

# Difference in Beliefs, Consumer Attitudes towards Fast Food Restaurants in Gwalior Region

Pratima Singh

Jiwaji University, School of Studies in Management, City Centre, Gwalior, [M.P.], India

**Abstract:** *Fast food becoming popular day-by-day in Gwalior with globalization. Prior study identified customer attitude towards fast food restaurants. The study was conducted at Domino's, Pizza Hut and McDonalds of Gwalior region. Primary data was collected by using survey method (n = 60). To achieve the objective of the study salient beliefs taken were atmosphere, food quality, price, service quality, staff behavior and order placement time. Fishbein multi-attribute was used to test customer's belief and evaluation towards these fast food restaurants. Five point likert scales was used in the questionnaire. Statistical tool used was paired t-test for comparing customer attitude towards each fast food restaurants individually. Results indicate that customer attitude towards each fast food restaurants differs in Gwalior region and hypotheses were rejected.*

**Keywords:** Fast food, Customer attitude, Fishbein multi-attribute model, Salient beliefs, Paired t-test, Descriptive Statistics

## 1. Introduction

As we all know it very well that we all are Homo-Sapines. Food is one of the basic need of human beings which must be fulfilled in one or the other way. Abraham Harold Maslow, a well-known American psychologist developed a Maslow's hierarchy of needs.

Thakkar and Thatte (2014) there are two types of sector in food industry one is organized and another one is unorganized sector. Organized sector mainly focused on their food quality, hygiene, service, etc. as most of the customers preferred all these quality while going any of the restaurant. The origin of fast food is really from the origin of street food. It is the US who is the most notorious for fast food. The first ever fast food restaurant is generally considered to be the White Castle Restaurant in Wichita in 1916. In 21<sup>st</sup> century, the success of fast food chains is unimaginable. Fast food restaurants are becoming major threat to the society day-by-day as it is affecting health very frequently.

Harrison and Marske (2005) and Pereira et al. (2005) defined fast food as a pre-packed meal, ready to eat food/convenience food. Fast food refers to the food which is prepared and served quickly, easily accessible and cheap which saves time as many people have busy schedule because of which they usually have little time to shop for and prepare meals in the same manner as the parents and grandparents did.

### 1.1 Consumer Attitude

In consumer behavior context, an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to given object. Consumer attitudes plays a very vital role for a marketer because individual attitude whether positive or negative towards a product/service is more likely to make purchase. Consumer attitude may be an inner feeling of favorableness and unfavorableness towards product/service.

Schiffman defined, "Attitude as an expression of inner feelings that reflects whether a person is favorably or un-

favorably predisposed to some object (such as, a brand, a service, or a retail establishment)".

### 1.2 Belief

Merriam Webster dictionary define belief as – a state or habit of mind in which trust or confidence is placed in some person or thing. A feeling of being sure that someone or something exists or that something is true. A feeling that something is good, right, or valuable. A feeling of trust in the worth or ability of someone.

### 1.3 Restaurant

A place where people pay to sit and eat meals that are cooked and served on the premises. Origin of fast food in India was due to the changing lifestyle of Indian youth. Food consumption in Gwalior is growing with a very high pace as we all are very much fond of fast food like pizza, burger, etc. Because of dynamic nature of environment, consumer attitudes and belief are changing very rapidly and it varies from individual to individual. Consumer attitude may also differ due to their societal status, reference groups (such as, family friends, society, neighbors, etc.), paying capacity, culture, demographic factors etc. Based on this concept, this study aims to find differences in beliefs, consumer attitudes towards fast food restaurants in Gwalior region. Now-a-days, due to short span of period, busy life we usually switch to fast food restaurants rather than self-cooked food but sometimes for fun and when mouth gets watery. So, to fulfill objective of the study includes three leading and popular restaurants of Gwalior (McDonalds, Dominos and Pizza Hut) to identify consumer attitudes and belief towards these restaurants.

