

A STUDY ON FACTORS AFFECTING ON CONSUMERS' FAST FOODS BUYING BEHAVIOUR : REFERENCE TO PIZZA HUT IN THE ANURADAPURA CITY AREA, SRI LANKA

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Abstract

This explorative study conducted to identify factors affecting on consumers fast foods buying behavior with special reference to Pizza Hut outlet in Anuradhapura city area. The study population represented by each and every customer located in Anuradhapura city area and representative sample was selected including school children to foreigners and entrepreneurs those who have consumed pizza. 114 members out of 120 responded to the researcher, where they were contributed to examine nine variables was Location, Atmosphere, Sales Persons Behavior, Awareness, Price, Quality, Image, Promotion, Fast Service with demographic variables and the required data was collected through structured questionnaires. Data was analyzed through descriptive techniques where percentages, mean, standard deviation, t test and cross tabulation were facilitated. At the end researcher identified that all factors were significant towards consumer buying behavior but related to the selected region customers was not satisfactory awareness about various brands of pizza, culture of pizza; location was confused on parking and low freedom even with atmosphere. And they enjoyed their image though consuming pizza appreciating sales person behavior but pricing, nutrition and promotion were somewhat deviated on consumer expectation related to the analysis. Finally researcher suggested to change location of pizza outlets and commented to increase awareness of consumers related pizza culture.

Keywords: *Pizza Hut, Fast Foods, Consumer Behavior*

1. INTRODUCTION

In the modern days, where the life is at fast pace with the time very valuable to every person, "Fast Foods" play an important role in everyone's day-to-day life. The very term 'Fast food' means simple, fast and convenient food, which is easy and fast to prepare besides being hygienic, free from microbial contamination and also convenient to eat. Unlike olden days where

man used to have his food lavishly and slowly, the present trend changed the habits to foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Preparing food with instant mixes has become a way life and no doubt they are going to be an integral part of food habit in future.

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In relation to the Anuradhapura district majority of food consumption is still at home than outplace. Nevertheless, out-of-home food consumption is increasing due to several consideration such as increase in urbanization, breaking up of the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits.

In relation to the Anuradhapura city area, there are various fast food providing organizations among them Alankulama Family Supper, Chinthana Bakers, Chamee Restaurants, Carlton Restaurants, Seedevevi Restaurants and Pizza Hut are the extremely famous to customers. And Pizza Hut was the nearly located in Anuradhapura providing fast foods on deferent experience than other foods providers. Therefore researcher is considering to study of factors affecting to fast foods buying behavior related to the pizza hut in Anuradhapura city area.

2. STATEMENT OF THE PROBLEM

Related to the identification of research problem, researcher contributed relevant literature on fast food and empirical evidence in Anuradhapura Pizza outlet. In relation to the researcher experience with fast food at Pizza's initiated period in Anuradhapura, who was unable to reserve even a table in Pizza Hut for his friends as the place was overcrowded by customers even week days. But today the place rarely crowded by customers even weekends or some holidays.

However the demand for fast foods is unpredictability fluctuating on some occasions where a few organizations acquire their business objective while other organizations are run away from business environment on poor performance. This dynamic nature implies to researchers to find factors which are affecting on consumer buying behavior.

And when considering the literature Nadia & Shohana (2011) (01) identified that Many researchers relating to fast foods such as Wilcock, Pun, Khanona, & Aung, (2004, 63), Yarrow, Remig, and Higgins (2009) have argued that food safety beliefs, attitudes, knowledge, and practices can be altered through educational intervention, McCarthy, Brennan, Kelly, Ritson, de Boer, & Thompson, (2007); Röhr, Lüddecke, Drusch, Müller, & Alvensleben, (2005) stated food safety knowledge of the customers, Mattsson and Helmersson (2007) conducted study on attitudes towards fast food restaurant of young, Kruger, Blanck and Gillespie (2008) stated the dietary practice and physical activity of adults who had desire to loss and maintain weight, Olumakaiye M. Funke and O.A Ajayi described youngsters' snaking practice, United Soybean board reported (2008) health and nutrition issues of food.

Though much more research emerged on fast foods none of publications, researchers have explored the overall behavior of customers on fast food in Anuradhapura city with special reference to Pizza Hut outlet. Therefore in this study, researcher tend to explore consumer overall behavior when they having fast food in Anuradhapura city.

3. OBJECTIVES OF THE STUDY

The generic purpose of this study is to understand how consumers make their behaviors towards fast food products and to investigate what factors influence on their fast food buying decision.

Being facilitated to upon purpose researcher has contributed specific objectives as denoted bellow.

