Pacific fast food market segmentation by share percentage in 2006

![Pie chart showing market segmentation](image)

Source: Datamonitor (2007)

As the performance of the market is forecasted to accelerate, an anticipated CAGR of 6.2% is expected for the 2006-2011 period and drive the market value to US$24.9 billion by the end of 2011. Comparatively, United States of America and European markets is expected to grow with CAGRs of 3.7% and 3.3% respectively over the same period, to reach respective values of $66.2 billion and $22.9 billion in 2011 (Datamonitor, 2007). Asia-Pacific fast food market segmentation by country and percentage share for 2006 is shown in Figure 1.2. China had the biggest Asia Pacific fast food market share with 38.0% in 2006, followed by Japan 29.7%, South Korea 12.9%, India 3.5% and rest of Asia Pacific with 15.9% (Datamonitor, 2007).

Global chained fast food market value was dominated by KFC brand which was owned by Yums! Brand Inc with 48.5% in 2006. This was followed by McDonald’s with 21.2%, Marrybrown with 6.4%, both A&W and Burger King with 2.4% each as shown in Table 1.4. Yums! Brand Inc dominated the global chained fast food shares with 51.0% of brand value in 2006. McDonald’s Corp owned 21.2% of the market value and Burger King Holdings Inc owned 2.4% of the market value as showed in Table 1.5.
Figure 1.2: 2006 Asia-Pacific fast food market segmentation by country and share

Source: Datamonitor (2007)

Table 1.4: Brand shares of chained fast food by value percentage for 2003-2006

<table>
<thead>
<tr>
<th>% Value</th>
<th>Global Brand Owner</th>
<th>Year</th>
</tr>
</thead>
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<tr>
<td>Brand</td>
<td></td>
<td>2003</td>
</tr>
<tr>
<td>KFC</td>
<td>Yum! Brands Inc</td>
<td>45.6</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>McDonald’s Corp</td>
<td>23.7</td>
</tr>
<tr>
<td>Marrybrown</td>
<td>Marrybrown Fried Chicken Sdn. Bhd.</td>
<td>6.4</td>
</tr>
<tr>
<td>A&amp;W</td>
<td>Yum! Brands Inc</td>
<td>2.1</td>
</tr>
<tr>
<td>Burger King</td>
<td>Burger King Holdings Inc</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Source: Euromonitor International (2007)

Table 1.5: Global brand owner shares of chained fast food by value for 2002-2006

<table>
<thead>
<tr>
<th>% value</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>2002</td>
</tr>
<tr>
<td>Yum! Brands Inc</td>
<td>50.9</td>
</tr>
<tr>
<td>McDonald’s Corp</td>
<td>20.0</td>
</tr>
<tr>
<td>Marrybrown Fried Chicken Sdn. Bhd.</td>
<td>6.7</td>
</tr>
<tr>
<td>Burger King Holdings Inc</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Source: Euromonitor International (2007)

Intention to revisit fast food restaurant is part of consumer choice making process. There are two approaches in research on predicting consumer choice, which are stochastic approach or attitudinal approach (Al-Weqaiyan, 2005). Stochastic
choice models explained that next future brand choice is predicted using conditional probability identifying the parameters of prior choice using linear models, while assuming that past incidents of choice to be totally independent. Some researchers challenged this approach and argued that uncovering the underlying motivational and psychological processes that identify explanatory market variables is more insightful than modelling the behaviour mathematically (Burns & Krampf, 1992).

Deterministic models, assumed that interdependency and sequential linkages among brand choice decisions and predict the next choice on the basis of prior choice history (Meyer & Kahn, 1991). This model is also supported by Cadotte et al. (1987), whom stated that probability of repurchasing largely depends on prior experience. Deterministic models focus on identifying the key determinants of consumer brand choice when the choice has been made under the conditions (Al-Weqaiyan, 2005). This approach is consistent with the general view that consumer decision making process vary considerably in terms of task complexity, involvement, cognitive effort and not homogenous in nature. The intention to revisit fast food restaurant in this research was based on the deterministic models which viewed choice more as a deliberate action where some thought, information search and comparisons which had taken place prior to make that choice (Al-Weqaiyan, 2005).

Presently, a major trend in Malaysia is that more people are eating meals outside their homes and fast food restaurants are benefiting from this apparent trend. However, there are limited attentions or study within the hospitality and food services studies on consumer behaviour in connection to fast food (Gagozzi et al., 2000; Lee & Lee, 2000).