## 2. Review of Literature

Tabassum and Rahman (2012) discussed about four fast food restaurants. Among these fast food restaurants he found that consumer attitude was more favorable for Pizza Hut because of its quality and environment and consumer rated KFC at second position due to its price and quick service and rest two i.e. Helvetia and Western Grill were least rated. Huda and Hossain (2009) stated that consumer prefer fast food more

than regular food because of food quality, atmosphere, proximity to work place, reasonable pricing and variety in food menu and stated that corporate sector consumer highly prefer fast food restaurant than regular food restaurant due to short span of time. Ibrahim and Vignal (2005) found consumer behavior towards international fast food industry, restaurants were chosen for the study located in Cairo, Egypt. By using Ajzen and Fishbein, 1980 model author revealed that demographic features such as age, income, education and gender highly influenced the consumer behavior fast food restaurants. He stated that older consumers were least influenced than younger ones.

Goyal and Singh (2007) mainly focused on the factors which were affecting the choice of fast food restaurants among Indian youth. They found that Indian youth prefer to go fast food restaurants just for fun and they were very much conscious about hygiene and nutritional value of food and author suggested that fast food restaurants also focus on food quality and customer behavior. Priyadharsini S. (2014) found what were the marketing strategies McDonalds adopted in India and the reason why Indian consumer were attracted towards the fast food. Researcher revealed that because of trend of nuclear family, raise in income level, raise in employment level of women and advertising were the strategies which leads Indian consumers to get attracted towards fast food. Mohammad Al-Saai and Zeitun (2013) pointed out that demographic and life style variables which were not so significant than occupation. Occupation leads to regular consumption of fast food according to the author.

Thakkar and Thattai (2014) focused on the variables variety of products, speed of service, accuracy in service, price, taste of products, ingredients, packaging, staff attitude, location, additional information, customer service and opening hours. The study was conducted in Thane city of Maharashtra state author revealed that the taste and food quality affected consumer behavior most towards fast food restaurants. Haque, Rahman et al (2011) observed the effect of advertisement in Malaya consumer of Malaysia towards fast food restaurants. They focused on print media, commercial advertisement and internet advertisement and suggested that Malaya consumers were very much influenced by all the three mode of advertisement. Van Zyl, Steyn and Marais (2010) focused on young adults from different socio-economic areas in Johannesburg, South Africa. He found that the consumption of fast food was more in males as compared to female. And they also predicted that time limitation (58.9%), convenience (58.2%) and taste (52.5%) were the main reasons which were affecting consumer while selecting fast food and they also found that television was the most effective way of influencing their choices towards fast food.

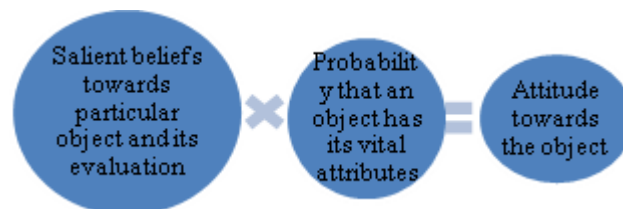
Islam and Ullah (2010) focused on attributes such as nearness and accessibility, similarity in taste, cost and quality relationship, discount and taste, clean and hygiene, salesmanship and decoration, fat and cholesterol, and self-service. They worked at Dhaka city, Bangladesh and found that consumer of Dhaka city mainly focused more on brand reputation, nearness or proximity and accessibility, cost, quality, discount and taste, so authors suggested to fast food producers or distributors of Dhaka city to focus on those factors which consumers prefer more than rest. Samsudin, Jusoff et al (2011) pointed out that in present scenario consumers were very much health conscious and nutritious

food they consume and they perceived icon based nutritional value positively. Singam, Karunakaran et al (2014) suggested that advertisement was one of the important variables which attract the customer's attention towards fast food restaurants and in advertisement also color attracted the most than other dimensions.

Kita and Hasan (2010) objective of authors study was to determine consumer's behavior pattern regarding fast food nutrition in Slovakia. They came up with the concept of sensory marketing and they stated sensory marketing as one of the most powerful tool which engages in determining consumer's senses which affects the consumer's behavior and which in the end affects the decision making process of consumers of Slovakia. Farhana and Islam (2011) identified that customers of Dhaka city prefer quality food and ready to pay for it and pay for the cost which suits their income level and also found that there was a positive relationship towards food quality and convenience and also determine that food quality and cost were more closely related with overall customer service. Singh Chib (2012) focused on two variables namely customer satisfaction and service quality; he found that KFC provided much better customer satisfaction and service quality to the customers than McDonalds.

