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Consumer Attitude and Intention Relationship for Fast Food

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Abstract- The purpose of the research is to investigate the significance of different variables (health perception, hygiene, price) affecting consumer's attitudes, perceptions, or preferences towards fast foods, particularly of interest are street foods. For achieving these objectives, a sample size of 150 consumers has been taken from the universities students and general people. A structured questionnaire gave to participants, and the information of this study is analyzed using SPSS. The findings of the study showed that people are very conscious about health, so consumers' attitude towards health perception significantly influences street food consumption. The study concludes that young people think fast food is dangerous for human health. The significant value of price and hygiene factors are high, so it shows that people are not affected by these factors as sometimes people have to have street foods due to time scarcity.

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Consumer Attitude and Intention Relationship for Fast Food

Md Sazzad Mahmud^α & Farhana Ahmed^σ

Abstract- The purpose of the research is to investigate the significance of different variables (health perception, hygiene, price) affecting consumer's attitudes, perceptions, or preferences towards fast foods, particularly of interest are street foods. For achieving these objectives, a sample size of 150 consumers has been taken from the universities students and general people. A structured questionnaire gave to participants, and the information of this study is analyzed using SPSS. The findings of the study showed that people are very conscious about health, so consumers' attitude towards health perception significantly influences street food consumption. The study concludes that young people think fast food is dangerous for human health. The significant value of price and hygiene factors are high, so it shows that people are not affected by these factors as sometimes people have to have street foods due to time scarcity.

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I. INTRODUCTION

Fast foods are ready-made foods and beverages prepared and sold by vendors, especially on streets and other public places (Rane, 2011). Street foods, another variety of fast foods, are not only recognized for their distinctive tastes, convenience but also it is recognized as they reflected society's cultural and social heritage (Rane, 2011). Working life pressures along with time limitations have led to a growing amount of customers choosing street foods.

The evident benefits of fast food are lower cost, quick to serve, alternative of homemade food and easily available in any place (Goyal & Sing, 2007). Customers patronize junk foods because it fulfill their hunger, save time and give pleasure (Park, 2004). Due to the absence of fundamental infrastructure and facilities, street fast foods perceive as a significant public health danger (Rane, 2011). Consumers attracted by the comfort and low prices may ignore elements of sanitation or hygiene. These consumers do not understand adequate food processing methods and foodborne possibilities (Winarno & Allain, n.d.). Fast food market growth has been an impact on the development of society. Like the Western world, females in Bangladesh, particularly in the town of Dhaka, do not remain at home performing

household duties but rather prefer paid jobs to strive for equality and financial independence (Farhana & Islam, 2011).

Food represents the traditions, socioeconomic and history of a country; also, it is a foremost aspect of any culture. Bangladesh has a rich, diversified culture that consists of various regions and states. Bangladeshis were more likely to have traditional food. However, traditional foods are now starting replaced by the consumption of fast food due to the hectic life of people in Bangladesh. Dual earner families spend a lot of time in their workplace because they do not have time and enough energy to prepare their meal at home. Thus they pretend to have fast food as it is a viable alternative. Street food plays a significant role for the lower and middle-income groups as it helps to accomplish the food requirements at affordable prices. Therefore, the importance of the study is to predict the relationship between health perception and fast food consumption. The study has designed to recognize the factors associated with the fast-food consumption of people of Dhaka.

II. RESEARCH OBJECTIVE

- To identify the influencing factors, perception, and preferences of fast food consumers.
- To find out the impact of hygiene and nutritional value of fast foods on purchasing decisions of consumers.
- To find how customers attached excellent significances to variables such as food quality, service quality, and cleanliness and how the most significant variables taste and quality of food products influence customers.

III. SCOPE OF THE STUDY

The scope of this research recognizes after and during the study. The prime area of the study was to build up knowledge about consumer attitudes for consuming fast foods, particularly street foods. How to price, hygiene factor health perception is influenced street food consumption all these issues cover in this project report.

IV. LIMITATION

The total duration of study is too short to carry out all the details about this project. In addition, this

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study can be more accurate in the future. The sample size can increase. There was some financial constraint which is only limited to people belongs to Dhaka city so other cities will study in the near future. I have incurred some cost to conduct this research which is about approximately 1000 taka.

V. LITERATURE REVIEW

a) *Health perception of fast food*

Healthy eating is especially crucial for kids and young people for healthy growth and cognitive development (Shepherd, Harden, Rees, & Brunton, 2005). The majority of young consumers (95%) take considered fast food is harmful to the human body. However, young consumers consume fast food frequently (92%), suggesting that fast food health data does not necessarily affect their intake (Musaiger, 2015). Frequent fast-food consumption is merely an indicator of a usually unhealthy lifestyle (less restricted eating behavior, preferences for fat and sweet foods, and a sedentary lifestyle). These factors that are the true culprits of weight gain and enhanced risk of diabetes (Stender, Dyerberg, & Astrup, 2007). Fast food and junk foods do not contain sufficient quantities of protein and healthy carbohydrates; for that reason blood sugar levels can drop abruptly after eating, leading in grumpy, tired feelings and a desire for sugar (Ashakiran & R, 2012).

