



# A Conjoint Analysis of The Determinants of Preference Towards Fast Food Eateries Among the Urban Residents of Prayagraj -An Empirical Research Study

**Dr. Sudhanshu Singh**

**Associate Professor and HoD-Dept. of Business Administration**

**L.D. C. Institute of Technical Studies, Prayagraj**

## **Abstract**

This article attempts to focus on the determinants of preference inside the course of fast-food eateries among diverse residents in city regions of Prayagraj. The most crucial purpose of the study is to reveal the factors that impact clients within the choice of a particular fast-food eateries. The studies observe at have become done primarily based mostly on every number one and secondary statistics. The data gathered have been analysed using Adaptive Conjoint Analysis. The number one fact has been accrued from respondents the usage of established questionnaires. The questionnaires were administered to the customers of fast-food eateries based in Civil Lines, Shivkuti, Mirapur, Jhalwa, Kareli, Naini and Jhunsi. One of the vital segments of records that would help the marketing efforts in studying the customer options in the direction of rapid-food eateries could be the empirical studies of the elements that determine the alternatives inside the direction of the choice of an eatery. To facilitate this, Adaptive Conjoint Analysis have become used to analyse the relative significance of several attributes of a fast-meals eatery's choice. Descriptive studies research takes a look at the usage of stratified random sampling technique became undertaken. Results showed us that the most – basic determinants of desire inside the route of fast-food eateries had been nice of food, place, provider first-rate, popularity of the eateries, privateness, preferential remedy, personal circle of relatives get together, birthday party halls, parking facility, proximity from home, opinion of buddies and neatness. The empirical analysis verifies that the combination of factors like "quality of meals, service, ambience, popularity, cleanliness and parking facility" wereranked as of premium quality and other factors like "birthday celebration halls, opinion of friends and relatives" wereranked as the least rank of quality. This studies research observe at is quite giant as it presents opinions about the purchaser alternatives and patron behaviour inside the course of speedy-meals eateries. Moreover, the

result of the analysis could similarly be used for segmenting, targeting, and positioning the eateries for creating, and growing customer lifetime value.

**Keywords:** Fast Food Restaurant, Conjoint Analysis, Preference, Expatriates, Attributes, Level

## Introduction

The clients of fast-food eateries normally come from distinct cultural, ethnic, social, and financial backgrounds with quite a number selections and options inside the path of fast foods eateries, and that is why they have got distinctive tastes, options, and tendencies. Hence, those consumers typically adopt specific necessities in identifying on fast components eateries. A profound facts of this customer cohort's preference requirements will facilitate restaurateurs in getting simply beneficial portions of records and insights in an effort to facilitate them to woo and preserve an amazing extensive type of customers of their stride. Therefore, the fundamental parameter in this research lookup examine must be, "the essential attributes that have an effect on clients' choice in the route of a quick-food eateries". A fast-meals eatery furthermore called Quick Service Restaurant (QSR), is a particular type of eateries that serves rapid meals cuisine and has minimal desk company. These fast-foodeateries frequently have a restricted menu, finished and packaged to reserve, and usually to be had for eliminate. Fast – food eateries are often run by chain or franchise operation that gives standardized materials and substances to each and every eatery by way of regulated delivery channels. Some customers are of the view that menu price is one of the fundamental elements figuring out patron choice-making. Often some eateries customers use price as a diploma for the great of the eateries, assuming that ahigh-priced eatery serves better foods and offers better exceptional. So, the relative importance of the eatery's preference factors differs notably through way of method of eateries price. Therefore, there can be a opt to recognize the decision elements and their relative importance that affect eateries customers' choice. Different Customers have different reasons to select an eatery. Thus, the paper seeks to recognize the reason of a client's purchase selection. This study reviews the eateries area in response to the aspirations of the clients and so it may be a gain for every fast-foodeatery. It is interesting to apprehend how purchasers reply to the plethora of selections made with the aid of way of ability of speedy meals eateries.