Zafar, Iqbal and Saif Abbasi et al (2002) the study was conducted in Faisalabad city; authors emphasizes on socio-economic (age of the respondents, education, profession, household income per month, family size) characteristics plays a very crucial role while selecting any of the fast food restaurants. From which education was the most important feature due to which income level raises. And many of them were young, well-educated and belongs to nuclear families hence most of them preferred eating food outside just to save time and for taste as well. Therefore, it was necessary to educate people for choosing a balance diet. Salami and Ajobo (2012) stated that customers prefer quality food, cleanliness, consistency and staff attitude and also suggested that by improving nutritional value homemade meal restaurants gain customers trust. Shahrudin, Mansor et al (2011) pointed out that Malaysian customer mainly more focus on attributes like freshness, presentation and taste of the product and less emphasis on innovative products which affects their buying decision.

### 3. Multi Attribute Attitude Model



Fishbein in 1967 proposed a model known as Fishbein's multi attribute model. Formally, the model proposes that:

$$A_0 = \sum_{i=1}^n B_i E_i$$

Where,

$A_0$  = attitude toward the object

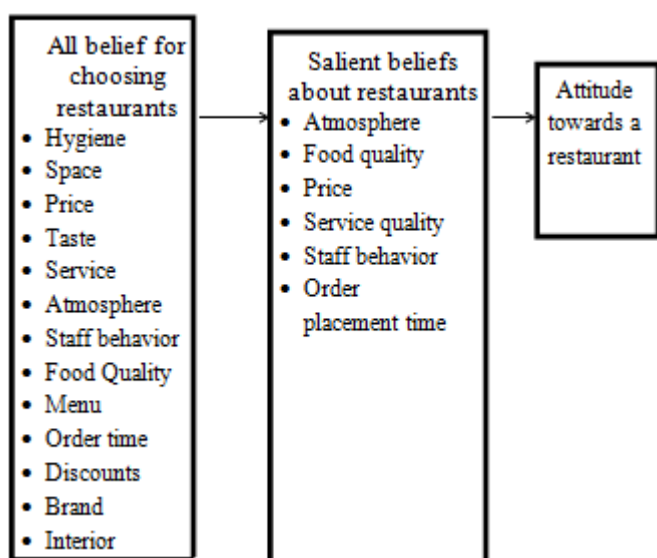
$B_i$  = strength of the belief that the object has attribute  $i$

$E_i$  = evaluation of attribute  $i$

$n$  = number of salient beliefs about the object

#### 4. Determination of Salient Beliefs Towards Object

Before going for final analysis, pilot study was done in which 14 respondents were taken and asked them to write the attributes they consider while choosing a restaurant. Question was open – ended and requested to list down five attributes they think the best. Based on feedback the beliefs have been listed out and out of 14 respondents, 7 of them talked about atmosphere, 13 were discussing about food quality. 6 respondents mentioned about price, 12 stated regarding service quality. Out of 14 respondents, 4 of the respondents stated about staff behavior and 5 of them discussed about order placement time. Other beliefs for choosing a restaurant were listed in figure given below.



#### 5. Objectives

The objectives of the study were:

- 1) To find out the overall customer attitude towards the fast food restaurants in Gwalior through comparative analysis among the three restaurants.
- 2) To determine the reliability of standardized questionnaire by re-standardizing it.
- 3) To find out the salient beliefs affecting customers attitude towards fast food restaurants.
- 4) To find out difference in customer attitude towards each restaurant.

#### 6. Limitations

- 1) Limited time duration.
- 2) As sample size was limited i.e. 60.
- 3) Manager of fast food restaurants were not co-operating so it was very difficult to communicate with customers.
- 4) As KFC still not entered into the Gwalior city otherwise KFC could also be taken for prior study.
- 5) Lack of resources else study could also be conducted in other cities of Madhya Pradesh (M.P.).

#### 7. Research Methodology

The study was exploratory in nature with survey method is used. The data were collected with the help of close – ended structured questionnaire. (Huda, Hossain 2009) re-standardized questionnaire was made. Gwalior Region acts as a population. 60 respondents were taken as sample size on the basis of purposive sampling. Individual respondent was used as a sample element. To find out the difference between the restaurants Paired t-test was applied.

#### 8. Hypothesis Development

Based on research methodology, the following model has been developed for the study.

$$A_{\text{Domino's}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

$$A_{\text{Pizza Hut}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

$$A_{\text{McDonalds}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

Where,

A = atmosphere; FQ = food quality; P = price; SQ = service quality; SB = staff behavior; OPT = order placement time.

