

# **A Study of Factors Influencing Perception of Tweens for Multinational Fast Food Restaurants (QSR): With Special Reference to Gujarat**

A Thesis submitted to Gujarat Technological University

for the Award of

**Doctor of Philosophy**

in

**Management**

by

**Daisy N. Kurien**

Enrolment No. 129990992003

under supervision of

**Dr. Siddharth Das**



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**AHMEDABAD**

**March 2018**

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## **ABSTRACT**

Fast food or the Quick Service Restaurant (QSR) industry has witnessed a phenomenal growth in the last few decades. The term ‘Fast food’ was considered as junk food which was unhealthy and hence the term Quick Service restaurants(QSR) replaced the term ‘Fast food’ which was defined as restaurants where healthier food was served.

As the purchasing power of consumers increased, coupled with the impact of globalization, fast food became one of the favorite options of consumers. Children were in no way left out and were equally attracted to local as well as multinational fast food restaurants. Children are the primary market, influencer market and the future market (Mc Neal, 1999). This study is on tweens which is defined as an age group of children between 8 years to 12 years. Tweens, defined as children “in between” younger kids and teens, are an important consumer group. The term tween has its roots in the words subteen or preteen. The concept of subteen/preteen is derived from the word teen (Cook & Kaiser, 2004). Literature review shows that the tweens segment has been studied all around the world, as kids of this age group appear to have grown beyond their years in terms of preferences, perception, and behavior and have started behaving like teenagers.

Fast food marketers across the globe have started targeting the tweens segment so as to maximize revenue. Thus this study was conducted to study the factors which influence perception of tweens for MNC fast food restaurants. The study was done in 2 phases – a) Perception of tweens (age group 8 years to 12 years) for MNC fast food restaurants was researched. b) Perception of teenagers (age group 13 years to 17 years) for MNC fast food restaurant was also studied so as to note the similarity/dissimilarity in perception of both the age groups, especially in India. The second phase forms only 1 chapter of the thesis and its scope is limited to facilitate understanding of tweens’ perception only. The consumption patterns of tweens and the impact of place and gender on perception were also studied.

The total respondents of the study were 903 where tweens sample size was 450 and teens sample size was 453. The study was done in major cities of Gujarat i.e Ahmedabad, Anand, Vadodara, Rajkot and Surat. The five MNC fast food restaurants considered for the study were McDonald, Domino’s Pizza, Subway, Pizza Hut and Kentucky Fried Chicken (KFC). The study revealed that tweens perceive taste and variety in menu as important restaurant image attributes. Also, the most influential were advertisements of different mediums.

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Daisy Kurien

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## LIST OF ABBREVIATIONS

<b>S. No</b>	<b>Abbreviation</b>	<b>Full Form</b>
1.	FFR	Fast Food Restaurant
2.	QSR	Quick Service Restaurant
3.	MNC	Multinational
4.	Tween	Tweenager
5.	Teen	Teenager
6.	CBSE	Central Board of Secondary Education
7.	ICSE	Indian Certificate of Secondary Education
8.	ISC	Indian School Certificate Examination
9.	IB	International Baccalaureate
10.	ANOVA	Analysis of Variance
11.	KFC	Kentucky Fried Chicken
12.	ASSOCHAM	The Associated Chambers of Commerce and Industry of India
13.	yrs	Years
14.	U.S	United States
15.	US\$	United States dollar
16.	Bn	Billion
17.	CAGR	Compounded Annual Growth Rate
18.	NRAI	National Restaurant Association of India
19.	Mc	Mac
20.	RI	Restaurant Image
21.	Nos.	Number
22.	TVC	Television commercials
23.	EFA	Exploratory Factor Analysis

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**CHAPTER 1**  
**INTRODUCTION**

# CHAPTER 1

## Introduction

### 1.1 Background

Food has been defined as a basic necessity in Maslow's need hierarchy theory. With growing demand and changing taste, fast food became a want and as the desires of customers kept on increasing, fast food manufacturers kept on innovating and differentiating to make fast food even more attractive and tempting. Fast food is defined as 'food that can be prepared quickly and easily and is sold in restaurants and snack bars as a quick meal or to be taken out'<sup>i</sup>.

Owing to a large share of youth population in India, increasing number of urban working women population, increasing disposable income levels, and the changing lifestyle of consumers<sup>ii</sup>, fast food increased in popularity. Fast food market thus witnessed a plethora of fast food joints- local, national and international, establish themselves with their best offerings to appeal to different palates. The local fast food joints offered local and regional food while the national and international joints offered cuisines from different regions of the world. Indian consumers were seen moving away from restaurants that served traditional Indian food to restaurants that served foreign food which mostly includes Chinese, Italian, Thai, or Mexican food (Bhardwaj, 2011). International fast food offers range of food items like pizza, burgers, French fries, salads, pasta, sandwiches, cold drinks etc. Many multinational fast food joints like McDonald's, KFC, Subway, Pizza Hut, Burger King etc. have established their outlets or franchisees across India.

For marketers, children of various age groups - toddlers, young children or adolescents, are attractive segments. The fast food marketers targeted all age groups, but children were their favorite. Children relished fast food the most. For children across the world and also in India, due to their increasing population, they present themselves as a huge market (Gandhi, 2010).

Children are the primary market, influencer market and the future market (Mc Neal, 1999). Increasing income of parents and changing lifestyle have led to a rise in the pocket money of kids which have increased their buying capacity, thereby making them a part of the primary market. They have discretionary income and have good influence over the family purchases (Kennedy, 1995; Kim and Lee, 1997). Children as consumers have huge potential,

as they do not spend their own money but have the power to influence others to buy for them (Yusuf, 2007). Halan (2000) and Singh (1998) opined that children are a part of a major consumer market, with direct purchasing power for snacks and sweets, and have indirect purchase influence for shopping involving big ticket-items. They have always been able to influence their parents to buy them what they want, showing the potential of the influencer market. Ward (1974) emphasised on young people, as the consumer role concepts framed during childhood are applied in their lives in a later stage. This builds an understanding of children being the future market.

But, with an increase in number of fast food joints in the market, children had a lot of choices. The buying process of food is no more characterized by impulse buying as in the past (Kumar and Kapoor, 2014). The consumer of today is very clear of what he want, similarly the children of today's generation are very clear of their choices. Thus, the fast food marketers started feeling the challenge and wanted to offer what children liked the best, and began to put in greater efforts to lure children to visit and consume fast food more and more. Also, they studied children so that they could be targeted through their different marketing communication.

The study of consumer behaviour or consumption patterns among children or adolescents includes perspectives of consumer socialization (Lee, Salmon and Paek, 2007; Moschis and Moore, 1979). Consumer socialization has been defined as “the processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace” (Ward, 1974). It builds an understanding of the role of the consumer. In the consumer socialisation process, learnings from early childhood learning and parental influences play a major role.

A number of research has been conducted to understand children's perception about fast food, the factors which lead to their satisfaction and builds their intention to consume more and more. Customer satisfaction explained by the Expectancy-Disconfirmation theory proposed by Lewin (1938) suggests that consumer before consumption of product or service has expectations. As and when the product is consumed or the service is rendered, customers compare their expectations with their perceptions of consuming the product or service. Perceptions that exceed a customer's expectations lead to a state of satisfaction, which builds

a positive attitude toward the product or service, and this in turn influences positive future behavioural intentions (Carpenter, 2007; Tse and Peter, 1988).

To gain more insight of needs and wants, understanding the perception of consumers for a product or service is important (Leblanc, 1992). From the postmodernism point of view, human behavior comes from how people perceive and classify their world (Geertz, 1973). Perner (2008) also pointed out that perception and cognition are the factors influencing consumer behavior. Therefore, marketers and researchers have been attempting to gauge children's perception, their consumption patterns, their intention to buy, their buying behaviors and their levels of satisfaction.

Among children, the researcher was interested in studying the tween segment in India as many Indian marketers were seen targeting the tweens to sell their products be it apparels, toys or food. Tweens, defined as children "in between" younger kids and teens, are an important consumer group. The term tween has its roots in the words subteen or preteen. The concept of subteen/preteen is derived from the word teen (Cook & Kaiser, 2004). Children and adolescents have been further segmented into three groups- children, the tweens and the teens (Coulter, 2009). Martin Lindstrom & Patricia Seybold in their book 'Brand Child' have referred to the instant communication between tweens across the globe which has made it possible for the entire generation to adopt and develop certain trends and keep them alive for months. This phenomenon was called 'Fishstreaming' where one tween influences tens of others, and in almost no time, millions of tweens are found following. Realizing the potential of tweens, fast food marketers across the globe have started targeting the tweens segment so as to maximize their revenue.

Literature review shows a number of research done in various parts of the world to understand tweens as a market segment. In India, research has been done on children of different age groups, however, limited work has been done for specific age group of tweens. This study was undertaken to understand the tweens of Gujarat and is an attempt to make it a comprehensive study, which includes 5 major factors of perception. Understanding the perception of tweens would help marketers to control their strategies and serve as per the wants and desires of tweens.

This research was conducted to study the factors which influences their perception for multinational (MNC) fast food restaurants. Literature review shows that the tweens segment is now being studied all around the world, as it has been observed that kids of this age group appear to have grown beyond their years in terms of preferences, perception, and behavior and have started behaving like teenagers. For this study, both qualitative and quantitative data was collected so as to build a holistic understanding of their perception. The study was done in 2 phases – a) Perception of tweens (age group 8 years to 12 years) for MNC fast food restaurants was researched. b) Perception of teenagers (age group 13 years to 17 years) for MNC fast food restaurant was also researched so as to note the similarity/dissimilarity in perception of both the age groups, especially in India. The second phase forms only 1 chapter of the thesis and its scope is limited, as in to facilitate understanding of tweens’ perception only. The consumption patterns of tweens and the impact of place and gender on perception were also studied.

### **1.1.1 Fast Food Industry Across the World**

Fast food industry in US and other western countries has grown significantly (Hall and Hall, 1990; Chaudhry, 1995; Hume, 1992; Kara et al., 1996). With its significant growth, the industry has also become highly competitive (Louviere, 1984; Kramer, 1995; Papiernick, 1996). As the number of entrants offering fast food increase, the players in the market are concerned to find ways to increase their market share through better service quality and effective segmentation strategies (Oyewole, 1999).

According to the report published by Transparency Market Research, titled “Global Fast Food Market - Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2013 – 2019, the global fast food market will be valued at US\$ 617.6 billion by 2019 increasing from US\$ 477.1 billion in 2013. This will translate into a CAGR of 4.40% over the report’s forecast period<sup>iii</sup>.

According to IBIS World’s Global Fast Food Restaurants Market Research Report, March 2017, the Global Fast Food Restaurants industry has managed to grow over the past five

years despite facing a volatile global economy and consumers' increasing awareness of the health risks associated with a diet high in fat, salt and sugar. Despite these obstacles, the Industry has experienced steady and growing demand from emerging economies. The industry's attempts to respond to changes in consumer preferences have also supported revenue growth. Over the five years to 2017, revenue is expected to grow at an annualized rate of 2.3% to \$602.8 billion, which includes a 2.7% increase in 2017<sup>iv</sup>.