## Research Problem

With 15.36 lakh town populace, Prayagraj hosts many cultures from several factors of the Japanese a section of the Uttar Pradesh province. These urban residents who go to fast - foods eateriesin the city normallybelong to excellent cultural, ethnic, social, demographic and financial backgrounds and maximum of whom have variousalternatives within the course of fast- food eateries, because of the reality of which, they've received one-of-a-kind tastes, options, and traits. Preference or desire within the direction of a fast-food eateries is advocated thru way of capability of numerous determinants like, 'best of food', 'place', 'issuer quality', 'recognition of the eateries', 'own circle of household get collectively', 'parking facility', 'distance from home', 'opinion of own circle of relatives and buddies and

'neatness'. Fast ingredients eateries like KFC, McDonald's, Burger King, and Subway are vying with every exceptional in attracting clients to their strides. Therefore, in this study the researcher has to identify the elements that determine the choice of fast-food eateries among the urban citizens in Prayagraj.

### **Objectives of the Research study**

1. To perceive different factors that impact the choice in the direction of rapid meals eateries in Prayagraj. 2. To discover the best characteristic of the very best relative significance that encouraged the choice in the direction of a fast-food eateries. three. To take a research study if there may be any perfect relationship among the attributes of a fast-food eateries and the selection made via way of means of a consumer.

### **Hypothesis of the Research study**

HO: There is no significant relationship between the attributes of a fast-food restaurant and the choice of a fast-food restaurant among the residents in the Prayagraj.

H1: There is no significant relationship between the attributes of a fast-food restaurant and the choice of a fast-food restaurant among the residents in the Prayagraj.

### **Methodology**

This is a descriptive research study at of the determinants of choice in the direction of fast-food eateries among the various urban citizens within the Prayagraj. The research study at is primarily based totally on each number one and secondary records that are analysed the usage of statistical equipment like Percentage evaluation, Chi-Square evaluation, and Conjoint evaluation to draw inferences. The research is based on a descriptive studies layout. Sources of primary and secondary records Since maximum of the statistics important to fulfil the goal of the research study was difficult to be collected from secondary sources, the researcher in particular primarily based totally his research study on applicable primary records which have been accumulated by the means of engaging in a subject survey from the chosen fast-food eateries within the Prayagraj through an interview. The secondary records important for the research study have been compiled from posted and unpublished sources like journals, periodicals, magazines, newspapers and bibliographic sources. The primary records have been accumulated from two hundred clients who have been city residents from numerous localities like Civil Lines, Shivkuti, Jhunsi, Kareli, Naini and Jhalwa, Mirapur and Kareli location.

### **Sample Design**

The research study adopts a stratified random sampling approach for pattern selection. The Urban location of Prayagraj became stratified into seven localities as, Shivkuti, Civil Lines, Mirapur, Kareli, Jhunsi, Jhalwa and Naini location. the researcher selected 3 localities as, Civil Lines, Shivkuti and Mirapur via way of means of manner of easy random sampling approach. The researcher then selects two hundred pattern units (rapid meals eateries clients) who dine from the fast-

food eateries like KFC, McDonald's, Burger King, and Subway in every of those 3 localities as, Civil Lines, Shivkuti and Mirapur via way of means of manner of easy random sampling technique.

So, intotal two hundred samples (fast-food eateries' clients) have been taken for the research study. The kind of research study undertaken here is a descriptive research study.

### **Tools used for Analysis**

The number one records accumulated have been subsequently analysed by classification, tabulation and use of statistical tools along with percent evaluation, Chi-Square analysis, and conjoint evaluation. Chi-Square analysis was used for analysing hypotheses. Chi-Square analysis is being used to statistically identify and determine the relationship among various variables of the study.

### **Variables used for the Research study**

To fulfil the goals of the research study, the researcher has used forty variables in the research study. Ten variables pertain to the private profile of the respondents and the relaxation 30 variables pertain to the determinants of fast-food eateries choice the various urban citizens.

### **Limitations of the Research Study**

The research study at isn't always loose from obstacles. A few obstacles encountered via way of means of the researcher are as follows:

1. The research study at couldn't unearth the internal mental traits that decided the reason for the reviews given via way of means of the respondents.
2. The research study at couldn't quantify the reviews given via way of means of the clients.
3. A few clients did now no longer screen the real motives because they opted for one rapid meals eatery to any other.

