

# Factors Influencing Purchase Behavior of Fast Food Products

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## Abstract

In Bangladesh, fast food products become important for its quality productivity and efficiency, which own the people's choice leading the products highest sale in the food industry. The Researcher is interested in the subject as because, rice, fish, pulses and green leaves are the common food for Bangladeshi people. However, the people are getting used to the fast food that are available now at their working place, which is not the same as said above. In Bangladesh available fast food products are burger, sandwich, fried chicken, noodles, pizza, local fried short eats (Samosa) etc.

## Keywords

Purchase Behavior, Fast Food, Food Habit, Influence, Tradition.

## 1. CHAPTER ONE: INTRODUCTION

### 1.1. Introduction

As World moves to technological era, Bangladesh is no exception to undermine its pace on growth. Life of residents in Bangladesh is packed with schedules and commitments beyond their working hours. The People do not have enough time to cook and eat their food at home. They are struggling with time and money to keep their commitments. In the above circumstances, they have to depend on the food that are available at their place of interest.

The People, those who goes to the market, office or on social calls cannot return home within short time. They are to be ready to spend more time on the road than they are expected, as because of heavy traffic.

To complete their task, they have to eat outside. In this case, they depend on the food available on the spot, fast food is the answer. In Bangladesh, the fast food products are common items in urban areas. The fast food products are getting popular in rural areas too in Bangladesh.

There seems to have three groups of people in Bangladesh, those who are interested in consuming fast food in this era. They are the rich people those who have lots of money, second group is poor people those who have less money and depend on their daily income. The third group is the middleclass people; students are well placed in this group. Investigation on fast food consumption on these three groups warranted.

#### 1.1.1. Background of the Study

Before the independence of Bangladesh, it was people's interest to consume rice as staple food with fish, pulses, vegetables and green leaves as side dish. As those foods are available the then time, abundantly.

After the independence of the Bangladesh in 1971, people's consumption habit changed from rice to the other food (This is because of the 1974 famine situation in Bangladesh). With the help of USAID, under PL 420, the then Government of Bangladesh, GOB, received wheat aid from USA to save the people from the 1974 famine hunger. As because of non-availability of sufficient quantity of traditional food, especially for the families headed by the destitute woman having

5-6 children to support. Those hungry families were supported by GOB, by providing jobs to the head of the family under the umbrella of GOB food for work program and the earthen road maintenance program, etc.

Based on the above fact, in order to change the People's food habit, the then GOB taken initiative in 1981 to push peoples view from the consumption of rice to wheat and potato at large. Steps were initiated by the government (Newspapers headlines on the above are the proof about this statement), to reduce the pressure on rice consumption and encourage the common people to consume other food like wheat and potato. Finally, common people were convinced and accepted the idea of consuming wheat and potato. They slowly diverted their view from consumption of rice to wheat and later to potato (this consumption process taken time but finally diverted people's habit to wheat and potato in between the year 1980 and 2000).

The above concept comes again into people's view and they began to process the food (short snacks) further, to bring the diversity in food habit, before they consume. Example is samosa, singara, puri, pakora, vegetable role, etc. which is processed out of wheat, vegetables, potato, salt and oil. In this decade (the year between 2005 & 2015). People's view further changed, they begin to have an advanced food processing, out of wheat, potato, meat, fish, and vegetables and with some ingredient, which is at present known as the fast food products.

The current issue is to watch people consuming fast food products; the reason behind of such action is to see, what motivate and mobilized the people to adopt the new food habits. As per the research point of view, in Bangladesh, the factors influencing purchase behavior of fast food products is the area of study as proposed by the investigator.

## **1.2. Research Problem**

While traditional foods in Bangladesh are consumed as usual, there are sudden escalation of fast food requirement. The whole country is moving towards high consumption of fast foods since 2011 (This process started in the early 1990 which continued till to date, 2018). This has made the variation in demand, supply of fast foods at Bangladesh in future, Bangladesh may have high involvement of fast food consumption, and it is becoming a vital issue to research.

"Social change started to occur in 1980 i.e. people's perception, knowledge, attitude and consumption habit started to change in Fast Food industry significantly from then. People had different views and opinions before incurring their purchases. This change process affected the Food industry in Bangladesh. There raised a need to study about consumer's purchase behavior in regards to fast food products for the purpose of protecting and safe-guarding the industry. This research study shall attempt to identify the factors that enables people's purchase behavior in food industry."

