

A finding show that significant differences were found between the restaurants towards service quality they provided to the customers of Gwalior region. Hence, all the three hypotheses were rejected.

of H_{6a} , H_{6b} , H_{6c} were more than significant level hence hypotheses were rejected.

Evaluation of staff behavior of fast food

Table 9: Paired t-test and hypotheses testing for belief evaluation about staff behavior

| | Pairs | T | p-value | Decision |
|---------------|---------------------|--------|---------|---------------------|
| Pair 1 | $D_{SB} V_S P_{SB}$ | 2.628 | .011 | H_{6a} = rejected |
| Pair 2 | $D_{SB} V_S M_{SB}$ | -5.44 | .589 | H_{6b} = rejected |
| Pair 3 | $P_{SB} V_S M_{SB}$ | -2.566 | .013 | H_{6c} = rejected |

Customers found the significant difference towards the staff behavior provided by these fast food restaurants. As p-value

Evaluation of order placement time of fast food

Table 10: Paired t-test and hypotheses testing for belief evaluation about order placement time

| | Pairs | T | p-value | Decision |
|---------------|-----------------------|--------|---------|-------------------------|
| Pair 1 | $D_{OPT} V_S P_{OPT}$ | 3.900 | .000 | H_{7a} = rejected |
| Pair 2 | $D_{OPT} V_S M_{OPT}$ | -5.37 | .593 | H_{7b} = not rejected |
| Pair 3 | $P_{OPT} V_S M_{OPT}$ | -3.864 | .000 | H_{7c} = rejected |

Customer found no significant difference towards order placement time of Domino's V_S McDonalds. Hence, H_{7b} was not rejected and its p-value was 0.593. And, H_{7a} and H_{7c} were rejected.

Table 11: Descriptive statistics of Domino's

| Evaluation criteria for belief strength | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|---|----|---------|---------|---------|----------------|----------|
| Atmosphere | 60 | 1.00 | 20.00 | 12.0000 | 5.08904 | 25.898 |
| Food quality | 60 | 2.00 | 25.00 | 14.6333 | 5.72821 | 32.812 |
| Price | 60 | 1.00 | 25.00 | 7.7667 | 6.08518 | 37.029 |
| Service quality | 60 | 3.00 | 25.00 | 11.4833 | 4.69580 | 22.051 |
| Staff behavior | 60 | 1.00 | 25.00 | 12.1000 | 5.35740 | 28.702 |
| Order placement time | 60 | 1.00 | 25.00 | 11.6000 | 5.09968 | 26.007 |
| Valid N (list wise) | 60 | | | | | |

Table 4: shows that attribute food quality of Domino's scored the highest mean value i.e. 14.6333 which means customers were strong belief that Domino's serves good quality food with standard deviation 5.72821 while on the other hand statistics shows that staff behavior scored second

highest mean value i.e. 12.1000 and standard deviation 5.35740 and least mean value for price 7.7667 and high standard deviation 6.08518 and shows moderate belief towards service quality and order placement time.

Table 12: Descriptive statistics of Pizza Hut

| Evaluation criteria for belief strength | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|---|----|---------|---------|---------|----------------|----------|
| Atmosphere | 60 | 1.00 | 20.00 | 12.0833 | 5.57322 | 31.061 |
| Food quality | 60 | 1.00 | 25.00 | 13.4167 | 5.44399 | 29.637 |
| Price | 60 | 1.00 | 20.00 | 5.7833 | 4.65811 | 21.698 |
| Service quality | 60 | 1.00 | 25.00 | 9.5333 | 4.48147 | 20.084 |
| Staff behavior | 60 | 1.00 | 20.00 | 10.5167 | 4.23661 | 17.949 |
| Order placement time | 60 | 1.00 | 20.00 | 9.3667 | 4.23451 | 17.931 |
| Valid N (list wise) | 60 | | | | | |

Customer belief towards Pizza Hut was that Pizza Hut provides good quality food (13.4167) and much better atmosphere (12.0883) than Domino's. But staff behavior (10.5167) was not much better than both Domino's

(12.1000) and McDonalds (12.6167). But customer belief towards price also very much less favorable as compared to Domino's and McDonalds.

Table 13: Descriptive statistics of McDonalds

| Evaluation criteria for belief strength | N | Minimum | Maximum | Mean | Std. Deviation | Variance |
|---|----|---------|---------|---------|----------------|----------|
| Atmosphere | 60 | 1 | 25 | 13.6167 | 6.10666 | 37.291 |
| Food quality | 60 | 1 | 25 | 14.4833 | 6.40575 | 41.034 |
| Price | 60 | 1 | 25 | 9.85 | 7.01046 | 49.147 |
| Service quality | 60 | 1 | 25 | 10.65 | 5.48287 | 30.062 |
| Staff behavior | 60 | 2 | 25 | 12.6167 | 5.55128 | 30.817 |
| Order placement time | 60 | 1 | 25 | 12.1 | 6.00198 | 36.024 |
| Valid N (list wise) | 60 | | | | | |

Order in which customer shows their strong belief towards McDonalds was:

Food Quality > Atmosphere > Staff Behavior > Order Placement Time > Service Quality > Price

This order shows that Customer belief towards McDonalds was strongest for Food Quality and least for Price.

10. Conclusion

From the review of literature it can be concluded that in many researchers discussed about food quality, environment, price and quick service were the beliefs which were affecting customer attitude towards fast food restaurants. Proximity to work place, variety in food menu was the attributes which

were affecting customer attitude towards fast food restaurants (Hudda and Hossain, 2009). As compare to Indian context some foreign researchers in 2005 talked about demographic factors in which age and gender were affecting the most and they also discussed about hygiene and nutritional value. Researchers also concluded that Malaysian consumers were very much influenced by advertising media such as print media, internet media and commercial media and other author stated that Facebook was also affecting the customer buying behavior towards fast food. One of the studies conducted at Asaba where researcher found that nutritional value home-made meal gain more customer trust. One study came up with the concept of sensor marketing which affects the buying behavior of consumer. In South Africa author focused on young adults and revealed that consumption of fast food was more in males than female. Thus, after going through all the previous studies this study came to conclusion that in Gwalior region customer's over all attitude towards the fast food restaurants were not similar. Customers have strongest belief towards McDonalds than Domino's and Pizza Hut. And, no difference were found between the price of Pizza Hut and McDonalds and also no difference were found between order placement time of Domino's and McDonalds.

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