### **Scope for Further Research**

The research study has added out numerous behavioural traits of clients in selecting fast-food eateries. However, there may be even greater number of research in the area of projecting the real and actual internal reasons of clients whilst selecting fast-food eateries. Advanced projective strategies may be used for this reason in future.

### **Sample Profile**

The pattern of two hundred clients of fast-food eateries' living in Civil Lines, Shivkuti and Mirapur regions had the subsequent background traits: 64% of the sample were men and 36% were females. 65% of the sample were in the age group from 18 to 30, and 35% of the clients have been above 30 years of age.

**Table No. 2 Respondents' Gender**

Sl.No.	Gender	No. of Respondents	Percentage
1	Male	128	64
2	Female	72	36
Total		200	100%

### Analysis & Interpretation

The Conjoint Analysis Conjoint evaluation is a technique of inspecting how a person 'trades-off' one characteristic for any other in making a purchasing decision. In my research study, the purchase is preference of a fast-food eateries and the samples includes clients of fast-food eateries like El-Chico, Aryan, KFC, McDonald's, Dominos, and Subway stores decided on at random. The relative utilities for every characteristic stage have been expected the usage of the Adaptive Conjoint Analysis software tool and have been then extracted from the ACA software tool bundle and analysed in addition the usage of the SPSS Statistical software tool. Table three indicates the acquired relative utilities and the relative significance of every of the attributes. The common application ratings, proven in column 5 of Table three, describe the desirability of the numerous components of a characteristic, with better ratings suggesting that the respondents had an extra choice for that dimension. For example, respondents (clients) desired a, 'High preferential treatment' (application of 64) in place of a 'Moderate preferential treatment' (application of 25). The application ratings now no longer handiest display the choice 'ranking' however additionally the diploma of choice. The acquired application ratings indicated that clients desired to dine in a fast-food eatery that: 1. Offers desirable quality of meals. 2. Provides desirable 'provider fine' with the motto of 'brief provider'. three. Has a conducive, lively, and pleasant.

**Table No. three Results of Conjoint Analysis: Relative Utilities and Importance**

Sl.No.	Attributes	Relative Importance	Level	Average Utility
1	Quality of Food	10%	Good	87
			Average	44
			Poor	2
2	Service	9%	Good	73
			Average	37
			Poor	1
3	Privacy	9%	Good	76
			Average	42

			Poor	0
4	Special Treatment	8%	High	64
			Moderate	25
			Low	1
5	Facility for Family Get Together	7%	Very Good	63
			Average	3
			Poor	1
6	Cleanliness	7%	Ultra Clean	58
			Average	5
			Dirty	0
7	Ambience	7%	Fairly Attractive	55
			Attractive	2
			Dull	1
8	Parking Facility	7%	Spacious	56
			Adequately Spacious	58
			Narrow/Less Spacious	1
9	Reputation	7%	High	62
			Moderate	14
			Low	0
10	Price	7%	Affordable	36
			Moderately Affordable	11
				2
11	Party Halls for Entertainment	6%	Large	41
			Adequately Spacious	11
			Less Spacious	3
12	Distance from Home	6%	Too Long	2
			Moderate	24
			Close	39

13	Opinion of Fiends	5%	Good	36
			Indifferent	10
			Poor	1
14	Location	5%	Highly Convenient	38
			Convenient	5
			Inconvenient	2

## Chi-Square Analysis

### Hypothesis

H0: There isn't any complete corelation among the attributes of a fast-food eateries and the selection of a fast-food eateries the various expatriates withinside the citizens withinside the metropolis of Prayagraj

H1: There is complete corelation dating among the attributes of a fast-food eateries and the selection of a fast-food eateries the various citizens withinside the Prayagraj.