The QSR magazine (August 2011) released the top 50 quick-serve and fast-casual brands in America<sup>v</sup>. Of the listed 50 fast food brands, the top 12 ranked brands of the list are as follows:

**TABLE 1.1: List of Top 12 ranked Quick Service Restaurants in America**

<b>Ranks</b>	<b>Company</b>	<b>Segment</b>
1	McDonald's	Burger
2	Subway	Sandwich
3	Burger King	Burger
4	Wendy's	Burger
5	Starbucks	Snack
6	Taco Bell	Mexican
7	Dunkin' Donuts	Snack
8	Pizza Hut	Pizza/Pasta
9	KFC	Chicken
10	Sonic	Burger
11	Chick – fil- A	Chicken
12	Domino's Pizza	Pizza/pasta

**Source:** <https://www.qsrmagazine.com/reports/top-50-sorted-company>

Of the above ranking, five brands which had its establishments in Gujarat during the period of research are McDonald's, Subway, Pizza Hut, KFC and Domino's Pizza. The researcher took all the five brands for the study.

Website mysteriousworld.com published the top 10 fast food brands, which is as follows:

**TABLE 1.2: List of Top 10 Fast Food Brands**

Rank	Brand Name
1	McDonalds
2	KFC
3	Subway
4	Pizza Hut
5	Starbucks
6	Burger King
7	Domino's Pizza
8	Dunkin' Donuts
9	Dairy Queen
10	Papa John's Pizza

**Source:** <https://themysteriousworld.com/top-10-largest-fast-food-chains-in-the-world/>

McDonald's leads the ranking in both the findings. All global brands put in a lot of effort to become a favorite of their customers. Be it offering variety cuisines, adjusting taste as per customer's requirement, customizing food as per customer's liking, branding, promotional events, premiums, coupons, freebies etc.

Some historians opine that A & W restaurant, which opened in 1919 and began franchising in 1921, was the first fast food restaurant while the American company White Castle is credited with opening the second fast-food outlet in Wichita, Kansas in 1921. According to data collected from the respective company websites and mysteriousworld.com, a brief about the five multinational fast food restaurants McDonalds, Dominos, Subway, Pizza Hut and Kentucky Fried Chicken(KFC) which are the most popular joints across the world, as per both the tables above, is as follows:

### **1.McDonald's**



McDonald's is an American hamburger and fast food restaurant chain. It was founded in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald, in San



Bernardino, California. McDonald's employs more than 1.7 million people. It has partnered with a number of entertainment companies and has become the largest distributor of toys. The much famous Golden Arches logo which was introduced in 1968, resembles an "M" for "McDonald's". Major products of McDonald's – Burgers, Chicken sandwiches, Happy meal, French fries, desserts and soft drinks.

## 2. Kentucky Fried Chicken or KFC



The American fast food chain Kentucky Fried Chicken more popularly known as KFC is the second largest restaurant chain in the world. It was founded by Harland Sanders in 1930 in Corbin, Kentucky. The promotions of KFC use the image of Harland Sanders in their advertisements and logo. It is part of Yum Brands. In US alone, around 8 million customers everyday eat at KFC.

## 3. Subway



Subway Chain was founded by Fred De Luca in 1965 and is the world's fastest growing franchise chain. Subway chain is the third largest fast food chain in the world after McDonald's and KFC.

With 38 million subway sandwich options available at Subway, it serves 7.6 million sandwiches to its customers on a daily basis. It is said that this American brand makes enough sandwiches in a year that could cover the earth 14 times. Products at Subway vary in accordance with the location.

Major products of Subway - Submarine sandwiches, roasted chicken, tuna, subway club, subway melt, chicken teriyaki and salads.

#### 4. Pizza Hut



Pizza hut, with the largest pizza delivering service in the world, was founded in 1958 by Dan and Frank Carney, in Wichita, Kansas city. Corporately known as Pizza Hut, Inc., it is a subsidiary of Yum! Brands, Inc. It has 6000 restaurants in US and 5139 stores in other 93 countries. In 2001, Pizza hut, delivered pizza to the international space station, launched on Soyuz spacecraft. It was the first ever company to do so. Among parent company Yum Brands' chains, Taco Bell and KFC, Pizza Hut is the third-largest measured media spender.

Main products of Pizza hut- Different styles of pizza along with side dishes including salad, pasta, breadsticks, and garlic bread

#### 5. Domino's Pizza



Domino's was founded in Michigan in 1960 by Tom Monaghan. Domino's pizza has the second largest pizza delivery service after Pizza hut. Pizzas from Domino's available in variety of crust styles in accordance with the location of store.

Jubilant FoodWorks Limited, Jubilant Bhartia Group Company operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. The Company was incorporated in 1995 and initiated operations in 1996. Mr. Shyam S. Bhartia, Mr. Hari S. Bhartia are the Promoters of the Company. The Company is India's largest and fastest growing food service company, with a network of 602 Domino's Pizza Stores (as of 30th June 2013).

Main products are Pizza, Bread bowls, pasta and Oven-baked sandwiches. Domino's also sells products of Coca-Cola as beverage. Recently they introduced Burger pizza in their menu. The Company is the market leader in the organized pizza market with a 67% market share in India (Euro monitor report 2013).

**TABLE 1.3 : Fast Food Brands vs Reach of the Brands across the World**

<b>Brand's Name</b>	<b>Reach of Brands</b>
McDonalds	35,000 outlets across 119 countries
KFC	18,875 stores in 118 countries
Subway	42,174 restaurants in 107 countries
Pizza Hut	5,232 stores in 93 countries
Domino's Pizza	10,000 stores in 70 countries

**Source: Data taken from <https://themysteriousworld.com/top-10-largest-fast-food-chains-in-the-world/>**

The table below shows the number of fast food restaurant outlets in the five cities of Gujarat which the researcher has considered for the study.

**TABLE 1.4: Number of Fast food Restaurant Outlets in Selected Cities of Gujarat**

<b>City/Fast food restaurant</b>	<b>KFC</b>	<b>Subway</b>	<b>Mc Donald</b>	<b>Domino's Pizza</b>	<b>Pizza Hut</b>
Ahmedabad	3	17	9	25	6
Vadodara	2	4	3	8	2
Surat	1	5	3	10	4
Rajkot	0	2	1	3	1
Anand	0	2	1	2	0
	6	30	17	48	13

**Source: MNC fast food company (KFC, Subway, Mc Donald, Domino's Pizza and Pizza Hut) websites (March 2016)**

The above data shows how MNC fast food marketers, understanding the huge potential growth of fast food, are catering to more and more customers across the world. The fact that more and more outlets are being opened, makes us realize the ever demanding popularity of fast food among nations.

### **1.1.2 Fast Food Industry in India**

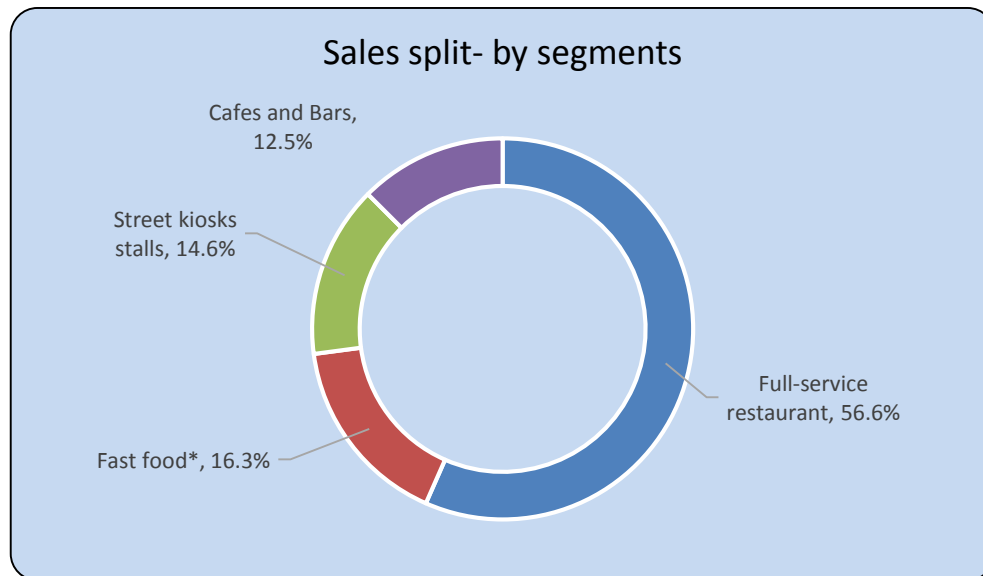
The Indian fast food industry is growing in leaps and bounds. The entry of multinational Fast food restaurants in India, brought with it a completely new experience bundled with more in variety, taste, quality and perceived value. Indian consumers, who were always ready for innovative food, enjoyed the experience offered at Fast food restaurants. According to ASSOCHAM<sup>vi</sup>, as compared to the US (14 times), Brazil (11 times), Thailand (10 times) and China (9 times), about 50 per cent of India's population eats out at least once in every three months and eight times in every month in metros. Fast food restaurants left no stone unturned, to establish their brand in the minds of the Indian consumers. They even readily accepted the Indian culture and changed their offerings according to the Indian sentiments.

Urbanization, increasing spending power of youth, nuclear families and better logistics have fuelled the entry and expansion of national and international player, thereby expanding the chain market. According to ASSOCHAM, the QSR market in 2015 was estimated to be of Rs. 8500 crore and was growing at a compounded annual growth rate of 25%. The QSR sector is likely to grow three-folds to Rs. 25,000 crore till 2020<sup>vii</sup>.

India's food services industry will be worth Rs. 4.98 trillion by 2021, according to the National Restaurant Association of India (NRAI)'s 2016 report. The size of the total market, both organized and unorganized was Rs. 3.09 trillion in 2016 and the NRAI's estimates takes into account a 10% compound annual growth rate(CAGR). The organized market, will clock 15% of which chain outlets will grow to 10 % from 7%<sup>viii</sup>.

According to a report by Cyber Media Research (CMR), the \$50 billion Indian food service industry which is dominated by the unorganized sector, will reach US\$33 billion by 2020. Of this the quick service restaurants which currently stands at a mere \$2.13 billion (nearly Rs 14,170.4 crore).is likely to touch US\$ 4.1 billion(nearly Rs 27,475.9 crore) by 2020. The organized food service industry which stands at \$15 billion (nearly Rs 99,791.3 crore) is expected to reach \$ 33 billion (nearly Rs2.19 lakh crore), at a CAGR of 17 percent, capturing 36 percent of the market share<sup>ix</sup>.

The food service industry can be broadly classified into four major segments:



**FIGURE 1.1: Classification of Food Service Industry into Four Major Segments (as per Euromonitor, accessed January 2017)**

**Source:** <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2016/11/Indias-food-service.pdf>

Of the total food services market in India, the share of organized food services is only 33 percent. Thus branded and chain outlets have significant opportunity to establish and grow in the Indian market.

According to Euro monitor International, the population of India is 1.2 billion. In India there are little over 2700 chain fast food outlets, which shows that a large percentage of people are unreached. The ever changing preferences of consumers and the fact that India has the largest population of earth, will lead to growth in India's market<sup>x</sup>.