## **1.3. Research Questions**

The first question come up is, what factors, influencing people's behavior of purchasing fast food products of the industry and what the effect of such situation are.

The second question is the above-mentioned fast food are safe and does not harm people in the future on pulling their life.

The third, fourth, fifth, sixth and seventh questions are as follows:

The prices are high, moderate, lower; this is the question in case of the fast food products.

The quality good or bad or fair is the question in the case of the fast food products

The availability is in question whether the fast food products available, or not available or available.

The brand is acceptable to people or not is also a question in case of the fast food products.

The proximity, at what distances the fast food products are available is also a question to this research.

In the event of all such questions, it is therefore necessary to investigate the matter comes in view and try to focus on, if any, comes up for alerting people regarding their consumption habit. At the same time, it is important to have an information at hand for those who are interested in the subject and to compare their findings in future and try to give a solution to the issue, if any.

#### 1.4. Research Objectives

The Objective of the study is to improve purchase behavior in food industry in Bangladesh.

To observe the factor's influence people's behavior to purchase fast food products in Bangladesh.

To find out, does the consumption of fast food have any health problem.

To observed the price of fast food products and the overall impact on the fast food products assessed.

To verify the quality of fast food for the better health of the people.

To find out the availability of the fast food products be tested.

To watch the fast food brand and its impact on the overall situation

To identify the fast food availability at what proximity in Bangladesh.

#### 1.5. Research Frameworks

As far as the theory is concern, the study will follow the descriptive research method.

The above theory formulated and one dependent variable supported by five other variables as independent variables were incorporated. One mediator is introduced for a unique model for the study to follow for a probable solution to the issue raised. On the above concept, at field level investigation will be carried out for finalizing the module.

The Quantitative research methods will be adopted for analysis with the SPSS spread sheet and Smart PLS until module found supportive.

The study may be conducted with (Explorative Research) methods. As in the said method, the module is defined as a specific line of inquiry, often for future research with the purpose of making recommendation.

#### 1.6. Research Hypothesis

In this respect following hypothesis to be tested. They are:

Enhance the food industry in Bangladesh as a dependent variable. This will be supported by the below independent variables. (Prinanell and stoehers, 1988)

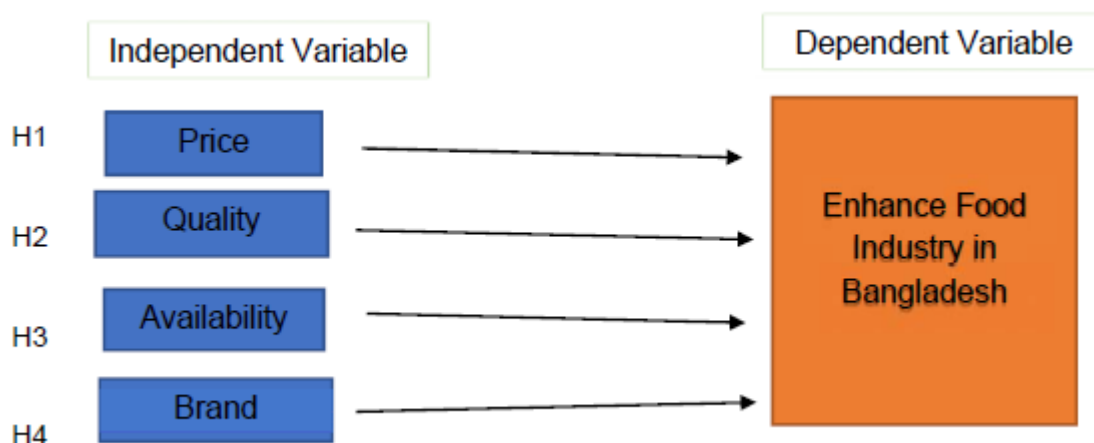


Figure 1. Independent and Dependent Variables

## **2. CHAPTER TWO: LITERATURE REVIEW**

### **2.1. Introduction**

This chapter is devoted to review of literature, identify the variables and the relationship between them. The underpinning theory.

A concept is converted into variables, a concept or perception that is capable of measurement, though it varies, is called as variables. A variable is a property that takes on different values. Putting it redundantly, a variable is something that varies. A variable is a symbol to which numerals or values are attached.

Some believe that scientific methods are incapable of measuring feelings, preferences, and values and sentiments. But social science researchers believe almost all of these can be measured. (Kerlinger, 1986)

### **2.2. Dependent Variable (DV)**

Improve purchase behavior in food industry is dependent variables (DV). To reach to this goal independent variable (IV) go through planned behavior theory (Icek Ajzen, 2006) mediating effect on the IV to reach to DV.