##### 8.1 Hypotheses

$H_1$  = Consumer does not have similar attitude towards all the three fast food restaurants.

$H_2$  = Consumer evaluation regarding the atmosphere of the fast food restaurants are similar.

$$H_{2a}: D_A = P_A$$

$$H_{2b}: D_A = M_A$$

$$H_{2c}: P_A = M_A$$

$H_3$  = Consumer evaluation regarding the food quality of the fast food restaurants are similar.

$$H_{3a}: D_{FQ} = P_{FQ}$$

$$H_{3b}: D_{FQ} = M_{FQ}$$

$$H_{3c}: P_{FQ} = M_{FQ}$$

$H_4$  = Consumer evaluation regarding the price of the fast food restaurants are similar.

$$H_{4a}: D_P = P_P$$

$$H_{4b}: D_P = M_P$$

$$H_{4c}: P_P = M_P$$

$H_5$  = Consumer evaluation regarding the service quality of the fast food restaurants are similar.

$$H_{5a}: D_{SQ} = P_{SQ}$$

$$H_{5b}: D_{SQ} = M_{SQ}$$

$$H_{5c}: P_{SQ} = M_{SQ}$$

$H_6$  = Consumer evaluation regarding the staff behavior of the fast food restaurants are similar.

$$H_{6a}: D_{SB} = P_{SB}$$

$$H_{6b}: D_{SB} = M_{SB}$$

$$H_{6c}: P_{SB} = M_{SB}$$

$H_7$  = Consumer evaluation regarding the order placement time of the fast food restaurants are similar.

$$H_{7a}: D_{OPT} = P_{OPT}$$

$$H_{7b}: D_{OPT} = M_{OPT}$$

$$H_{7c}: P_{OPT} = M_{OPT}$$

## 9. Results and Findings

Consumer attitudes towards fast food restaurants were measured by using Fishbein multi attribute model. Attributes were calculated based on beliefs and its evaluation towards each fast food restaurants. Calculation was discussed below:

### Reliability Analysis

**Table 1:** Reliability Analysis for Domino's

Cronbach's Alpha	No. of Items
.727	6

**Table 2:** Reliability Analysis for Pizza Hut

Cronbach's Alpha	No. of Items
.797	6

**Table 3:** Reliability Analysis for McDonalds

Cronbach's Alpha	No. of Items
.890	6

It is being considered that reliability should be more than 0.7 as we can see that the reliability through cronbach's alpha test is more than the standard value, hence questionnaire is highly reliable.

### Attitude towards Domino's

$$A_{\text{Domino's}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

$$= 7.20 + 8.78 + 4.66 + 6.89 + 6.96$$

$$= 41.75$$

### Attitude towards Pizza Hut

$$A_{\text{Pizza Hut}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

$$= 7.25 + 8.05 + 3.47 + 5.72 + 6.31 + 5.62$$

$$= 36.42$$

### Attitude towards McDonalds

$$A_{\text{McDonalds}} = (B_A * E_A) + (B_{FQ} * E_{FQ}) + (B_P * E_P) + (B_{SQ} * E_{SQ}) + (B_{SB} * E_{SB}) + (B_{OPT} * E_{OPT})$$

$$= 8.17 + 8.69 + 5.91 + 6.39 + 7.57 + 7.26$$

$$= 43.99$$

Hence, from the above analysis it was concluded that consumer attitude towards each fast food restaurants were not similar.

$$I.e. A_{\text{Domino's}} \neq A_{\text{Pizza Hut}} \neq A_{\text{McDonalds}}$$

**Table 4:** Consumer's attitude towards fast food restaurants

Salient beliefs	Domino's	Pizza Hut	McDonalds
Atmosphere	7.20	7.25	8.17
Food Quality	8.78	8.05	8.69
Price	4.66	3.47	5.91
Service Quality	6.89	5.72	6.39
Staff Behavior	7.26	6.31	7.57
Order Placement Time	6.96	5.62	7.26
Total Attitude	41.75	36.42	43.99

Thus, H<sub>1</sub> was not rejected and concluded that consumer attitude towards each fast food restaurant differs in Gwalior region. Hence, it can be said that food quality of Domino's (8.78) was much better than Pizza Hut and McDonalds. Whereas, staff behavior (7.57) and order placement time (7.26) of McDonalds was better than Pizza Hut and Domino's. And if we look for customer attitude towards

service quality of each fast food restaurants was quiet similar. Atmosphere of McDonalds was far better than both Domino's and Pizza Hut due to large space and coolness where as compared to Pizza Hut; Dominos was quite congested and less spacious.