## **1.2 Definition of Terms used in the Research Topic**

The following section comprises of definition of terms which form the title of this research work.

### **1.2.1 Perception**

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (adopted from Schiffman and Kanuk, 2007). Schiffman and Kanuk (1994) in their book have explained consumer perception. As diverse individuals, we all are inclined to see the world in our own special ways. For an individual the term "Reality" is merely an individual's perception of what is "out there"- of what has taken place. Action and reaction of individuals is on the basis of their perceptions, and not on the basis of their objective reality.

For any marketer, having knowledge of consumer's perception is more important than having knowledge of objective reality. It is not what actually is so, but what consumers think is so which affects their actions, their buying habits, their leisure habits, etc. As all decision making and action of individuals, is based on their perception of reality, it is important for marketers to understand the whole notion of perception and its related concepts so that they can understand their consumers better and are able to identify the factors which influence them to buy.

### **1.2.2 Fast Food**

Fast food has been defined by Bender and Bender (1995) as a "general term used for a limited menu of foods that lend themselves to production - line techniques; suppliers tend to specialize in products such as hamburgers, pizzas, chicken, or sandwiches" (Davies & Smith, 2004). Because of the standardized menu and consistent quality, only minimal time need to be spent obtaining product information (Jekanowski, Binkley, & Eales, 2001). In Data Monitor's (2005) survey the fast food market is defined as the sale of food and drinks for immediate consumption either on the premises or in designated eating areas shared with other foodservice operators, or for consumption elsewhere.

To determine the definition of fast food, Kapica, C et al, reviewed 55 epidemiologic studies that had conducted primary or secondary study on 'fast food'. In a few studies, it was found that fast food was defined as the specific restaurant or food item, type of service provided

and restaurant food or food obtained outside the home while few other studies did not provide any specific criteria. According to Merriam Webster dictionary, fast food is defined as ‘of relating to, or specializing in food that can be prepared and served quickly’. Also, fast foods, as compared to other restaurants are considered cheaper and usually served quicker (Price, 1991).

More than a special item, fast food is considered as a convenient food (Keiller and Fields, 1996). Consumers perceive fast food as convenient because of the way it is packed with simple packaging concept (Schröder and McEachern, 2005). They also feel it is simple as it is offered as a hassle free, complete set of meal with drinks. With increasing disposable income, higher standard of living, growing private jobs, rise in number of working women, busy schedules, consumers expected good food with convenience. Especially, with more women now working and increasing number of working hours, the demand of convenient food rose up. Fast food marketers offered convenience through home delivery, drive - through windows, quick delivery and host of applications through which food could be ordered from any place.

### **1.2.3 Fast Food Restaurants(QSR)**

A fast food restaurant, also known as Quick Service Restaurant or QSR within the industry itself, is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service. Muller and Woods (1994) classified restaurants into five major categories that included quick service, midscale, moderate upscale, upscale and business dining, while Walker (2007) classified restaurants into quick service, fast casual, family, casual, fine dining and other (steakhouses, seafood, ethnic, dinner houses and celebrity). The basic restaurant formats are fast casuals, fast food or quick service restaurants and casual dining. Fast casuals are a blend of Fast Food and Casual Dining<sup>xi</sup>.

Muller and Woods (1994) recognized that the most unique features of quick-service restaurants is their reliance on narrow menus, catering to price-sensitive customers and the development of “habit forming” purchases. These restaurants operating characteristics include customer self-service, low labor costs, finished goods inventory, process-driven technology and advertising effectiveness.

Factors such as rapid urbanization, growth of mid-sized cities, improved infrastructure, rising population, rise in the number of working women and higher disposable incomes have together made QSRs the fastest growing food service segment, growing at an annual rate of 25-30 per cent. (Foodservice India Edition, July-August 2011)

There are many unclear distinctions of the term Quick Service restaurants and Fast food restaurants. Most of the research work has referred to them as synonyms, while some have given new definitions. 'A fast food restaurant, also known as a quick service restaurant within the industry, is a specific type of restaurant that serves fast food cuisine and has minimal table service'. Thus it is a widely accepted term used as a synonym within the industry.

Also, the term 'Fast food' was considered as junk food which was unhealthy and hence the term Quick Service restaurants(QSR) replaced the term 'Fast food' which was defined as restaurants where healthier food was served. We also observe fast food marketers stressing on healthy food as they know that it is a big deterrent for their business. Marketers have been lately promoting the use of brown bread which is considered healthier than white bread, reducing proportion of fatty ingredients, use of vegetables in burgers, giving details of calories of the fast food etc.

In this research, the researcher has considered the term fast food restaurants and quick service restaurants as synonyms.

#### **1.2.4 Multinational Fast Food Restaurants**

A multinational corporation is one where the company or group derives a quarter of its revenue from operations outside of its home country<sup>xii</sup>. The word Multinational according to businessdictionary.com, is an enterprise operating in several countries but which is managed from one (home) country. Most U.S. multinational fast food chains like McDonald's, KFC, Domino's Pizza, Pizza Hut, Pizzaland are doing good business in major urban areas in India and have started reaching out to smaller cities (Bhardwaj R., 2011). Multinational QSRs involve in a lot of promotional efforts and create a strong brand image.



A study conducted in Hong Kong, explored young people's perceptions of the desirability of brands and brand ownership. The findings showed that there were significant differences in young people's perceptions of someone with or without a lot of branded goods in terms of type of possessions, leisure activities, observable qualities and personality traits. Possessions of branded goods were more likely to be related with happiness, friendship, and self-esteem by the respondents. (Chan, 2006). This study involves only multinational fast food marketers operating in Gujarat. The researcher wanted to know whether tweens take pride in visiting and eating at Multinational fast food restaurants.

Kumar A. et al. (2009), in their study of Indian consumers examined the effects of individual characteristics and brand-specific variables (i.e., perceived quality and emotional value) on purchase intention toward a U.S. retail brand versus a local brand. The study comprising of 411 college students in India, found that Indian consumers' need for uniqueness positively influences attitudes toward American products. Also, attitude towards American products positively affect perceived quality and emotional value for a U.S. brand while this effect is negative in the case of a local brand. Indian consumers are brand conscious and take pride in owning, consuming or being associated with brands.

### **1.2.5 Tweenagers (Tweens)**

Tweens are a market segment that falls in between teens and children where tweening entails adapting teen products to the younger tween market segment (Schor, 2005). Kids growing older younger (KGOY) has been the driving force for much of the debate surrounding the children's marketplace in the last decade (Kurnit, 2004). In effect the youth market has shifted with the implication that tweenagers are new teenagers in terms of mindset (aspirations, values and experience). Most researchers in academics have defined "tweens" as 8-12 year olds (Anderson, Tufle, Rasmussen, & Chan, 2001) while some consider the age group 8-14 year olds as tweens. (Lindstrom, 2004). A narrow age group (11-12 year olds) have also been referred to as tweens (Dibley & Baker, 2001).

Siegel et al (2001) explicitly chose to define tweens as children from 8 to 12 years old, while noting that tweens represent not only an age bracket, but also a market segment mentality. In her book, *Born to Buy: The Commercialized Child and the New Consumer Cult*, Juliet Schor defines tweens as children from grades one (approximately six or seven years) to age

12 (Schor 2005). There has been some suggestions too, that the tween of the new millennium is spiraling downward to six or seven year olds (Linn 2004, Schor 2005)

McDougall et al, 2004 opines how much more grown up are today's tweens, 8 to 14 years than its previous generations, and the opportunities this gives to marketers. They find that tweens not only influence the brands they buy for themselves but also expensive family purchases. The study says that brand loyalty increases sharply at the age of ten and peaks at around 30.

Kids between 10 to 12 years old are on the phase of their brain development (Acuff and Reiher, 1997). Kids are starting to focus on using their left brain. In this phase, kids are starting to see their environment and define themselves in order to adjust to the world surrounding them. They like to imitate celebrities, sports stars or other role models like teachers, parents or even spiritual leaders. Furthermore, kids of those ages have been able to memorize many things that happened to them and, bring along and keep these memories until they become adults. This behaviour is caused by the dominant shift from the right brain to the left brain. If a kid has already had an intention to consume a certain product, brand, or service provider, then it will affect their buying decisions and behaviours in the future. The fast food marketer therefore considers and targets him as a long term customer.

For this study, the researcher has considered children of age group 8 years to 12 years as tweenagers.

### **1.3 Fast Food in Gujarat**

Culture is one of the most important factors in determining how and what we eat (Atkins & Bowler, 2001). On the other hand, food is an essential aspect of a society and carries symbolic meanings in the context of traditions and special occasions (Fieldhouse, 1986), previous studies have contributed to the understanding of the interface between culture and eating behavior (Atkins & Bowler, 2001; Mäkelä, 2000). According to Geertz (1973), culture is a system of shared values that form a framework guiding behavior of members of a society. Therefore, culture is a major determinant of what we eat (Atkins & Bowler,

2001). It defines how food is coded into “acceptable” or “unacceptable”, and “good” or “bad” within a particular social group (Mäkelä, 2000).

Due to cultural differences, what is considered as “good” food in one culture might be considered as “bad” food in another culture. India has 29 states and each state is rich in its culture, tradition and values. Gujarat too is very distinct with varied food habits, likings, and consumption patterns. Gujaratis are predominantly vegetarians and love food. They enjoy living up to their traditions and enjoy having traditional food. A new and faster pace of life in big cities has also led people to find quicker meal solutions during lunch, tea and dinner (Hanson, 2002). Thus, Gujaratis too were seen relishing at fast food restaurants.

Multinational fast food restaurants had a tough time in establishing themselves in Gujarat. This was because many people have a misconception that fast food is mostly non-vegetarian food. Thus, marketers serving both vegetarian and non-vegetarian food had to be clear with their marketing communication. Also, marketers had to tweak their cuisines according to the taste of the locals. However, most fast food joints continued to serve non-vegetarian food too to their customers, a share of who are non-Gujaratis, settled in Gujarat from other states.

#### **1.4 Statement of the Problem**

Children pass through 3 stages of consumer socialization which includes the perceptual stage(3-6 years), analytical stage(7-11 years) and reflective stage(11-16 years)(John, 1999) and mature into adult consumers. In the analytical stage, children become more flexible in their approach, making them more adaptive and responsive, while in the reflective stage, cognitive and social development of child takes place and children begin to understand the nuances of market place concepts such as branding and pricing. In this research, children in their analytical stage that is age group 8 to 12 year have been studied.

Cross cultural implications of customer evaluations of US fast food services was studied by (Lee and Ulgado, 1997). It was suggested that such studies could be conducted in China, India etc. In a study conducted by Bryant and Dundes (2008) to understand

perception of students from Spain and United States towards fast food, it was indicated that future researchers could use different kind of sampling methods on a larger sample and study perception of youth towards fast food. Mattson and Helmersson (2007) indicated that future studies should focus upon the peer group influence on young consumer's attitude and perceptions towards fast food purchasing.

Literature review suggested that children are influenced by attributes of restaurant image, marketing communication, communication pattern of parents, hedonic and utilitarian value. Perceptions may vary depending on demographic characteristics (Ryu & Han, 2010). Significant association between gender and place with the above mentioned factors was checked. Kids have started behaving as teenagers and therefore to understand whether there is any difference in answers a comparison of responses of tweens and teens is also done.