- To study the extent of consumer awareness towards Pizza' fast Food Products,
- To identify the factors influencing on consumer buying behavior of Pizza fast Food Products in Anuradhapura area,

4. RESEARCH HYPOTHESIS

On the basis of the objectives and after reviewing the extensive literature the following research hypotheses were framed by researcher.

H1: There is a high level of consumer awareness about Pizza fast foods in Anuradhapura area

H2: Location, Atmosphere, Sales Persons Behavior, Awareness, Price, Quality, Image, Promotion, and Fast Service are significantly influenced on consumer fast foods buying behavior.

5. LIMITATION OF THE STUDY

This study was based on primary data collected from sample consumers by survey method facilitating Anuradhapura city area. Therefore the study area was too limited. As many of the consumers furnished the required information from their memory and experience, the collected data would be subjected to recall bias. And not only that researcher particularly considered only pizza outlets than other places. If it was

moved for other places the findings may be changed than explored.

6. LITERATURE REVIEW

The term "pizza" first appeared "in a Latin text from the southern Italian town of Gaeta in 997 AD, which claims that a tenant of certain property is to give the bishop of Gaeta 'duodecimpizze' ['twelve pizzas'] every Christmas Day, and another twelve every Easter Sunday". (Martin Maiden (2012)(02)

But Pizza Hut was familiar to the world around 1958, where Frank and Dan Carney had an idea for a great local pizza restaurant in Wichita Kansas. The small 25 seat restaurant used to sell pizza where used building looked like a hut... so 'Pizza Hut' was born! (Usha v. 2007)(03)

Pizza Hut in Sri Lanka is one of the first variety chain stores in the country. Currently Pizza hut offers an online ordering system which delivers to the following outlets: Colombo, Negombo, Kandy, Kiribathgoda, Kotahena, Colpetty, Union Place, Rajagiriya, Havelock Rd., Malabe, Dehiwala, Nugegoda, Thalawathugoda, Moratuwa, Maharagama Wattala and Anuradhapura. (<http://en.wikipilipinas.org>) (04)

Brown et al. (2000), (05) considered about consumer awareness with fast foods consumption, and young consumers have considered about effective nutritional education before being with food habits. And though they considered balanced nutritionally foods many young consumers may fuel the consumption of poorly nutritionally balanced meals.

Binkley (2006), (06) the theoretical model is based on household production theory. This theory names the household as "both a consumer and producer of final goods," (Binkley). He formulates the general model

$Y_i = f(P, I, T, H, D)$, where Y_i measure is the household's food choice, P is a set of relevant prices, I represents household income, T involves measure of time cost, H measures nutrition concerns and knowledge, and D represents demographic and other factors.

According to the Aaker (2000), (07) brand awareness as a remarkably durable and sustainable asset to enhance consumer awareness related fast foods. It provided a sense of familiarity a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention-getting approaches.

Study of Sundar (1997) (08) revealed that, grocery department of Saravana Bava Cooperative Supermarket, Cuddalore was enjoying favorable images of consumers in the attributes, such as, equality of price, behaviour of sales persons, moving space, location, correctness of weight, packaging of goods, number of sales persons and convenient shopping hours. At the same time, the image is weak in the attributes, such as, quality of goods, availability of range of products, variety of goods,

acceptance of returns, credit facility, door delivery and in sales promotional measures.

Yarrow, Remig, and Higgins (2009) (09) and other previous researchers have argued that food safety beliefs, attitudes, knowledge, and practices can be changed through educational intervention. They and other researchers have therefore attempted to determine how to segment consumers so that effective communication can take place regarding these issues.

Yee and Young (2001), (10) concluded that customer attention goes to aware about nutrition and used to identify nutrition on labeling or packaging details. And food companies should be encouraged to make small changes to the fat of food products on customer request.

Nandagopal and Chinnaiyan (2003) (11) concluded that the level of awareness among the rural consumers is satisfactory level and the major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Ramasamy. et al. (2005) (12) discussed the buying behavior and it was vastly influenced by awareness and attitude towards the product where commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. Not only that he explored

that large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

Not only that even Usha V (2007) has mentioned several reasons for popularity of Instant Food Products related to India where, Emergence of Industrial society, Reduced domestic servants, Womenfolk taking to job, Emergence of nuclear families, Prices of raw materials, New products, Drudgery of work, Convenience, Increasing income, Standard of living, Media, Globalization are the factors importantly have considered to be spread of fast foods among the customers.

And when considering the factors affecting to consumer buying behavior Gluckman (1986) (13) studied the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regards to its sweetness or dryness and the suitability for all tastes

Sabeson (1992) (14) in his study stated that, high quality, price and taste of the product were the major criteria based on which the consumers selected a brand of processed fruits and vegetable products.