The new food mantra-JUNK FOOD-has substituted healthy, nutritious foods. Several surveys suggest people like fast food because of its taste, however it has little amount of nutrition. According to researchers, adolescents who commonly eat fast food have lower dietary quality compared to those who are less frequent fast-food consumers (French, Hannan, Fulkerson, & Neumark-Sztainer, 2001). We discovered that adolescents educated about healthy and nutritional habits, but this understanding did not translate into food behavior (D. Resnick, 1986).

A recent study, which is alarmingly consistent, demonstrates that foods generated by industry, such as fast food, contain compounds that contribute to youth obesity and high cholesterol (Mattsson & Helmersson, 2007). With the rate of childhood obesity rising at an alarming pace, adolescent obesity has become a significant public health concern over the previous two centuries (Allen, Taylor, & Kuiper, 2007). According to the Disease Control and Prevention Centers (Centers for Disease Control and Prevention, 2006), the adolescent overweight rate (12–19) rose from 5% in 1976–80 to 16.1% in 1999–2002. Obese adolescents are at high risk for plenty of adverse health sequel in adulthood, including immediate physical hazards, such as orthopedic, and endocrine disease, cancer and, all-cause mortality (Boutelle, Fulkerson, Neumark-Sztainer, French, & Story, 2006).

b) *Hygiene factor of fast food*

Food security is a social obligation of companies because food is a product where consumption is not just an issue of choice. Still, eventually a matter of life and death for that hygiene factor is one of the prime issues of a fast-food restaurant (Ababio & Adi, 2012). Restaurant hygiene is vital not only to guarantee your staff and customers' health and security but also because it plays a key part in creating the restaurant's brand image. Customers want to dine in a tidy restaurant serving hygienic food. Hygiene is likely the second most foremost element of operating a restaurant; the first element is maintaining food quality. Lack of hygiene in a restaurant is the worst kind of advertising that a restaurateur can invite on his own. Legal demands, restaurant cleanliness, and general hygiene, appear to be among the main variables in the quality assessment of customers' restaurants (Aksoydan, 2007). If any eating place failed to satisfy the food hygiene and cleanliness norms anticipated by consumers, then they would evaluate the eating place as providing them the poor quality of service (Zeitham, Berry, & Parasuraman, 1990).

c) *Fast food Price*

Local restaurant companies impose huge markup for sustenance. The quantity you pay for a single meal, with extra service charge and VAT, can provide a one-week grocery to a middle-class family (Hassan, 2018). In one research, most learners said they own about Three thousand taka in pocket cash per month and have spent around One thousand three hundred takas on fast food i.e., in Fast food, each month spent 43.3 percent of their pocket money. In addition, about half of the pocket money learners used for fast food, which added cost to the students' parents (Bipasha & Goon, 2013). Given the health risks of future generations, the state has placed an additional 10% obligation on Fast food, which is also known as junk food (Newagebd.net, 2017). Street food is the most inexpensive and convenient meal choice, however young people need to pay high amount when they intend to go to a decent fast food café (Aloia, Lear, Gasevic, Lear, & Teo, 2013).

d) *Group conformance*

One study states that the tendency of young people to associate 'unhealthy food' with desirable ideas like friendship, enjoyment, and relaxation (Stead, McDermott, MacKintosh, & Adamson, 2011). Although healthy eating habits are so important in adolescence, young people's lifestyles, affected by their desire to meet social norms, may not encourage adolescents to eat in a manner that increased their need for nutrition in the time (Neumark, Story, Perry, & Casey, 2003). They choose fast food instead of homemade food, as they were mainly going for fun, changed the environment, and socializing to visit fast food stores (Aloia, Lear,

Gasevic, Lear, & Teo, 2013). A recent research released in the Academy of Food and Nutrition Journal examined the impacts of social norms on eating behavior. Researchers discovered that if they told their colleagues that they had eaten more, individuals ate more food. They ate healthier when their peers told to eat nutritious foods (sports.yahoo.com, 2014).

e) *Fast food vs. Homemade food*

Today, more females are employed than in the past. In the US, about seventy-five percent of all mothers are in the labor force, and unmarried mothers are more likely than married mothers to work (DeWolf, 2017). This scenario leaves adults with less time to prepare food, reflected in the rise in food intake away from home. Many research has shown that most working people have too little time at home. Therefore they are demanding an appropriate product like fast food that fits their lifestyle (Shaharudin, Mansor, & Elias, 2011). People residing in the town tend to eat fast food compared to individuals living in rural regions. The cause of the shift is the time variable; they don't have much time at home to prepare meals. Also, society evolves, economic activities also grow, which prevents individuals from preparing food at home (Islam & Ullah, 2010). Also, great taste is another significant reason for choosing junk food. Street foods tend to contain high amount of sugar, oil, and salt which make junk foods more mouthwatering (Ashakiran & R, 2012).

f) *Intention to eat fast food*

According to Ajzen (1991), the intention is a determining factor in actual behavior; therefore, it can be taken as a proxy for actual purchase behavior. Other researchers also supported such a proposition and took intention as a precursor to actual buying behavior, specifically for food purchases (K Nam, 2019). Other food behavior researchers also adopted a similar approach while evaluating the food purchase behavior of consumers (Rahman and Noor, 2016).