The purpose of the study is to help the fast food marketers in India to better understand the perception and consumption patterns of tweens so that they may frame marketing strategies accordingly. This would lead to better customer satisfaction and strengthen their intention to buy. This study provides suggestions to researchers and practitioners in the industry.

### **1.5 Scope of the Study**

The study has been done to study perception of urban school going tweens of the age group 8 to 12 years. To better understand their perception, same set of questions were asked and data collected from teenager too (age group 13 to 17 years). The MNC fast food restaurants studied were McDonald, Dominos, Subway, Pizza Hut and Kentucky Fried Chicken (KFC) only. Data was collected from select 5 cities of Gujarat – Ahmedabad, Anand, Vadodara, Rajkot and Surat. Five major factors which influence perception of children were studied. The factors were restaurant image attributes, marketing communication parameters, communication pattern of parents, hedonic value and utilitarian values. The influence of place and gender on perception was also studied.

## **1.6 Objectives of the Study**

### **Primary Objectives**

- To analyze factors influencing perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat  
(Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)

### **Secondary Objectives**

- To examine consumption pattern of tweens for multinational Fast Food Restaurants (QSR) in Gujarat.
- To study influence of gender and place on perception of tweens towards multinational Fast Food restaurant(QSR)
- To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.

## **1.7 Significance of the Study**

- Earlier done research, studied perception of children of different age group. This study was targeted to specific age group of 8 to 12 years only.
- This study acknowledges the work done outside India on tweens and is an attempt to understand tweens in Gujarat.
- It is a comprehensive study which includes factors restaurant image attributes, marketing communication, communication pattern of parents, hedonic value and utilitarian values which as per the literature review suggests that they influence perception of tweens.
- Also the influence of gender and place on perception of tweens is also analyzed.
- This study includes comparison of perception of tweens and teens for MNC fast food restaurants. The comparison would help build an understanding of similarity of perception of tweens and teens.

- The study will help the marketers to target their products/services to tweens in a more focused manner.
- This study will further help the marketers to improvise on their offerings keeping in mind the tween's perception and their consumption pattern of fast food.

## **1.8 Structure of the Thesis**

Chapters have been used to frame the structure of the thesis. The chapters used are:

### **Chapter 2: Review of Literature**

The chapter refers to the earlier studies done in the field of perception, tweens, teenagers, fast food, fast food restaurants, quick service restaurants and multinationals fast food restaurants. The chapter acknowledges the work of the earlier done research both at national and international level. This chapter facilitates understanding of the research done by different researchers and thus helps in taking the work ahead.

It comprises of literature review of different factors which influence perception like Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value.

### **Chapter 3: Research Methodology**

The thesis includes qualitative as well as quantitative study. This chapter includes the Research Methodology details for qualitative study as well as of quantitative study. It gives details of Sampling Unit, Sampling technique, Sample Size, Sample Size Calculation, Sources of Data Collection, Data collection tools and Analytical tools used in both the qualitative and quantitative study. It also gives details of the method used to conduct the pilot study.

#### **Chapter 4: Data Analysis**

This chapter includes the details on how analysis of primary data was done. As per the research objectives, appropriate statistical tools were used. Also, various hypothesis were framed and tested. It provides the detailed result of the analysis. Data was analyzed using IBM Statistical Package for the Social Sciences (SPSS) Statistics 20 and Microsoft Office Excel 2007.

#### **Chapter 5: Discussion of Findings**

This chapter provides a detailed discussion of findings from qualitative study and quantitative study. It includes the summary of research findings of focus group, in-depth interviews, and research through survey.

#### **Chapter 6: Conclusions, Major Contribution, Limitations and Scope for Future Research**

This chapter provides details on conclusions inferred through various findings. It gives details of the major contribution of this research work. It also provides a theoretical & practical implications and suggests future opportunities for researchers. It also lists the limitations of conducting this research work.

**CHAPTER 2**  
**REVIEW OF LITERATURE**



## CHAPTER 2

### Review of Literature

#### 2.1 Introduction

This chapter comprises of review of work done earlier on perception, on factors which influence perception, tweens and teenagers. It acknowledges the work done by various researchers who have facilitated better understanding of the topic and helps the researcher to take it ahead. It helps in identifying the res, framing the conceptual framework and setting of objective for the study. This section of the study is categorized into sections which present compilation of literature review on perception for Fast food restaurants, factors influencing perception for fast food restaurants, tweens, teenagers, research gap and conceptual framework of the study.

#### 2.2 Perception of Tweenagers (Tweens)

Literature review shows that the tweens segment has been studied all around the world, as kids of this age group appear to have grown beyond their years in terms of preferences, perception, and behavior and have started behaving like teenagers. There are many characteristics tweens possess in order to be marketed effectively. The following is a list of research which incorporates previously done research, undertaken to understand tweens, and their perception, attitude, behavior for different types of products. Also the table gives details which includes title of the research paper, the author, the year of publication of the research work, the number of respondents, the age group of respondents, the place of research and the major findings of the research paper.

**TABLE 2.1: Research Undertaken to Build Understanding of Perception of Tweens**

S. No	Title	Author (Year)	Target Population	Place of Study	Findings
1	The tweens market and responses to advertising in Denmark and Hong Kong	Lars P. Andersen, Birgitte Tufle, Jeanette Rasmussen and Kara Chan(2008)	434 tweens	Denmark, Hongkong	The study shows complex differences in the perception and reactions to advertising. It supports tweens consumption and responses to advertising varies as per cultures. Also says that tween consumer segment is not as

					globally homogeneous as it is claimed to be.
2	The tween consumer marketing model: significant variables and recommended research hypotheses.	Prince, Diane; Martin, Nora (2012)	Tweens(8-12) years	Not mentioned	The study explores the past decade of literature on tweens. A comprehensive Tween Consumer Marketing Model for research is presented, the state of the art of determinant factors involving tweens and their consumer behaviour characteristics and trends.
3	“It does my head in . . . buy it, buy it, buy it!” The commercialisation of UK children’s web sites	Agnes Nairn(2008)	16 children age 7-15 years; 24 children-3 to 10 years 30 parents	UK	The research suggests that a great deal of advertising is poorly labelled and deceptively integrated into content. Most sites visited by children are created for an adult audience. Evidence of pester power, dubious “free” offers and incitement to make impulse purchases using mobile phone credit is also observed
4	Exploring the influence strategies used by children: an empirical study in India	Monica Chaudhary and Aayushi Gupta(2012)	Quantitative data from 175 children(8-12 years) and 175 parents ; In-depth interviews of 30 children and their parents	NCR	The most common influence strategy used by children in this age-group is persuasion strategy, followed by emotional and bargaining strategies. There were not many significant differences found in the perception of parent and child regarding the use of the different influence tactics
5	Personal preferences of tween shoppers	Erin Drake-Bridges and Brigitte Burgess (2010)	Tweens (9-15 years)	US	Tweens exhibit a high level of fashion interest. As tweens are in a stage of development where they attach themselves to role models, retail buyers should select products that will provide a sense of identity to the wearer. Parent reference group had significant relationship with store patronage.
6	A Study Of Factors Affecting Kids. Preferences Regarding Confectionery Products	Maithili R. P. Singh & Tika Ram (2010)	200 children(8 to 10 years ) 172 parents	Hisar, Haryana	National brands are patronized and wafers are most liked by kids. Free Gifts has been found the most effective sales promotion tool for them. Taste and shape of confectionary products are the most and least preferred respectively in their buying decisions

7	Consumer research on tweens: putting the pieces together	Erika Lundby (2011)	35 Consumer research on tweens were studied of age group 7 to 12 years	Sweden, Scandinavia	There is a lack of Scandinavian consumer research on interaction between different contexts, such as parents and school, which may influence children's consumer behaviour.
8	Tweens' satisfaction and brand loyalty in the mobile phone market	Anne Martensen(2007)	1000(8 to 12 years)	Denmark	Tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfil children's expectations to a much higher degree. Brands are not able to turn tweens into loyal customers. Tweens' loyalty is lower than that of adults.
9	Children's buying behaviour in China, A study of their information sources	Ying Fan and Yixuan Li(2010)	155(10 years)	China	Chinese children regard television commercials as an important information source for new products. They place greater level of trust in interpersonal information sources, especially their parents are perceived as the most credible information source with respect to their learning about new food products
10	Impact of Cartoon Endorsement on children impulse buying of food: A parent's perspective	AsimTanvir, Muhammad Rehan Arif(2012)	300 (3 to 8 years)	Pakistan	Children buy cartoon endorsed items more as compared to other food products There is no difference between the impulse buying behaviour of boys and girls. Children whose parents have higher income, tend to buy things more impulsively as compared to parents with low income
11	Television advertisements and children's buying behaviour	Pankaj Priya,Rajat Kanti Baisya and Seema Sharma(2010)	327 students(5 to 11 years)	National Capital region of Delhi, parts of UP and Haryana	The demand for advertised products is heavily influenced by the children's attitude towards advertisements. The cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements.
12	Major influence factors in children's consumer socialization	Dotson, Michael J;Hyatt, Eva M (2005)	663(8 to 16 years)	USA	The study reports five consumer socialization influence factors: irrational social influence, importance of television, familial influence, shopping importance, brand importance. Relative impacts of various consumer socialization influence factors vary according to child's gender, age etc.

13	Understanding Tween Girls' Self Perception And Clothing Behavior: A Conceptual Framework	Yukti Kama Singh Sancheti(2009)	1037(9-11 or 12-14 years)	US	When characterized by size, plus sized girls, compared to normal sized girls were more dissatisfied with their bodies and had lower self-perceptions. Older girls, compared to younger girls were more dissatisfied with their bodies, had lower self-perceptions,
14	Children's perception on TV advertising : Case study of 3 <sup>rd</sup> graders in Sweden	Maria Ersson, Ulrika Kobin (2006)	4 boys and 4 girls(9-10 years)	Sweden	Children show ability to distinguish between reality and fiction. Children have preference in realistic commercials. The more they watch TV, the more they are affected by TV advertisements. Children believe all that they see in the TV advertisements
15	Feeding children's desires? Child and parental perceptions of food promotion to the "under 8s"	Powell, S., Langlands, S., & Dodd, C. (2011)	3 and 8 years and a sample of their parents	UK	Younger children apply effective pestering techniques than older children, and play a significant role in determining family food consumption. They demonstrate a purposeful and directed pursuit of food brands and products. Younger children in the 3-8 year age group have good influence on purchasing food.
16	Perception of Children	W. S. Monroe(1904)	2000 children, age group 6 to 15 years	California	Name of 30 products was disclosed and students were asked to tell what the product was. At the age of 6, use of product is explained by 77%, at 9 by 63%, at 12 by 42%, at 15 by 33 %. At age of 6, concept of product was explained by less than 5%, 9 years by 11%, 12 years by 18%, 15 by 40 %.
17	Tween girls' perception of gender roles and gender identities: a qualitative study	Kara Chan, Birgitte Tufte, Gianna Cappello and Russell B. Williams (2011)	16 girls aged 10 to 12	Hong Kong	Tween girls' perceived gender roles for females were based on a mixture of traditional and contemporary role models. They used a variety of media and showed interest in contents primarily for adults.