Kumar et al. (1987) (15) examined the factors influencing the buying decision making of 200 respondents for various food products. Country of origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered factors were independent of age,

education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

7. METHODOLOGY

According to the objectives of research it is embraced the characteristics of explorative research. And In this study researcher expected to quantify the preferences for fast foods products on demographic, situational, lifestyle, and cognitive factors. Then research has been aligned for qualitative research. Related to the study researcher considered all consumers around the Anuradhapura city area as his population including high, middle and low level income categories with children to elders.

Farhana and Islam 2011(01), mentioned about Prof. Nunnally as he suggested in his book Psychometric properties the ideal sample size for any exploratory research is 40-60 members for sample. Based on the Nunnally criteria researcher selected 120 respondents who have the tendency of consume fast food regularly or occasionally. And researcher facilitated stratified sample to select 120 consumers who are using fast foods from where sample was enriched including school children, university students, executives Foreigners, entrepreneurs, and non-executives surrounded Anuradhapura city area. The study may enriches being with dependent and independent variables where suitable statistical tools are to be facilitated to identify and define the relationship among variables.

The scaled questionnaires had to be facilitated to collect data as primary, where the Questionnaires were sent to selected customers with ideal involvement of researcher. Considered variables as Location, Atmosphere, Sales Persons Behavior, Awareness, Price, Quality, Image, Promotion, and Fast Service were measured through five scale questionnaires as strongly agree, agree, somewhat agree, disagree, strongly disagree.

8. RESULT AND DISCUSSION

In relation to the study the response rate was 95% (114 respondents from 120) on motivated supervision of researcher. According to the figure number 1, 67 heads in sample represented male and balance was represented by female. It is 59% and 41% respectively. It says that fast food related dominance may retain on male than female according to the sample.

Figure 1: Sex * Income level Cross tabulation						
	Sex		Income level			Total
			500-20000	20000-50000	50000+	
	Male	Count	13	45	9	67
		%	19.4%	67.2%	13.4%	100.0%
	Female	Count	0	0	47	47
		% Sex	.0%	.0%	100.0%	100.0%
Total		Count	13	45	56	114
		% Sex	11.4%	39.5%	49.1%	100.0%

Source: Research Data

And related to the pizza consumption, pizza was familiar (100%) to everyone in the sample as they had consumed pizza at least in one time in their life.

Figure 2: Income, Age, Sample composition

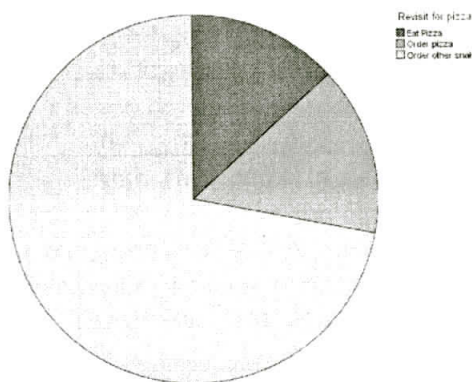
Variable	Sample Composition (%)					Total
	Sch. Chn	Uni stude	Fore	Exect	Entrepr	
Income level	13	0	0	0	0	13
500-20000 (%)	11.4	.0%	.0%	.0%	.0%	11.4
20000-50000 (%)	7	25	13	0	0	45
50000+ (%)	6.1	21.9	11.4	.0%	.0%	39.5
%	.0%	.0	.9%	27.2	21.1	49.1
Age 10-20	13	0	0	0	0	13
%	11.4	.0%	.0%	.0%	.0%	11.4
Age 20-30	7	25	4	0	0	36
%	6.1	21.9	3.5	.0%	.0%	31.6
Age 30-40	0	0	10	31	8	49
%	.0	.0%	8.8	27.2	7.0	43.0
Age 40-50	0	0	0	0	14	14
%	.0	.0%	.0%	.0%	12.3	12.3
Age 50+					2	2
%					1.8	1.8

Source: Research Data

Related to income distribution among the sample 13 respondents were at below income level that was 500-20000 monthly income while 45 represented middle income level that was 20000-50000 monthly income; 56 consumers represented higher income level that was more than 50000 monthly incomes. As a percentage it was 11.5%, 39.5% and 49% respectively. That implies that pizza is highly attracted by

middle income category to higher income category. And among them revisited to take pizza is represented by 23 customers including a foreigner out of 56 from higher income group that were 41.07%. And few customers agreed to revisit from middle income that was 9 (all are foreigners) out of 45 (20%) customers (figure 3).