### Paired t-test of consumer beliefs towards each fast food restaurants

Paired t-test was conducted for identifying the beliefs of consumers towards these fast food restaurants in Gwalior region. Paired t-test was applied to prove the various hypotheses which were mentioned above.

### Evaluation of atmosphere of fast food

**Table 5:** Paired t-test and hypotheses testing for belief evaluation about atmosphere

	Pairs	T	p-value	Decision
Pair 1	D <sub>A</sub> V <sub>S</sub> P <sub>A</sub>	-1.27	.899	H <sub>2a</sub> = rejected
Pair 2	D <sub>A</sub> V <sub>S</sub> M <sub>A</sub>	-1.960	.055	H <sub>2b</sub> = rejected
Pair 3	P <sub>A</sub> V <sub>S</sub> M <sub>A</sub>	-1.909	.61	H <sub>2c</sub> = rejected

Thus, it can be said that significant difference were found among the pairs as significant value (p-value) were more than significant level (0.005). Thus, H<sub>2a</sub>, H<sub>2b</sub>, H<sub>2c</sub> were rejected.

### Evaluation of food quality of fast food

**Table 6:** Paired t-test and hypotheses testing for belief evaluation about food quality

	Pairs	T	p-value	Decision
Pair 1	D <sub>FQ</sub> V <sub>S</sub> P <sub>FQ</sub>	1.483	.143	H <sub>3a</sub> = rejected
Pair 2	D <sub>FQ</sub> V <sub>S</sub> M <sub>FQ</sub>	1.72	.864	H <sub>3b</sub> = rejected
Pair 3	P <sub>FQ</sub> V <sub>S</sub> M <sub>FQ</sub>	-1.238	.221	H <sub>3c</sub> = rejected

There was a significant difference between all three restaurants i.e. Domino's, Pizza Hut and McDonalds towards their food quality. Hence, H<sub>3a</sub>, H<sub>3b</sub> and H<sub>3c</sub> were rejected as significant values (p-value) of all the three hypotheses' were exceeding the significant level.

### Evaluation of price of fast food

**Table 7:** Paired t-test and hypotheses testing for belief evaluation about price

	Pairs	T	p-value	Decision
Pair 1	D <sub>P</sub> V <sub>S</sub> P <sub>P</sub>	2.685	.009	H <sub>4a</sub> = rejected
Pair 2	D <sub>P</sub> V <sub>S</sub> M <sub>P</sub>	-2.323	.023	H <sub>4b</sub> = rejected
Pair 3	P <sub>P</sub> V <sub>S</sub> M <sub>P</sub>	-4.855	.000	H <sub>4c</sub> = not rejected

From the above table it can be said that there was no significant difference were found between the price of Pizza Hut and McDonalds as the hypothesis H<sub>4c</sub> not exceeding the significant value. And, rest two hypotheses H<sub>4a</sub>, H<sub>4b</sub> were rejected.

### Evaluation of service quality of fast food

**Table 8:** Paired t-test and hypotheses testing for belief evaluation about service quality

	Pairs	T	p-value	Decision
Pair 1	D <sub>SO</sub> V <sub>S</sub> P <sub>SO</sub>	2.611	.011	H <sub>5a</sub> = rejected
Pair 2	D <sub>SO</sub> V <sub>S</sub> M <sub>SO</sub>	1.025	.309	H <sub>5b</sub> = rejected
Pair 3	P <sub>SO</sub> V <sub>S</sub> M <sub>SO</sub>	-1.449	.153	H <sub>5c</sub> = rejected



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**

**Evaluation of order placement time 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

**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.

## 11. Acknowledgement

My work is dedicated to my mother (Anju Gahlaut) and to my father (Arun Kumar Singh).