The above table shows that an attempt to understand tweens has been made by various researchers across the world.

### 2.3 Perception of Teenagers (Teens)

Teenager is a person aged between 13 and 19 years (both years inclusive) and teenage is defined as being or relating to teenagers<sup>xiii</sup>.

The following is a list of research which incorporates previously done research, undertaken to understand teenagers, and their perception, attitude, behavior for different types of products. Also, the table includes the title of the research paper, author's name, the year of publication of the research work, the place of research, the number of respondents, the age group of respondents, and the major findings of the research paper.

**TABLE 2.2: Research Undertaken to Build Understanding of Perception of Teens**

S. No	Title	Author (Year)	Target Population	Place of Study	Findings
1	An Investigation Into Teens' Attitudes Towards Fast-Food Brands In General: A Cross-Cultural Analysis	R. Stephen Parker, Allen D. Schaefer, Charles M. Hermans (2011)	620 students(178 Chinese students, 183 Japanese students, 259 US student)	China, Japan and US	American teens prefer highly advertised fast-food brands, were more skeptical of advertising. Japanese teens are more likely to patronize expensive fast-food brand outlets. Chinese respondents cared more about fast-food brands
2	The Formation Of Consumer Attitudes And Intentions Towards Fast Food Restaurants: How Do Teenagers Differ From Adults?	Björn Frank (2012)	73 teenagers, 647 adults	Germany	Teenagers do not underestimate the negative effects of fast food. Behavioral differences between teenage and adult consumers result from differences in cognitive development rather than social pressure.
3	Investigating the Factors Influence Tweens' Purchase Intention through Peer Conformity in Taiwan	Li-Yu Tseng and Tian-Shyug Lee(2013)	13-18 year old students	Taiwan	Teens with high peer conformity, brand attitude toward a product produces an influence on purchase intention; thus, teenagers pay more attention to brand image.
4	Buying behaviour of "tweenage" girls and key societal communicating factors influencing their purchasing of fashion clothing	Grant, Isabel J;Stephen, Graeme R(2005)	24 teenagers(12-13 years)	UK	Purchasing of fashion items is strongly influenced by the brand names and its associations. Respondents are prepared to pay a premium price for a branded product and emphasize on the fact that the product is cool and is respected by their peer group
5	Young Consumers' Cell Phone Usage in Developing	Ömer Torlak, John E. Spillan, Talha Harcar(2011)	2140 students (12 to 17 years)	Turkey	Teenagers who own cell phones for a longer period are more trendy and heavy users, while those who owned for shorter time period are

	Market: The Case of Turkish Youth Market				more price-oriented. Differences in the heavy-usage segment between genders were found
6	Eating fast food: attitudes of high-school students	Mattsson, J., & Helmersson, H. (2007)	16-17 years	Sweden	Attitude and perceptions of high school youth for fast food in Sweden was examined. The study revealed that high-school students, in general, have a clear opinion about the unwholesomeness of regular fast food consumption. These students were aware of both the positive and negative characteristics of fast food.

## 2.4 Perception of Tweens for Fast food Restaurants

Consumer's perception of fast food restaurants vary. Their perceptions may be formed by word-of-mouth communication, exposure to promotion from fast-food restaurants, past personal experience and other sources (Reharia, 2013). Fast food restaurants are popular because of its price, quick service and promotion that can influence customers' perceptions (Haque A et al., 2011).

(Rauf A. et al., 2012) conducted a study to examine Pakistani consumer perceptions of foreign fast food restaurants. The findings were based on a sample of 410 respondents. The attributes of a fast food restaurant, comprised quality, cleanliness and comfort, ambience, childcare, presentation and healthiness, location and price, staff service and staff outlook. Analysis was done to find consumer perceptions by demographics and other variables which revealed that age, gender, marital status, education, household size, income and occupation and price influence the ratings of attributes for restaurant selection. Results showed size of household, age and occupation were also factors in determining frequency of patronage.

Kara et al., (1995) examined how the perceptions of customers towards fast food restaurants differed across two countries USA and Canada. The results of the study revealed significant differences in perception between the frequent fast food buyers in USA and Canada and also differences between consumers' preferences for fast-food restaurants in relation to age groups and frequency of buying.

Seung-Hee Baek et al., (2006) empirically examined the perception of college students visiting the fast food restaurants in Philippines. The study identified and studied the dimensions which the students feel important while selecting a fast food restaurant. The study revealed that menu price is the most important dimension followed by quality of the food served, restaurant brand, staff service and hygiene related factors.

Tiwari, P., et al, (2008) studied the perception of Indian consumer's perception for fast food. The study concluded that snack breaks and dinner are the most preferred times for consuming fast food. Customers visited fast food outlets for fun and believed that friends are heavy influencers in the selection of a restaurant. Food quality and service are the top listed factors that affect selection of fast food outlets.

Liu, Y., (2009) investigated American customers' perceptions of Chinese restaurants in the U.S. The study also examines which attributes of Chinese restaurants influence American customers' satisfaction and behavioral intentions. The study indicates that food quality, service reliability and environmental cleanliness are three pivotal attributes to create satisfied customers and positive post- dining behavioral intentions

Understanding of tween's perception will help restaurants to customize their strategies so as to generate higher tween's satisfaction levels and revisit intention. The following table presents factors studied by few researches with details of the paper title, author's name and year of publication:

**TABLE 2.3: Factors Studied to Understand Perception for Fast Food Restaurants**

S No.	Paper Title	Authors	Year	Factors studied
1	Consumer Perception and Preference of Fast Food: A Study of Tertiary Students in Ghana	Horsu Emmanuel Nondzor et al	2015	Convenience, time saving, delicious, good for fun and change, inexpensive, location, variety of menu
2	Analysing the consumer perception of fast food in Manado(Case Study: KFC and McDonald's)	Yohanis R. Rehiara	2013	Price, Quality and Value
3	Consumer Perception About Fast Food in India: An Empirical Study	Prakash Tiwari and Hemraj Verma	2008	Variety of food, taste and quality, ambience and hygiene,

	of Dehradun City			service speed, price, location and parking space
4	College Students and Quick-Service Restaurants: How Students Perceive Restaurant Food and Services	Yen-Soon Kim a , Jean Hertzman a & Jung-Jin Hwang	2010	Low price, quality food, fast service, variety of menu, variety of healthy menu, cleanliness, convenient location, quality service
5	QSR Choice: Key Restaurant Attributes and the role of gender, age and dining frequency	Robert J. Harrington, Michael C. Ottenbacher, Kelly A. Way	2012	Quality indicators, setting, marketing, price/value indicators, dietary considerations, access issues and special promotion
6	Consumer perception about fast food in India: an exploratory study	Anita Goyal, N.P. Singh	2007	Variety of food, Food taste and quality, Ambience and hygiene, Service speed , Price, Location
7	Customer perceptions and behaviors of Fast food restaurants: a case study of Radix Fried Chicken SDN BHD.	Zulkarnian Ahmad & Cordelia Mason		Product, price, place, promotion, people, physical appearance, processes
8	Determinants of the children's intention to consume Fast food products	Bambang Wiharto dan Jony Oktavian Haryanto	2009	Product characteristics, reference group, retail environment and promotion
9	Fast food perceptions: A pilot study of college students in Spain and United States	Bryant R and Dundes L.	2008	Culture, gender, value for money, nutritional status, convenience
10	Consumers' preference and consumption towards Fast food : Evidence from Malaysia	Farzana Quoquab Habib, Rozhan Abu Dardak, Sabarudin Zakaria	2011	Food safety, attractive packaging, halal status, healthy food, the outlet within vicinity, easy to cook, advertisement, influence of friends versus family members and the influence of preferred brand
11	Consumer behaviour in restaurants: Assessing the importance of restaurant attributes in consumer patronage and willingness to pay	H.G. Parsa, Amy Gregory, John. T. Self ,Kirti Dutta	2013	Food quality, service quality and overall restaurant environment
12	Measuring the attitude and intention to purchase different cohorts towards a fast food retailer	Glen Madiba and Mornay Roberts-Lombard	2011	Product, price, place, promotion, people, physical appearance, processes
13	Efficient or enjoyable: Consumer values of eating out and fast food restaurant consumption in Korea	Cheol Park	2004	Restaurant image attributes, hedonic value, utilitarian value
14	Fast food perceptions: A pilot study of college students in Spain and the United States	Rachel Bryant, Lauren Dundes	2008	The ability to socialize, the food's taste/flavour, nutritional value, and value (amount of food for the money), convenience



The above table refers to a good amount of work which has been done to assess perception of consumers for fast food across the world. Researchers have considered a number of parameters to assess perception and differs with place and study. In this study, the researcher has attempted to include five (5) factors so as to make it a comprehensive study.

## **2.5 Factors Influencing Perception for MNC Fast food Restaurants**

Literature review identified many factors which influenced perception. The researcher decided to study five (5) major factors. This decision was based on input from industry practitioners and academicians, whom the researcher approached for in-depth interviews and inputs from focus group of tweens. It was also based on the most often studied factors, found through literature review.

The literature review of the five major factors is as follows:

### **2.5.1 Restaurant Image Attributes:**

Children's perception of importance of restaurant image parameters has been studied by many researchers. Many variables considered as restaurants attributes were studied with context to fast food restaurants across the world. Zeithaml (1988, P 14) suggests that overall assessment of the utility of a product / service based on the perception of what is received and given can be regarded as the perceived value. Of the many restaurant image attributes, customers perceive some as more important while some as less. Their decision making in selecting the fast food restaurant for visit is affected by the presence or absence of these attributes.

Kids would be stimulated to buy or consume that product which is especially developed for them and which they perceive to be of high quality (Brown, 1998). Zeithaml (1988, P 14). The kid's intention to consume would be higher if they have better perception of those products (Wiharto, 2010).

A review of the marketing literature shows that customer satisfaction and customer perceptions on food quality are correlated (Bitner & Hubbert, 1994; Churchill & Surprenant, 1982).

Food quality was one of the most important reasons to visit the fast food restaurant and an important determinant of product choice (Zeithaml, 1988). Sulek and Hensley (2004) found that food, atmosphere and fairness of the seating order were all significant predictors of a customer's overall dining satisfaction, but only food quality predicted post-dining behavioral intention.

A study to find importance of image attributes in selecting QSR, done on students, showed that the four most attributes were cleanliness, quality and taste of food, price/value and friendly/attentive service (Khan, 2004). The top five attributes described as drivers of positive experiences include quality of food/drink, quality of service, friendliness of staff, atmosphere of restaurant, and speed of service (Harrington, 2012). According to Bitner, satisfaction leads to higher perceptions of quality wherein the customer's overall satisfaction with the service of the organization is based on all the direct encounters and experiences of the customers with the employees of the serving organization (Bitner, 1990). Consumers' perception of how the service employee cares for them also affects customer satisfaction (Smith et al., 1999). Although QSRs have less of employee-customer interactions, the speed with which food is served and effectiveness is important. Knutson's (1988) study indicated that the underlying factors that drive customer satisfaction in restaurants are employee greeting, restaurant atmosphere, speed of service and convenience. Thus, the professionalism that the employees adopt while dealing with customers is important.