Figure 3: Revisit for pizza hut
71.93%
14.91%
13.16%



Source: Research data

According to the research objectives, one objective was related to consumer awareness about Pizza product. At the data presentation high consumer awareness can be seen on "Pizza as a foods" as it presenting higher mean value and t value that is 4.73 and 104.107 respectively. But when considering the awareness of various products under pizza brand it is not in the satisfactory level with pizza promotion as it shows moderate level of mean value and low t value as 3.02 and 27.424 respectively. And not only that the

awareness about ingredient in a pizza and awareness of pizza requesting and eating culture are showing dissatisfactory result as it shows very low mean value according to the below table 1.

The research model articulated by researcher explained about nine variables where its significance was explored through several dimensions. Location is a major component when considering the buying behavior.

According to the study location of pizza outlets was not attracted well. Parking facility and enough freedom of the location was very poor level as its mean vale ware 2.25 and 2.85 respectively. But location was somewhat satisfactory to the customers as it can be reached in a short time. It is proved through high mean value was 4.13.

Store atmosphere is also capable to attract consumers as enough. Related to study sample not agreed in satisfactory level to interior attraction and store layout in Pizza hut as where very few mean value is shown as 2.48 and 2.73 respectively.

As a important factor to consumer attraction price was not strongly help to convey the value of pizza as it bring 2.89 mean value locating around moderately satisfied. But credibility of pricing at the store and price communication also located around moderate level of satisfaction than helping to satisfy customer. And when considering the consumer feeling on healthy ingredient and nutrition of pizza products, was not in satisfactory level in Anuradhapura area (3.11 & 3.32 mean

value). But almost consumers retain around somewhat satisfactory level on fast service of pizza related customer requisitions.

Figure 3: Mean, Standard Deviation and T value for variables

Variable	Man	SD	t	Sig. (2-tailed)
Brand Awareness	3.02	1.175	27.424	.000
Pizza Awareness	4.73	.485	104.107	.000
Aware of Ingredient	2.85	1.075	28.328	.000
Aware of Culture	2.89	1.119	27.535	.000
Parking facility	2.25	.958	25.136	.000
Fast Reaching	4.13	.793	55.641	.000
Enough Freedom	2.85	1.024	29.729	.000
Interior Attraction	2.48	1.041	25.461	.000
Familiar Layout	2.73	1.075	27.097	.000
Fast Service	3.90	.872	47.792	.000
Helpfulness	3.60	.828	46.387	.000
Cleanness	3.32	1.156	30.708	.000
Responsive	3.42	1.112	32.841	.000
Value of Price	2.89	1.034	29.901	.000
Credibility of Price	3.19	1.088	31.335	.000
Price Comm	3.17	1.128	29.968	.000
Healthy Ingredient	3.32	1.016	34.847	.000
High Nutrition	3.11	1.042	31.813	.000
Good Image to you	3.82	.812	50.295	.000
Can understand	3.72	1.093	36.329	.000
Can Arouse	3.03	1.140	28.338	.000
Can Memorable	3.02	1.056	30.515	.000
Satisfy Stay Time	4.00	.872	48.956	.000
No Queue	3.91	.898	46.517	.000
Delivery speed	3.90	.752	55.407	.000

Source: Research data

Finally when considering the significant contribution of identified variable on pizza fast foods, researcher identified that each and every variables are significantly influencing on consumer buying behavior related to pizza fast foods in Anuradhapura area. Among those variables consumer awareness about “pizza hut” was

highest significance and consumer awareness about pizza products was very poor. And parking facility and interior attraction are slightly significant though those are very important to consumer attraction.

And sales person behavior is measure through four dimensions where all dimensions were in moderate to satisfactory level as shown by bellow table. Among them fast service was the considerable dimensions has contributed to arouse the behavior of sample.

9. CONCLUSION AND RECOMMENDATIONS

According to the findings of the study it is revealed that consumer awareness about pizza products, pizza culture and pizza ingredient are very poor. Therefore enough attention is required to arouse the customer knowledge about pizza and promotion campaign should be adopted on demand of the regional culture in Anuradhapura area. And not only that when identify the nature of revisit a very few consumers tend to re visit to purchase pizza while rest was going to pizza hut for other snacks than pizza brands. Therefore until the promoting pizza in affordable way to all consumers pizza outlet may works as a general snack bar harming the pizza reputation.

And location of pizza hut is attracted only for past reaching to customers and location not helps to parking and to give freedom to customers. Therefore the location should be changed by the pizza administration on customer convenience. Not only that the atmosphere of pizza hut

also was not attracted enough to customer than they paid on image. Therefore research comments to change the store layout to keep elegant layout.

But related to the pizza sales person's behavior, it can be maintain further or up graded as that was on expectable condition. And another important thing is customers attitudes related to nutrition and ingredient in a pizza is somewhat poor. This attitude should be eliminated to revisit to pizza outlet and to repurchase its fast foods.

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