## References

- [1] Ayesha, Tabassum and Rahman, Tasnuva. (2012). Differences in Consumer Attitude towards Selective Fast Food Restaurants in Bangladesh: An Implication of Multi-attribute Attitude Model. *World Review of Business Research*, 2: (3).
- [2] Muzakkeerul, Huda, and Hossain, Tamima. (2009). Consumer Attitude towards Restaurants in Dhaka City: An Empirical study. *ASA University Review*, 3: (2).
- [3] Ibrahim, Yasser and Vignali, Claudio. (2005). Predicting Consumer Patronage Behavior in the Egyptian Fast Food Business. *Innovative Marketing*, 1: (2).
- [4] Goyal, Anita and Singh, N.P. (2007). Consumer perception about fast food in India: an exploratory study, *British Food Journal*, 109 (2): 182-195.
- [5] Priyadharsini, S. Annie. (2014). Consumer Behavior and the Marketing Strategies of Fast Food Restaurants in India. *Indian Journal of Applied Research*, 4: (4).
- [6] Fishbein, M. (1967). Attitude and the prediction of behavior. In M. Fishbein (Ed.), *Readings in attitude theory and measurement*. New York: John Wiley.
- [7] [http://cbt2.nsuok.edu/kwok/conference/submissions/swf\\_a2013\\_submission\\_226.pdf](http://cbt2.nsuok.edu/kwok/conference/submissions/swf_a2013_submission_226.pdf).
- [8] Thakkar, Kinnarry and Thatte, R. Mrunmayee. (2014). Consumer Perceptions of Food Franchise: A Study of McDonald's and KFC. *International Journal of Scientific and Research Publications*, 4: (3).
- [9] Haque, Ahasanul, Rahman, Sabbir, Ahmed, Sayyed Ismail, Yasmin, Farzana and Asri, Almas. (2011). Assessing the impact of Advertisement towards Malay Consumers: an Empirical Study of Fast Food

Restaurants in Malaysia. *Business Management Dynamics*, 1: (2).

- [10] Van Zyl, MK, MNutr, Steyn NP and Marais, ML. (2010). Characteristics and factors influencing fast food intake of young adult consumers. *S Afr J Clin Nutr*, 23: (3).
- [11] Islam, Nazruland Ullah, Shafayet G.M. (2010). Factors Affecting Consumers' Preferences on Fast Food Items in Bangladesh. *The Journal of Applied Business Research*, 26: (4).
- [12] Samsudin, Azlina, Jusoff, Kamaruzaman, Zaini, ZettyMadina Md, Musa, MushaireenKhalid, Khazainah, Ngali, Norzaidah, Rahmat, Norazlina, Ramli, Noorazlin, Ghani, Fatimah and Hamid, Munirah. (2011). Customer's perception towards McDonald's icon-based nutritional labels. *World Applied Sciences Journal*.
- [13] Singam, DoraiGayathiri, Karunagaran, Punitha, Pandiyan, DoraiSelviThamarai, Subramanian, Thinakaran and Govindan, Santhi. (2014). Creative Advertising Impact on Customer Acceptance of Fast Food Restaurant. *Academic Research International*, 5: (5).
- [14] Kita, Pavol and Hasan, Jamal. (2010). The main factors on Slovakian consumer's behavior regarding fast food nutrition. *Management & Marketing*, 5: (1).
- [15] Farhana, Nadia and Islam, Shohana. (2011). Exploring Consumer Behavior in the Context of Fast Food Industry in Dhaka City. *World Journal of Social Sciences*, 1(1): 107-124.
- [16] Shaharudin, MohdRizaimy, Wan Mansor, Suhardi and Jamel Elias, Shamsul. (2011). Food Quality Attributes among Malaysia's Fast Food Customer. *International Business and Management*, 2 (1): 198-208.
- [17] Salami, C.G.E. and Ajobo, R.T. (2012). Consumer perception about fast food restaurants in Asaba. *Global Journal of Management and Business Research*, 12: (1).
- [18] Zafar, M. Iqbal, SaifAbbasi, Saif-Ur-Rahman, Chaudhry, Aysha and Riaz, Atif. (2002). Consumer behavior towards fast food restaurants. *PAK. J. Food SCI*, 12 (3-4): 71-75.
- [19] Singh Chib, Sandeep. (2012). Relationship matrix between customer satisfaction and service quality in fast food industry - A comparative study of KFC and McDonalds. *International Journal of Retailing & Rural Business Perspectives*, 1: (1).

## References

- [1] Wikipedia.
- [2] Consumer Behavior book.