Research conducted by (Goyal, 2007) found that respondents gave importance to taste and quality (nutritional values) which was followed by ambience and hygiene. Customer satisfaction is also influenced by consumer's perception of how service employees care for them (Smith et al., 1999). Mohammad et al (2005) studied service perceptions, atmospheric perceptions, food perceptions, positioning, food product attributes, service personnel, price and cleanliness among four cultural groups.

Fast food is designed to be served quick and consumed with maximum ease. Consumers with busy lifestyle and dual-working families with children, want quick meal (Andaleeb &

Conway, 2006; Schröder & McEachern, 2005). Customers' perceptions of service quality are subjective evaluations of the customer's service experience (Zeithaml, Berry, and Parasuraman 1993). Service quality, which may be the most studied restaurant quality attribute (Cronin and Taylor, 1992; Dabholkar et al., 2000; Ha and Jang, 2010; Mattila, 2001), has been defined as the customer's judgment of the overall excellence or superiority of the service (Zeithaml, 1988).

In the restaurant industry, service quality is viewed through intangible benefits, such as responsiveness, courtesy, caring and professional behaviours provided by the service staff (Stevens et al., 1995). The SERVQUAL survey instrument was developed to measure the service quality attribute in different service environments according to five different dimensions: reliability, responsiveness, empathy, assurance and tangibles (Bojanic and Rosen, 1994; Cronin and Taylor, 1994; Lee and Hing, 1995; Parasuraman et al., 1988). It is no longer questioned that the interior environment has a strong effect on consumer satisfaction and the perception of service quality (Bitner 1990; Le Blanc 1992; Young, Cunningham, and Lee 1994; Wakefield and Blodgett 1996; Brown and Gallant 2006; Miwa and Honyu 2006; Bonn et al. 2007).

A positive perception of service quality occurs when a consumer's expectation of what should happen in a more general sense are met (Larouche et al. 2004; Park, Robertson, and Wu 2005). Perutkova, J. et al, 2010 in their study to identify the most important factors in the consumer decision-making process when choosing a restaurant explored consumers' willingness to pay for each of three major attributes of restaurants: food quality, service, and ambience. Results indicate that speed of service is more important than food quality and ambience in quick-service restaurants. Thus, consumers are willing to pay more for speed of service at quick-service restaurants.

Customers enjoy the flexibility of food variety and quality because everybody has their own favorites (Soriano, 2002). 303 With competition at its peak in the fast food industry, marketers put in all efforts to add new customers and to retain existing one. Fast food marketers should offer variety as it will offer a new experience to their customers (Herrmann, Xia, Monroe, & Huber, 2007; Stuart Price, 1997). Also, variety of product available will add value to their existing offering (Andaleeb & Conway, 2006)

Before the food is served in a restaurant, it is the ambience of the place which builds the customer's perception (Bitner, 1990). If the perception of ambience of a place is positive, it will directly influence their perception of food quality and service of the fast food restaurant. (Lazarova & Krystallis, 2010), Atmosphere is the quality of the surrounding atmosphere to create an image that will support in influencing customer behaviour (Jeong & Jang, 2010). Perception of atmosphere impacts customer's perception of overall quality of the restaurant, which also directly affects customer experience (Ryu & Han, 2008). Kim et al. (2005) recognized that atmosphere, interior design, lighting and dining area layout were crucial dimensions of restaurant ambience that influenced customer perceptions and behaviours.

Various factors like variety of food items, quality, taste, ingredients etc. were analyzed to study consumer perception about food franchisee (Thakkar et al., 2014). The study revealed that price of the food items affect the frequency of visits to food outlets. Zeithaml (1988) defined price as "what is given up or sacrificed to obtain a product". Price is categorized as objective price and perceived price (Jacoby & Olson, 1977). The actual price of a product/service is the objective price while the price encoded by the customer is the perceived price (Jacoby & Olson, 1977).

The correlation between quality of attributes and customer satisfaction in the restaurant industry has an influence on perceived price. In order to make customers perceive the price as reasonable, satisfaction with food quality should exist (Ryu & Han, 2010). The restaurant customers use price as a measure of the quality of the restaurant, assuming that an expensive restaurant serves better food and offers better quality (Muller and Woods, 1994).

According to researchers Price fairness refers to consumer's assessments of whether a seller's price is reasonable, acceptable or justifiable (Xia et al., 2004). Price is referred to as major indicator of customer satisfaction and behavior. Price of a product is related to its perceived value, it was imperative to understand how tweens perceived price of fast food. Customers may not recollect or know the actual price of a specific product/service, but they encode the price in ways that are meaningful to them (Zeithaml, 1983). Based on personal interviews with 29 French children between five and 13 years of age, the research underlines that children are aware of prices from an early age (Damay, 2008). Perceived price can be defined as the customer's acceptable, reasonable, and fair judgment about a service's average price in comparison to its competitors (Chen, Gupta, & Rom, 1994). Thus this study,

involved the price perception as perceived by tweens and not the actual price of the product/service.

Chavadi et al, 2008, conducted a study to understand the factors influencing the selection of fast food restaurants in Devangere, India. The findings showed that physical evidence, value pricing, high quality service and good quality food are important to Indian customers. The investigators also studied the association of age and income with fast food preferences. The result showed that both youth and high income groups are said to be positively associated with inclination towards fast food.

Different studies were done across the world for different restaurant image attributes which was perceived to influence perception. Literature review has provided a comprehensive view of the variables studied. The following table reflects earlier done research in various parts of the world and the variables studied. The table includes title of the research paper, author's name, place and year of the study, the list of variables that were studied and the list of most important variables which resulted as an outcome of the study. The last column mentions the attributes which the respondents categorized as most important.

Nadia and Shohana (2011) in their study to examine the consumer behavior of customers for fast food revealed that the customers are interested to travel distances for their favorite restaurants.

The following table presents details of few research papers in which different variables of restaurant image attributes were studied. The table includes the title of the research paper, the author's name, the year the paper was written, the place and age of respondents, the total restaurant image attributes studied and the most important attributes which emerged as a part of their findings.

**TABLE 2.4: Restaurant Image Attributes Studied from Various Research Papers**

<b>S. Nos</b>	<b>Title of the research paper</b>	<b>Author, Year</b>	<b>Place, Age Of Respondents</b>	<b>Restaurant Image Attributes Studied</b>	<b>Findings - Important Attributes</b>
1	African American College Students' Preferences	Maryam Khan, 2004	(U.S), African-American college	Friendly service, décor, quality/taste, advertising/promotion, reputation, pleasant	Cleanliness, quality and taste of

	for Quick Service Restaurants		students , 15 to 25 years	atmosphere, price/value, cleanliness, location	food/beverage, price/value, and friendly/attentive service
2	A Study on Customer Preference and Satisfaction towards Restaurant in Dehradun City	Neha Joshi	Dehradun ( India), 18 years and above	Quality, rates, variety in menu, efficiency, cleanliness, location, ambience, good taste	Quality, rate and good taste
3	Consumer Perceptions of Food Franchise: A Study of McDonald's and KFC	Kinnarry Thakkar & Mrunmayee R.Thatte	Mumbai(India), 2014, 18 to 25 years	Variety of products, Speed of service, Accuracy in service, Price, Taste of products, Ingredients, Packaging, Attitude of Staff, Location, Additional Information, Customer Service, Opening Hours	Good taste and good ingredients
4	Differences in Consumer Attitude towards Selective Fast Food Restaurants in Bangladesh: An Implication of Multiattribute Attitude Model	Ayesha Tabassum and Tasnuva Rahman, 2012	Bangladesh , age of respondents not mentioned	Quality, cleanliness, location, taste, price, variety, quick service, environment availability, environment, place, waiter's behaviour, brand, ready-made, convenience, space, privacy, queue, waste of money, 5calories, junk food, harmful for health	Quality, price, quick service, environment
5	Importance of Service Quality and Service Encounter: As a Foundation for Customer Satisfaction in Fast Food Industry	Dr. Rahela Tabassum, ohammed Muzaffar Mahmood, 2015	Hyderabad(India), 18 years and above	Redressal, Friendly, Grooming, Atmosphere, Menu board, Prompt & quick, Delicious food, Quality of food, Order correctness, Fresh & hot, Quality of service, Dining area, Crockery, Parking Service, Restrooms, Packaging, Price competitiveness, Value for money, Food quantity, Variety of items	Price , competitiveness, Value for money, Food quantity, Variety of items
6	Determinants for preference of fast food restaurants by adolescents- An exploratory study	Prabhjot Kaur , Dr. Vinti Davar, 2014	Kurukshetra (India), 13 to 18 years	Quick service, taste, reasonable price, easy accessibility, myths about nutrition, socializing & peer pressure, fun and entertainment, advertising, informal environment	Quickness, taste, cost, easy accessibility, fun, peer group pressure and socializing

This study incorporated the study of restaurant image attributes which were quick service, overall cleanliness, taste of food, low price, and variety in menu, convenient location, and quality of food, interior design, professional staff and quantity of food. Variables which were studied most often and were validated by industry experts, were chosen for the present study.

Also, as earlier research were done in West and other states in India, the researcher chose the attributes keeping with context to culture and lifestyle in the state of Gujarat.

### **2.5.2 Marketing Communication**

The influential sources that convey norms, attitudes, motivations, and behaviors to the learner are socialization agents (McLeod and O'Keefe, 1972). Much evidence shows that parents, peers, mass media, stores, schools, brands, and products themselves and their packages are all sources of information, namely socialization agents (Ward, 1974; Moschis and Churchill, 1978; Moschis and Moore, 1979; Moschis, 1987; Dotson and Hyatt, 2005). A basic component of children's learning about the marketplace is knowledge of sources of information about products (Ward et al. 1977, p. 56).

Children are exposed to advertisement through different mediums (both conventional and contemporary) like Television, Radio, Newspaper, Hoardings, Internet and Restaurant pamphlets. Advertisers target children because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox, 1996; McNeal, 1999). Throughout the socialization process, family members, peers, mass media and marketing communications influence kids' consumption knowledge and preferences, including understanding and responding to advertising stimuli (Marquis, 2004; Kraak and Pelletier, 1998).

For companies in food industry it is of great importance that the concept of brand and perception should not be ignored for the reason that the consumers associate product categories with brands and countries (Roth and Romeo, 1992). Therefore, fast food chains like Mc Donald's, Burger King and Wendy's have developed extremely successful fast food branding strategies. Their signs, logos and slogans are recognizable around the world.

Many parents and critics fear that children are overly susceptible to commercial appeals because young viewers lack the necessary cognitive skills to process the highly persuasive messages and make appropriate judgments about them (Choate, 1975)

A study was conducted in The Netherlands, comprising of 153 children, of age group 5 to 8 years to investigate children's understanding of TV advertising which included their ability to distinguish between TV programs and commercials and their understanding of advertising intent, using verbal and non-verbal measurements. The results using non-verbal measures suggested that children are able to distinguish commercials from programs and they had some insight into advertising intent while the result using verbal measures were not very conclusive and substantially lower percentage of children understood the TV advertisements (Bijmolt, 1998).