1.2 Research Problem

It is important for fast food restaurant sectors to know what the customers want and what makes them come back again. Restaurateurs are worrying about customers' expectations over the following years (Dailey, 1998). The high rate of failure in the food-service industry suggests that the management may wish to seek attributes that are responsible for customers' return business because customers have their own reasons to want to return to any restaurant (Soriano, 2001). Fast food restaurant
customers are constantly seeking quality, value and desirable environment away from the pressures of daily life (Soriano, 2001). In order to gain competitive advantage in today's market, fast food restaurants are striving to offer good food, good service and good value in a favourable ambience. Identifying the key factors affecting consumer choice helps manager to (Bolton et al., 2000):

1. differentiate their brands on customer-valued dimensions,
2. create brand loyalty using a more targeted approach to manage marketing resources,
3. increase brand equity

Research on understanding the underlying intentions to revisit fast food restaurant is relatively limited. Due to the fact that most growth in fast-food market is gained from expansion to international markets, validity and generalizability of Western oriented findings are seriously questioned in the absence of empirical investigation. It could be argued that fast food restaurant operators continued to be hampered by both the lack of appropriate customer feedback and problems related to the content validity of guest comment cards, i.e. they measure post-dining perceptions only (Kivela et al., 1999a). This research was done to bridge this research gap to identify the relationship between fast food restaurant's attributes and the intention to revisit fast food restaurant among the Kota Kinabalu consumers. Probability of repurchasing largely depends on prior experience (Cadotte et al., 1987). In this research, the data collected was largely based on prior experience of dining in fast food restaurant. This study also explored how age and monthly income of an individual influenced the customer's intention to revisit fast food restaurant.

This research questions were as follow:

1. Which fast food restaurant's attributes (variety of food, food taste and quality, ambience and hygiene, service speed, price and location) has significant influence on customer's intention to revisit fast food restaurant?
2. How age and monthly income can moderately influences the fast food restaurant's attributes with customer's intention to revisit fast food restaurant.
1.3 Research Objectives

The purpose of this research was to offer knowledge of fast food restaurants attributes in influencing the intention to revisit fast food restaurant. This research also covered the element of moderating factors which were age and monthly income which impact to influence the customers' intention to revisit fast food restaurant.

The objectives of this study were as follows:
1. To identify which fast food restaurant's attributes namely variety of food, food taste and quality, ambience and hygiene, service speed, price and location are likely to influence the intention to revisit fast food restaurant.
2. To determine the moderating influence of age and monthly income on the relationship between the fast food restaurant's attributes and customer's intention to revisit fast food restaurant.

1.4 Scope of Study

This study looked into the customers' intention to revisit fast food restaurant within the Kota Kinabalu vicinity. Fast food restaurants with burger as their main selling menu were chosen, which were:

1. 4 branches of McDonald’s (Centre Point, Api-Api Plaza, Karamunsing and Shell Jalan Sulaman)
2. 3 branches of Burger King (Centre Point, Damai and Kota Kinabalu).

The customers that were the subject of interest in this research included the locals from all types of races and background whom were either existing or walk-in customers of particular fast food restaurants whom were experiencing the product, service and facilities provided by the fast food restaurants.
1.5 **Significance of Study**

By determining the attributes that influenced the intention to revisit fast food restaurant among the Kota Kinabalu local residents, this study provided:

1. A clear understanding of the relationship between fast food restaurant's attributes and intention to revisit fast food restaurant, moderated by age and monthly income.
2. Information to the management on the importance of fast food restaurants' attributes which influence their customers' intention to revisit the fast food restaurant.
3. A guideline and room for improvement for the fast food restaurants to enhance their attributes offering to create brand loyalty using a more targeted approach to manage marketing resources.

1.6 **Key Concepts**

The following terms were further clarified to avoid confusion on its meaning in the context of this study.

1.6.1 **Fast Food**

Fast food is defined as limited menu of foods that lend themselves to production-line techniques; suppliers tend to specialize in products such as burgers, pizzas, chicken or sandwiches (Bender & Bender, 1995).

1.6.2 **Attributes of Fast Food Restaurants**

As conceptualized by Goyal & Singh (2007), fast food restaurants' attributes were categorized into six major attribute groups that might influence the intention to revisit fast food restaurant among the consumers. The definitions of the attributes were as follow:
<table>
<thead>
<tr>
<th>No.</th>
<th>Attributes</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Variety of food</td>
<td>Different types of foods (Woodford &amp; Jackson, 2003).</td>
</tr>
<tr>
<td>2</td>
<td>Food taste and quality</td>
<td>How good or bad is the particular flavour of food and its nutritional value (Goyal &amp; Singh, 2007).</td>
</tr>
<tr>
<td>3</td>
<td>Ambience and hygiene</td>
<td>'Package environment’ that create or reinforce leanings toward product purchase and the degree to which people keep themselves or their surroundings clean (Kotler et al., 2006).</td>
</tr>
<tr>
<td>4</td>
<td>Service speed</td>
<td>How fast any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything (Kotler et al., 2006).</td>
</tr>
<tr>
<td>5</td>
<td>Price</td>
<td>The amount of money for which something is sold (Woodford &amp; Jackson, 2003).</td>
</tr>
<tr>
<td>6</td>
<td>Location</td>
<td>The place or position (Woodford &amp; Jackson, 2003).</td>
</tr>
</tbody>
</table>

1.6.3 Age

Age is defined as the period of time someone has been alive (Woodford & Jackson, 2003).

1.6.4 Monthly Income

Amount of money earned from doing work or received from investments every month (Woodford & Jackson, 2003).

1.6.5 Intention to Revisit Fast Food Restaurant

Want and plan to go to fast food restaurant again (Woodford & Jackson, 2003).

1.7 Summary and Organization of Study

The fast food restaurant’s attributes were adopted from Goyal & Singh (2007) to identify the relationship between the attributes and intention to revisit fast food.
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