Therefore, the study adopts "Intention" as the outcome variable, determined by several independent variables discussed in the previous section.

VI. METHODOLOGY & SAMPLING

To examine the consumer attitude towards street foods survey method is applied. A total of 150 participants included in the survey, with 50 from United International University, 30 from Brac University, and Ahsanullah University and 40 from general consumers. The survey was conducted from June to September 2019 among 150 participants in Dhaka.

The study instruments were both primary and secondary data; I have taken information from secondary sources like- several journals, articles. The primary data for this study gathered through a structured questionnaire from fast-food customers, specifically from students of Dhaka City.

I have used the quantitative data method. "Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques"(Babbie & Muijs, 2010).

It was examined and analyzed with the SPSS research method after information collection. The information was analyzed using both descriptive and inferential statistics in descriptive statistics, simple percent, tabulation. Mean, the standard deviation is involved in describing the factors and situation. Three regression analyzes developed using factor analysis and dependent variables. The literature reviews recognized three dependent variables such as 1. Hygiene factor of fast food, 2. Fast food Price and 3. Health perception of fast food. This research not only defines the variables influencing consumer preferences but attempts to clarify the variables influencing the consumer's attitude toward street food.

VII. ANALYSIS & RESULT

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price, Health_perception, Hygien ^b	.	Enter

a. Dependent Variable: Intention
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.285 ^a	.081	.063	.89677	1.976

a. Predictors: (Constant), Price, Health_perception, Hygien
 b. Dependent Variable: Intention

SPSS is the set of software programs which is used for statistical data by various kinds of researchers.

In this table, R is the value of the multiple correlation coefficients between the predictor and the outcome. When price, health perception, hygiene use as predictors, this is a simple correlation between intention and price, health perception, hygiene (.285).

In model summary, the value given under the R square tells that how much variance in the dependent variable (intention) is explained by the model. In this case, the value of R square is .081. This means our

model (which includes price, health perception, and hygiene) explains 8.1% of the variance in intention.

The table, it shows that the adjusted R square =0.081, which means that the linear regression explains 8.1% of the variance in data.

It says that there is no autocorrelation if the Durbin Watson statistic should be between 1.5 and 2.5. In this table, it is identified that the Durbin Watson statistic is 1.976, which is between 1.5 and 2.5, and therefore, the data is not auto-corrected.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.406	3	3.469	4.313	.006 ^a
Residual	117.413	146	.804		
Total	127.819	149			

a. Dependent Variable: Intention

b. Predictors: (Constant), Price, Health_perception, Hygien

“Anova stands for analysis of variance and it is used to examine the difference to or more means. It may seem odd that the technique is called (Analysis of Variance) rather than Analysis of Means”(Lane, n.d.).

The model value F is 4.33, which is highly significant. I can interpret that the model significantly improves our ability to predict the outcome variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.782	.495		1.582	.116
Health_perception	.399	.132	.240	3.012	.003
Hygiene	.157	.102	.124	1.539	.126
Price	.077	.081	.077	.958	.340

a. Dependent Variable: Intention

In our model, we can see that the beta value of health perception is high (.240) than other factors, so health perception has more influence on consumer attitude toward street foods due to the associated beta value. The significant value of health perception is low than the Alpha value (0.05) which indicates that health perception has a remarkable relationship with intention.

VIII. DISCUSSION

By conducting this research, I want to explore the consumer attitudes towards street foods also their perception and preferences about street food. This research gives an insight into the factors that influence consumer’s perception about their purchasing decision of street foods. These customers, presently patronizing fast food, do so because they consider it convenient, time-saving, delicious, and great for change and fun, as well as environmental preference. This research support fast-food consumption is related to consumers’ attitudes about price, health, child preference, and atmosphere in fast food facilities. The connection between price and quality is also a significant factor regarded by fast-food

customers. Pricing should be to provide customers with the correct quantity of value at a competitive cost while ensuring appropriate profit margins for street food vendors.

This research states that health perception is a very influential factor in choosing fast food. In my previous discussion, I referred that the majority of young consumers considered fast food as harmful to the human body, and this fact supported by my data analysis.

This study examined that how hygiene factors influences consumer fast food consumption. Lack of hygiene in fast food can be lead to an awful perception about the eating place. In my data analysis, the result of the hygiene factor is not significant because sometimes we choose to have street food for the pressure of group conformance or forcefully we have to eat this or we may be in a hurry. Hence, we have to eat street foods.

Price is another independent variable in my research, and the result of price factor is not significant in our data analysis which proves that price may not be affected in fast food consumption as fast food is a

readymade food, so people may be in time urgency when they buy fast foods, so the price doesn't affect their purchase decision.

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