Chan, K., 2006 in their study examined 1758 Chinese children's (ages 6 to 14 years) perceived truthfulness and liking of television advertising in three Chinese cities with different developmental levels of advertising. Results indicate that a majority of children perceive that half of the television commercials are true, although this varies by grade and geography. The percentage of children that perceive that all commercials are true consistently declines with grade in all three cities. There is a high proportion of first graders who perceive all commercials are not true. Perceived truthfulness of television advertising is positively related with liking of commercials.

While comparing different information sources, the most important sources of information ranked by Chinese children were TV, parents, store visits, and friends (McNeal and Ji, 1999). Compared to other people, parents tend to be perceived as the most rational and trustworthy information source by Chinese children (Yau, 1994). As childhood progresses, parental influence decreases in strength, other forces such as peer-pressure begin to compete (Oliver and Thelen, 1996).

Consumer perception, is described as acting and reacting on what one sees (Kotler et al. 1998, p. 187). Advertising is the driving force (Akaka & Alden, 2010), which is responsible for shaping consumers' perception and inducing a behavioural response (Jones et al., 2010). According to Kotwal et al. (2008) television and advertisements made an integral part of today's society. Their study revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping.

In selecting and using restaurant services, customers frequently act like detectives as they search for information and organize their perceptions into a set of feelings about the service



(Berry, Wall, and Carbone, 2006). Customers are greatly influenced by information from people around them: friends, relatives, and colleagues (Soderlund, 1988). Word-of-mouth is defined as the extent to which a customer informs friends, relatives and colleagues about an event that has created a certain level of customer satisfaction or dissatisfaction (Blodgett et al., 1994; Söderlund, 1998). WOM has been shown to influence a variety of conditions: awareness, expectations, perceptions, attitudes, behavioral intentions and behavior (Francis A. Buttle, 1998). WOM has significant, positive impact on not only customer decision making, but post-purchase perception (Herr, Kardes, & Kim, 1991).

In order to seek peers' recognition, teenagers certainly will take on the values recognized by their peers (Moschis & Churchill, 1978). It was also pointed out that if teenagers have more consumption interactions with their peers, they are more inclined to go by their peers' impressions as a reference standard in evaluating the consumption of products (Moshis & Moor, 1979). For new products, television commercials are considered as an important information source by Chinese Children. With respect to learning about new food products, they place greater level of trust in interpersonal information sources, especially their parents who are perceived as the most credible information source (Fan Y. et al, 2010).

Sheth (1971) concluded that WOM was more important than advertising in raising awareness of an innovation and in securing the decision to try the product. Day (1971) inferred that this was due to source reliability and the flexibility of interpersonal communication. He computed that WOM was nine times as effective as advertising at converting unfavorable or neutral predispositions into positive attitudes. Mangold's (1987) review of the impact of WOM in the professional services context concluded that WOM has a more emphatic influence on the purchasing decision than other sources of influence. This is perhaps because personal sources are viewed as more trustworthy (Murray, 1991).

An activity done by the marketer to provide information, to remind or to persuade customers to buy is promotion (Evanschitzky I., et al 2006). Promotion aimed for kids is different for adults as the target is a kid who actually does not have the purchasing power, but is able to persuade parents or people around him to do purchasing for him (Kaur & Singh, 2006).

Sub factors of marketing communication which were included in the study were Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on

Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets, Classmates.

### **2.5.3 Hedonic and Utilitarian Value**

Zeithaml (1988) has investigated the concept of value and reports findings from a review of literature and exploratory qualitative work. The author identifies four consumer definitions of product value for which supporting literature can be identified. These are: (1) value is low price; (2) value is whatever I want in a product; (3) value is the quality I get for the price I pay; and (4) value is what I get for what I give.

Also, in the service industry, the most important concept to understand customers has been understanding of perceived value (Ostrom and Iacobucci, 1995; Jensen, 1996) which has been researched as a multidimensional construct under various dimensions like social value, emotional value, functional value, and epistemic value (Sheth et al., 1991). However, in recent marketing literature, the most commonly used dimensions of value are hedonic and utilitarian value (Babin et al., 1994; Jones et al., 2006; Park, 2004; Voss et al., 2003). Researchers believe that customer's perception of values has a considerable direct impact on customer's satisfaction and behavioral intentions (Lee et al, 2007).

Utilitarian consumption means a product or service is purchased in a task-related, rational and efficient manner (Babin et al., 1994:646). The utilitarian value of eating-out is defined as a value related to functional and economical aspects of eating-out while the hedonic value represents fun, entertainment, absorbing and novelty (Park, 2004). The perception of utilitarian value is higher in fast food restaurants than fast-casual restaurants (Basaran, 2015). On the contrary, hedonic consumption means purchasing is primarily motivated by the desire for sensual pleasure, fantasy, and fun (Ryu et al., 2010:417). The philosophy of hedonism argues that pleasure is the only intrinsic good and the main goal of the human existence is to maximize the pleasure (Lazaravo, 2010). Tweens visit fast food restaurants not only for tasty and nutritious food but also to have fun and exciting experience (Jooyean, 2010). Young consumers visit fast food for fun and change (Goyal, 2007).

Patrons not only want a good meal while dining but also a pleasant experience. Restaurants are dimensional in their ability to provide for this experience (Josiam, B. M. et al., 2014)).

A customer satisfied with specific service encounters will, over time, establish a positive perception of the overall quality of the business (Parasuraman, et al., 1998). Consumers derive benefits from food and restaurants, so people experience excitement, pleasure and a sense of personal well-being (Finkelstein, 1989; Park, 2004).

Music is another atmospheric element that influences customer satisfaction and behavior. Atmospheric music can affect consumer's perception of a business (Matilla and Wirtz, 2001); (North and Hargreaves, 1998), and elicits emotions (Ryu and Jang, 2007) which also influences customer satisfaction (Magnini and Parker, 2009). Emotions are key factors to satisfaction and atmosphere effects these emotions (Ladhari et al., 2008). It has been determined that positive and negative emotions mediate the effects of perception along with satisfaction (Ladhari et al., 2008).

Background music at restaurants can affect customer eating time and purchasing intentions. In addition, Chang (2000) suggested that perceived atmosphere was a direct determinant of a customer's satisfaction and behavioral intention. Thus, restaurateurs should manage environmental surroundings to maximize customer satisfaction. Though a consumer's perceived utilitarian value had a stronger effect, the hedonic judgment that takes place in a service experience was found to have a significant impact on consumer attitudes (Muzammir, 2015). Utilitarian consumer behavior is described as a functional or task-related standpoint and may be thought of as work (Babin et al., 1994; Batra and Ahtola, 1990).

Study was conducted by Cheol Park in Korean, who investigated the relationships between consumer values of eating-out and the importance of fast food restaurant. 279 fast food restaurant patrons, ranging from high school students to adults were surveyed. The results showed that consumer values of eating-out were divided into two factors; hedonic and utilitarian. The hedonic value of eating-out had positive correlation with mood, quick service, cleanliness, food taste, employee kindness, and facilities, the utilitarian value centered on reasonable price, quick service, and promotional incentives. Also, the hedonic value more influenced buying frequency than the utilitarian.

Study by Ryu et al, 2010, conducted a study to examine the relationships among hedonic and utilitarian values, customer satisfaction and behavioral intentions in the fast-casual restaurant industry. The findings indicated that hedonic and utilitarian values significantly

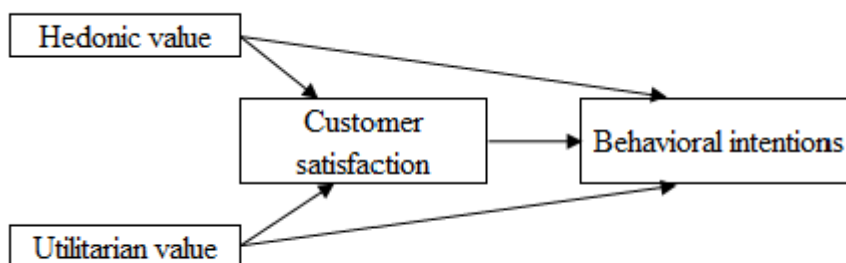
influenced customer satisfaction, and customer satisfaction has a significant influence on behavioral intentions. Utilitarian value shows a greater influence on both customer satisfaction and behavioral intention than hedonic value.

Study was conducted by Basran, U et al., 2015 to investigate young consumers' satisfaction and behavioral intentions in fast-food and fast-casual restaurant sectors. It showed that the perception of hedonic value is higher in fast-casual restaurants than fast food restaurants and the perception of utilitarian value is higher in fast food restaurants than fast casual restaurants

Rafati Javad et al., 2004 conducted a research to investigate on the effect of service quality dimensions on hedonic and utilitarian attitude and brand preference in fast food restaurant industry. The research findings of 390 respondents indicated that physical environment and outcome qualities had significant direct effect on hedonic attitude to consumption. Also interactional and outcome qualities had significant direct effect on utilitarian attitudes.

Chiao Ling Yang et al., 2014, conducted a study is to explore the perception of Malaysian Chinese towards food and eating by using a qualitative marketing research tool. Twelve Malaysian Chinese were asked to collect photographs that represented their thoughts and feelings about food and eating. The results surfaced six broad meanings Malaysian Chinese have about food and eating: (a) health, (b) trying new food, (c) people, (d) home cooked food, (e) enjoyment, (f) happiness. The findings also revealed the positive emotional value of food and eating linked to enjoyment and pleasure.

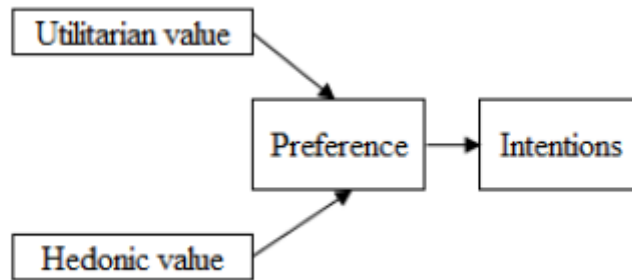
Ryu et al., (2010) claim that both, the consumers' perceived utilitarian and the hedonic values, significantly influence consumers' satisfaction and future intentions.



**FIGURE 2.1: The Relation of Consumer's Perceived Value, Customer Satisfaction and Behavioral Intentions**

**Source: Ryu et al, 2010**

Ryu et al., (2010) state that majority of researchers have found out the close relation of consumers' perceived hedonic and utilitarian values and important consumption variables, for example, consumers' behavioral intentions, satisfaction and directly influenced preferences and results (Overby & Lee, 2006)



**FIGURE 2.2: The Relation of Consumer's Perceived Value, Preferences and Behavioral Intentions (Overby & Lee, 2006)**

**Source: Ryu et Al, 2010**

It was observed through the above literature review that in some places where the research was conducted, hedonic value was considered more important by customers than utilitarian value while in some it was vice versa. Thus, this research too incorporates both hedonic and utilitarian value that the tweens perceive to be important.

#### **2.5.4 Communication Pattern of Parents**

Parents are considered as the primary socialization agents for children, and most aspects of parental influence continue well into adulthood (Ward et al., 1977). Among all the social entities from which children might learn, parents appear to be the most instrumental in teaching their children consumer behavior (Moore and Moschis, 1981; Mascarenhas and Higby, 1993).