The outcome of the change(s) brought about by introduction of an independent variable. Example is education and income to uplift and enhance livelihood in Malaysia.

### **2.3. Independent Variable (IV1)**

H1 Price has a significant impact to improve purchase behavior in food industry through mediating effect of planned behavior.

The cause supposed to be responsible for bring about change(s) in a phenomenon or situation. Example is education and income determines the social class of people.

#### **2.3.1. Relation between IV1 and DV**

The concept helps to formulate variables, which finally used to construct Hypothesis. One of important consideration in the formulation of a research problem is the construction of Hypotheses. This brings,

Clarity

Specificity and focus to a research problem

However, they are not essential for a study. One can conduct a valid investigation without constructing a single formal hypothesis. If it is required and appropriate, then it can be considered.

A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data. Importance of hypotheses lies in their ability to bring direction. They tell the researcher what specific information to collect and thereby provide a greater focus.

The formulation of a hypothesis provides a study with focus.

A hypothesis tells what data to collect and what not to collect.

It enhances objectivity.

Hypothesis may enable to add to the formulation of theory.

The characteristics of hypothesis is, it is simple, specific, conceptually clear and the researcher should be familiar with the subject area.

### **2.4. Independent Variable (IV2)**

H2 Quality has a significant impact to improve purchase behavior in food industry through mediating effect of planned behavior.

The cause supposed to be responsible for bring about change(s) in a phenomenon or situation. Example is education and income determines the social class of people.

#### **2.4.1. Relation between IV2 and DV**

A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data. Importance of hypotheses lies in their ability to bring direction. They tell the researcher what specific information to collect and thereby provide a greater focus.

The formulation of a hypothesis provides a study with focus.

A hypothesis tells what data to collect and what not to collect.

It enhances objectivity.

Hypothesis may enable to add to the formulation of theory.

The characteristics of hypothesis is, it is simple, specific, conceptually clear and the researcher should be familiar with the subject area.

#### **2.5. Independent Variable (IV3)**

H3 Availability has a significant impact to improve purchase behavior in food industry through mediating effect of planned behavior.

The cause supposed to be responsible for bring about change(s) in a phenomenon or situation. Example is education and income determines the social class of people.

##### **2.5.1. Relation between IV3 and DV**

The concept helps to formulate variables which finally used to construct Hypothesis. One of important consideration in the formulation of a research problem is the construction of Hypotheses. But they are not essential for a study. One can conduct a valid investigation without constructing a single formal hypothesis. If it is required and appropriate, then it can be considered. A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data. Importance of hypotheses lies in their ability to bring direction. They tell the researcher what specific information to collect and thereby provide a greater focus.

The characteristics of hypothesis is, it is simple, specific, conceptually clear and the researcher should be familiar with the subject area.

#### **2.6. Independent Variable (IV4)**

H4 Brand has a significant impact to improve purchase behavior in food industry through mediating effect of planned behavior.

The cause supposed to be responsible for bring about change(s) in a phenomenon or situation. Example is education and income determines the social class of people.

##### **2.6.1. Relation between IV4 and DV**

The concept helps to formulate variables which finally used to construct Hypothesis. One of important consideration in the formulation of a research problem is the construction of Hypotheses. But they are not essential for a study. One can conduct a valid investigation without constructing a single formal hypothesis. If it is required and appropriate, then it can be considered.

A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data. Importance of hypotheses lies in their ability to bring direction. They tell the researcher what specific information to collect and thereby provide a greater focus.

The formulation of a hypothesis provides a study with focus.

A hypothesis tells what data to collect and what not to collect.

It enhances objectivity.

Hypothesis may enable to add to the formulation of theory.

The characteristics of hypothesis is, it is simple, specific, conceptually clear and the researcher should be familiar with the subject area.

## 2.7. Underpinning Theory

Research is a structured inquiry that utilizes acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable. Research work involves systematic, controlled, valid and rigorous exploration and description of what is not known and establishment of associations and causation that permit the accurate prediction of outcomes under a given set of conditions. It also involves identifying gaps in knowledge. Verification of what is already known and identification of past errors and limitation.

The present research is an attempts to describe systematically a situation, problem, phenomenon, service or program, or provide information. The main purpose of the study is to describe, what is prevalent with respect to the issue/problem under the study. This research work is defined as the studies are a means of discovering new meaning describing what exists, determining the frequency with which something occurs and categorizing information.