### Formula for Chi-Square Analysis

Table No. four

Chi-Square Analysis				
Sl.No.	O(Observed)	E(Expected)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
1	128	100	784	7.84
2	72	100	784	7.84
$\chi^2 =$				15.68

So, Calculated value = 15.68

Calculation of Table value Degrees of Freedom = (n-1) Where n = 2 = (2-1) = 1

Level of Significance = 0.05 Table Value = 3.841

### Interpretation:

Since the Calculated Value is more than the Table Value, we REJECT the Null Hypothesis that is H0: There isn't any considerable relationship among the attributes of a fast-food eating place and the selection of a fast-food eating place many of the citizens withinside the Prayagraj. Therefore, we ACCEPT the opportunity speculation that "There is a considerable relationship among the attributes of a fast-food eating place and desire of a fast-food eating place.

## Correlation evaluation

The purpose of correlation evaluation is to discover the extent of the linear correlation among variables. For example, how study establishes relationship among attributes of a fast-food eating place (Independent variables) and preference of a fast-food eating place (dependent variables)? The SPSS consequences of Pearson's coefficient of correlation 'r' had been calculated among the variables and the end result confirmed the following Attributes of a fast-food eating place (A) and Choice of a fast-food eating place (C) are vastly identified with  $r = .751$  ( $p < 0.01$ ).

The consequences also may be interpreted primarily grounded completely on Guildford's rule of thumb which states that, attributes of a fast-food eating place and preference of a fast-food eating place „r“ price falls among 0.7 to 0.9 (.751) and therefore, attributes of a fast-food eating place and preference of a fast-food eating place are notably correlated. Therefore, a proof of a real correlation has been located and the null hypothesis  $H_0$ , which said that "There is no significant correlation between the attributes of a fast-food restaurant and the choice of a fast-food restaurant among the residents in the Prayagraj.", is rejected. Thereby, the studies' hypothesis has been validated.

### Findings

I. The determinants (elements) of choice toward fast-food eateries in the order of their relative significance as given by the various citizens of the Prayagraj are:

Attributes 1. Quality of Food, 2. Service, 3. Privacy, 4. Special treatment, 5. Facility for Family Get Together, 6. Cleanliness, 7. Ambience, 8. Parking facility, 9. Reputation, 10. Price, 11. Party Hall for Entertainment, 12. Distance from Home, 13. Opinion of Friends, 14. Location

II. It changed into located that the 5 maximum critical determinants of choice toward rapid meals eating places the various citizens were 1. Quality of Food, 2. Service, 3. Privacy, 4. Special treatment, 5. Facility for Family Get Together.

III. Interestingly, even as those 5 attributes rated maximum in significance, there has been a distinctly small hole among the best and lowest score attributes. The maximum score attribute (great of meals) had a relative significance rating of 10% in comparison to the bottom score attribute ('opinion of buddies'), which had a relative significance rating of 5%. This indicates that the improvement of choice toward a fast-food eating place is a complicated method and, even as customers' very last possibilities can be decided with the aid of using the maximum critical attributes, they do recollect the alternative elements in making judgments.

## Conclusion

The present study observes identification of the determinants of preference at the fast-food eating locations, using the procedures of a sample of clients who have been citizens of the Prayagraj. The fast-food restaurant desire was examined by the usage of a conjoint evaluation approach known as Adaptive Conjoint Analysis (ACA). For this respondent were required to finish a questionnaire, wherein bundles of attributes had been supplied to respondents for consideration. The pattern covered two hundred clients of KFC, McDonald's, El-Chico, Dominos, and Subway who have been residents of; Civil Lines, Shivkuti and Mirapur localities of Prayagaraj. It turned-out to the conclusion that the 5 most essential determinants of preference inside the course of fast-food consuming locations among the diverse expatriates were 'high-quality of food' 'quality of service', 'privacy', 'preferential treatment', and 'family get to-gather'. Interestingly, at the same time as those five attributes rated most in significance, there has been a highly small hole a few of the fine and lowest rating attributes. The most score attribute (excessive-first-rate of food) had a relative significance rating of 10% in assessment to the base rating trademark ('assessment of mates'), with 5% level of significance. This shows that the development of preference in the path of a fast-food restaurant is a complicated way and, on the same time as customers' final alternatives can be decided through way of method of the maximum vital attributes, they do not forget the alternative factors in making judgments.

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