## 3. CHAPTER THREE: METHODOLOGY

### 3.1. Introduction

This chapter is devoted to the research methodology, research design, research instrument, sampling technique, resource requirement, data collection, research ethics and summary of the chapter.

According to Joy Advanced Learner`s Dictionary, Research means a systematic investigation towards development of knowledge. Research into a problem. Methodology mean process of systematic scientific knowledge or rule of science or study. In the below paragraph, researcher identified the definition on research as stated by few authors in their write up are given for better understanding the subject. They are as follows:

“Research is a structured inquiry that utilizes acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable.” – (Grinnell, 1993). Research Methodology is a supporting subject in many academic disciplines, although these disciplines vary in content, but the broad approach to a research enquiry is similar (Ranjit Kumar, 2010). Research methodology is a set of procedures or methods used to conduct research (Maria T. Las Marias 2010). The research is being undertaken within a frame work of a set of philosophies. The research uses procedures, methods and techniques that have been treated for their reliability and validity. The research designed to be unbiased and objective (Maria T, Las Marias 2011). Research is a habit of questioning and finding solution for it (Dr. Valliappan Raju, 2017). All the above are the academic scholar`s statements which formulate an idea, what is the research all about and the probable outcome of the research work should be. However, for a solution of an identifies problem need questioning to bring the solution of the problem.

### 3.2. Research Design

This chapter deals with the design of the study and the methods of the study. To conduct the study, to proceed for the analysis work, to write the report and for the conclusion of the report with possible solution of the problem identified. Which has called the research work on the issue in its present place.

There are various methods in collecting information or more precisely data gathering. It can be carried out by searching the related topic literatures, white papers, technical papers, marketing reports, conference proceedings, product data sheets, product brochures, web pages, project focus group, conducting interviews with experienced personal, distributing questionnaire or even communicate to people.

Quantitative and Qualitative research is framed in terms of using words rather than numbers or using responses of closing ended questions (quantitative hypotheses) and responses of open ended questions (qualitative interview questions). The differences are basic philosophical



assumption (John Creswell). The quantitative research process is reasonably well structured whereas the qualitative one is fairly unstructured. Some researcher follows a qualitative – quantitative - qualitative approach to an enquiry.

**Quantitative** – This is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments. Data analysis done on using statistical procedures. Structure of the report include the Introduction, Literature and theory, Methods, Results and Discussion. The report writing styles has assumption, hypotheses, insists deductive style (questions a theory or situation) and able to generalize the findings.

**Qualitative** – This is an approach for exploring and understanding of the meaning from individuals or groups, highlighting the social or human problem. Data analysis includes: Inductive building from particulars to general themes. Final report structure is highly flexible, no constraints. The report writing style contents no hypotheses required and honors inductive style (arrives new concept or theory). Focuses on reporting the complexity of a situation.

**Mixed Mode** – This is an approach involves collecting data for the both quantitative and qualitative methods. Data analysis followed by statistics and theme analysis. Structure of final report involvement of qualitative approach, the structure has to be similar to the quantitative research, Core assumption is integration of both information provided by quantitative and qualitative data.

In this research study, as per the objective of the research, a mixed approach is adopted for the problem identified and for the better result of the study.

### **3.3. Research Population**

The concern population for which the research work is conducted is called the research population. This is also called the target population from where a study population and then a sample taken for the research work.

The data collected through sample questionnaire then converted into information for analysis and write up the report. Statistics is a tool for converting data into information, which allows to draw a conclusion about a population based on a sample. Generally, the data is gathered from a survey conducted at field level, it is gathered, to ensure that the data is accurate and also reliable. The data can be gathered also from direct observation and from experiments. The data collected need confirmation on the fact that it represents the population from which it is drawn.

### **3.4. Data Collection Methods**

There are many methods used to collect or obtain data (information) for statistical analysis. Among them, three of the most popular methods are: Direct Observation, Experiments and Surveys. Detailed discussion on them are placed in the below paragraphs.

#### **Direct Observation**

Through observation on a particular issue, information (data) collected by the researchers, which is recorded for the analysis work. This information (data) is compiled and converted as a qualitative or quantitative information (data) of a particular issue which is analyzed for the report writing purposes. If an information (data) recorded on quantifiable order, it become a quantitative information. But, if the information (data) received in narrative or description form, which is classified as qualitative information (data). So, both qualitative or quantitative information (data) recorded depends on the information (data) obtained on the categorical form or on a scale, or on narrative or descriptive form, it is classified as quantitative or qualitative information (data) respectively. Similarly, data collected through unstructured interview, recorded in a narrative or descriptive form, it become a qualitative method. In a structured interview, if the information recorded in response categories which developed and quantified out of descriptive responses, it is quantitative method. Descriptive responses

obtained in reply to open ended question are all qualitative but if the responses are numerical they are considered as quantitative.

#### Survey

Survey is conducted with the help of questionnaire and interview (structured and unstructured) in both cases. These two media help to conduct a survey administer by the researcher. According to Monett et al (1986) 'an interview involves an interviewer reading questions to respondents and recording their answers'. According to Burns (1997) 'an interview is a verbal interchange, often face to face, through the telephone may be used, in which an interviewer tries to elicit information, beliefs or opinions from another person'

This is a more popular method in data (information) collection work. Through well-developed questionnaire generally used for data collection work. Researcher administer the questionnaire and distribute them among the potential respondents to answer the question raised in the questionnaire format. This questionnaire is used as an information (data) collection tool in the survey work, which is the response against each asked point, delivered by the participants or respondents during the survey work. This information (data) later compiled and converted into a point which researcher looking for the analysis of the available data for the report writing purposes.

### 3.5. Instrument Design

As instrument design the following steps are taken for primary data collection:

A survey conducted, by adopting an approved structured questioner. The approved quarries asked or made by the researcher on the study, for the respondent to answer as participation in the research work through the researcher.

A well designed questionnaire is important, the clarity and the language use in constructing the questionnaire must be taken well care. This is because, the purpose of the clear and concise questionnaire helped to get best responses from potential respondents. To improve the responses gathered at the end, used as a guide to the design of the questionnaire (Burgess 2001). This referred in the process of getting the questionnaire done in an efficient manner.

One to one interview be recorded by the investigator on the research work regarding the purchase behavior of fast food product consumption by the target population of the study. The interview questionnaire adopted should be well written for the purpose.

A quality approved questionnaire should be adopted to interview the potential respondents. Qualitative result (better) is expected for recording the interview on one to one basis.

An observation will be made by the researcher on people's behavior regarding the purchasing behavior of the fast food product consumption by the human being in question.

Here interesting (qualitative) facts are expected to record. This might assist the researcher while writing the report. This is also a quality approach to the study.

The researcher also would like to gather quality information from the secondary sources to assist in the analysis work of the research study. Internet search is continued for quality information and gathering data to assist for the research work.

## 4. Chapter Four: Data Analysis

#### Frequencies



## Statistics

	Water Waste	Industrial Waste	Acid Rain	Global Warming
N Valid	40	40	40	40
Missing	0	0	0	0

## Frequency Table

## Price

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	6.7	6.7	6.7
2	7	46.7	46.7	53.3
Valid 3	10	20.0	20.0	73.3
4	9	26.7	26.7	100.0
Total	40	100.0	100.0	

## Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	7	26.7	26.7	46.7
Valid 3	10	33.3	33.3	80.0
4	9	20.0	20.0	100.0
Total	40	100.0	100.0	

## Availability

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	33.3	33.3	33.3
2	7	33.3	33.3	66.7
Valid 3	10	20.0	20.0	86.7
4	9	13.3	13.3	100.0
Total	40	100.0	100.0	

## Brand

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	26.7	26.7	26.7
2	7	13.3	13.3	40.0
Valid 3	10	33.3	33.3	73.3
4	9	26.7	26.7	100.0
Total	40	100.0	100.0	

## Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	40	1	4	2.67	.976
Quality	40	1	4	2.53	1.060
Availability	40	1	4	2.13	1.060
Brand	40	1	4	2.60	1.183
Valid N (list wise)	40				

## 5. Conclusion and Recommendation

Consumer's behavior is often studied because certain decisions are significantly affected by their behavior or expected actions. For this reason consumer behavior is said to be applied discipline.

In a general sense, the most important reason for studying consumer behavior is the significant role it plays in our lives. Much of our time is spent directly in the market place, eating or engaging in other activities. A large amount of additional time spent thinking about products and services, talking to friends about them and seeing or hearing advertisement about them. In addition, the goods people eat and the manner in which they use them significantly influence how they live their daily lives. These general concerns alone are enough to justify our study of consumer behavior. However, many seek to understand the behavior of consumers for what are thought to be immediate and tangible reasons.

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