During the processes of direct communication between parents and children, parents influence their children's interactions with other consumer influence sources, and play a role to modify the effects of other socialization agents upon their children, such as mass media and peer groups (Moschis, 1985, 1987).

A socio cultural environment witnesses socialization by children where communication patterns of parents play an important role. Also, research studies on the effects of socialization agents reveal the focus on communication processes. (Vassallo, 2003) opines that family patterns of communication play a major role in the socialization of children within a socio-cultural environment. Parent - child communication style conditions the consumer behavior of the child which has been used to predict the consumer socialization of the child. (Moschis and Moore, 1979).

The socio and concept orientation are two predominant parental communication styles that are likely to affect the perceived influence that children believe they hold (Caruana, 2003). Parents following socio-oriented communication, tend to discipline their child with social norms. They control the action of their child, monitor it and insist on social conformity, thus having a control over children's learnings. Whereas parents practicing concept-oriented communication, encourage their child to taken his own decisions and build their skills and competence as consumers. They facilitate a decision making process where the child evaluates the merits of the decision on his own. (Caruana et al., 2003). The consumer socialisation research, shows the family communication as the most frequently studied variable.

Al-Zu'bi A. et al, 2008, in their paper aimed at identifying Jordanian fathers' communication structures and patterns. . An important contribution of the study was that neither fathers' communication structures nor young children's perceptions were previously used in revising and validating the scales of family communication structures and patterns. Children of age 8-12 years can precisely perceive family communication patterns (FCP) as adolescents and mothers. Jordanian fathers are principally classified as pluralistic fathers in their communication related to consumption issues and there is significant association between fathers' consumer socialization goals and their communication structures and patterns

Kim, C., et al, 2009, in their study examined the effects of family communication patterns on adolescent consumers' decision-making styles and influence in family purchase decisions. Results showed that only mother-child communication patterns have significant associations with adolescents' decision-making styles and family purchase influence. Specifically, mothers' concept-oriented communication was positively linked to children's

use of utilitarian decision-making styles and social/conspicuous decision-making styles as well as to children's influence in family purchase decisions involving both durable and nondurable products for themselves. Carlson L., et al, 2001, in their research conducted on 174 mother and child (grades 3 to 6) found that children's perception of mother's verbal interactions about TV vary across parental styles.

### **2.5.5 Gender and Place**

Previous studies have established that demographics can affect consumers' patronage of fast food restaurants and that frequency of visits to such establishments is related to gender, age and various household characteristics (Grazin and Olsen, 1997). Akbay et al, 2007 in their study conducted in Turkey, investigated the relationship between consumers' fast food consumption frequency and their socio-economic/demographic characteristics and attitudes. The results indicated that age, income, education, household size, presence of children and other factors, such as consumer attitude towards the price of fast food, health concerns and child preference, significantly influence the frequency of fast food consumption.

Comparing survey data of college students from Spain and the United States provides insight into how perceptions about fast food are culture and gender-specific ( Bryant et al , 2008). Oyewole, 2007 concluded that gender, age, marital status and income affect the frequency of visits made by consumers to fast food outlets. Hence, marketing managers of fast food restaurants need to give due importance to demographics when designing marketing strategies

Huang, C. et al, 2010 in their study to understand consumer socialization in western quick service restaurants analysed that the demographic variables (gender, age, education, social economic status, and income) and the family consumption patterns have significant relationships. Customers from different age group have a significant difference in perception of satisfaction and price of the food bought from the fast food restaurant (Melkis, M. et al , 2005)

Ozcelik, A., et al, 2007 conducted a study to determine the fast-food preferences of females and males who come to eat at the fast-food restaurants Ankara, Turkey. The results determined that males mostly prefer traditional restaurants but women prefer western style restaurants. When the choices of western style and traditional fast-food are assessed

separately, for both genders, it has been found that the most preferred western style fast-food is hamburgers, and the most preferred traditional fast-food is meat.

Literature review presented reflects that with change in place, perception of children too change. The researcher had chosen 5 cities of Gujarat – Ahmedabad, Vadodara, Anand, Surat and Rajkot. The researcher intended to examine whether there was observed change in perception, due to change in place too.

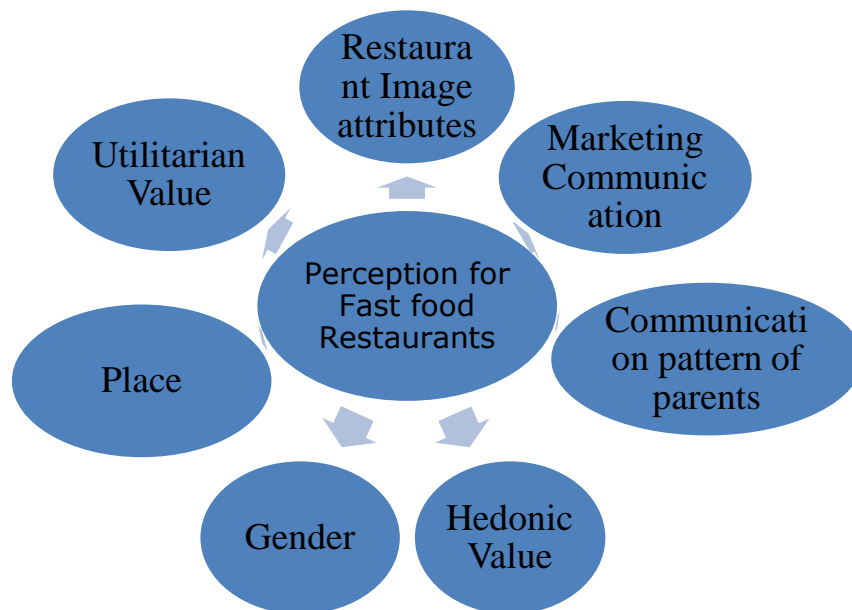
## **2.6 Research Gap**

The literature review done of research papers collected from various sources, showed that a number of research work has been conducted to understand attitude, perception, behaviour & consumerism of children. Also various studies have been conducted across the world on understanding the perception of children for different types of products. As there are many factors which influence perception of individuals, research work has been conducted in the past for few factors. This study is a comprehensive study including five major factors of perception. Also, literature review shows that schools of all socio-economic groups were not considered (Torlak, O., 2011). In this study- tweens from all board, medium and economic level were considered. Erin Drake-Bridges and Brigitte Burgess (2010) suggested that Future research should replicate or adapt the study to a larger sample and since the majority of the respondents were between the ages of 12 to 15 younger tweens were underrepresented. Chaudhary, M., (2012) targeted sample in this study which was the nuclear family. Study for other types of families like homosexual, extended, blended, single-parent and cohabiting was suggested by the authors. Sancheti, Y. K. S. (2009) in her study on tweens suggested to examine gender related differences of tweens. A need to create a more distinct profile of tween consumers and their families was reported. Anderson L. P., (2008) in their study on tweens suggested that new forms of marketing communication needs to be included in future research. This study was a comprehensive study aimed at understanding the tween consumers better.



## 2.7 Conceptual Framework

After referring to the literature review, the researcher decided to assess seven factors which influenced perception. The seven factors were Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value, Utilitarian value, Place and Gender.



**FIGURE 2.3: Factors Influencing Perception of Tweens for MNC Fast Food Restaurants**

(Source: Developed by the researcher)

**CHAPTER 3**  
**RESEARCH METHODOLOGY**

## **CHAPTER 3**

### **Research Methodology**

Research having a combination of quantitative and qualitative research is referred to as mixed method (Greene, Caracelli, & Graham, 1989), both qualitative and quantitative research together help in providing better understanding of the research problem under study than what the individual research approach provides (Creswell, 2005). Creswell and Plano Clark (2007) refer to mixed method approach as both a methodology and a method. Researchers in social sciences are adopting to mixed methods designs in their studies (Plano Clark et al, 2008). Thus mixed method was used by the researcher to collect and analyze data. Qualitative and quantitative research formed the basis of this research work. For qualitative data, the researcher conducted a focus group of tweens and conducted in-depth interviews of practitioners from fast food industry. Discussion guide was designed and used to collect qualitative data. For quantitative data, tweens were approached and data was collected using questionnaire as a tool.

#### **3.1 Research Methodology for Qualitative Study**

For qualitative data, focus group of children and in-depth interviews of industry experts was conducted. This was done to explore the topic and get inputs which could be used constructively in framing the design of the research. Following are the details of the focus group:

##### **3.1.1 Focus Group –Objective**

Focus group of tweens was conducted with the following objectives:

- To understand perception of tweens at the preliminary level
- To identify factors which influenced the perception of tweens for fast food restaurants
- To understand consumption pattern of tweens for fast food
- To get inputs for the questionnaire

### **3.1.2 Focus group - Sampling Frame and Sample Size**

Tweens of age group 8 to 12 years were invited to participate in the focus group. Purposive sampling was used to select the participants for the Focus Group Discussion (FGD). The researcher used personal judgment in selecting the participants. Permission was taken from the parents of the respective tweens. The criterion which was set for eligibility of participants for focus group was that the tweens should have had visited MNC fast food restaurants at least once. This was done so that more perspectives of tweens could be explored.

One (1) focus group was conducted with 9 tweens of age group 8 years to 12 years. Both male and female were included in the Focus Group Discussion (FGD). The tweens were informed about what a focus group is, its objective and what was expected of them. They were also informed that the discussion would be recorded for academic purpose.

### **3.1.3 Focus group - Method and Analysis**

A Discussion Guide was framed with 18 open ended questions for the focus group (refer to Appendix H). The researcher moderated the discussion. The focus group was recorded with the permission of the tweens. Transcript of the discussion was prepared. While writing the transcript, exact verbatim was noted but special attempts were made to include thoughts of children and note the non-verbal of tweens.

Coding was done of every question. Analysis of the answers was done so that the output along with the output of the literature review and in-depth interviews could be used to create the construct of the questionnaire for the quantitative study.

### **3.1.4 In-depth interviews – Objective**

After referring to research papers and articles from journals, books, magazines, internet and other sources of secondary data, for content pertaining to the research topic, the researcher met practitioners from fast food industry and conducted in-depth interviews.

The in-depth interviews were conducted with the following objective:

- To validate the findings of the literature review
- To know the trends of consumption patterns of children with respect to fast food

- To get inputs from hands-on experience of industry practitioners
- To get inputs for the questionnaire design

### **3.1.5 In-depth interviews - Sampling frame and Sample Size**

The practitioners chosen were from the fast food industry and had good number of years of experience in the fast food industry. They were holding responsible positions in the fast food restaurants chosen for the study. The details are given in data analysis section.

6 practitioners were approached for the in-depth interview.

### **3.1.6 In-depth Interviews - Method and Analysis**

A discussion guide with 12 questions were used for the in-depth interviews. The practitioners were met in their workplace which were the fast food restaurants - KFC, Mc Donald's, Domino's Pizza, Subway and Pizza Hut. The interview was not recorded. The researcher made notes and the answers were recorded and summarized.

## **3.2 Research Methodology for Quantitative Study**

### **3.2.1 Research Objectives**

#### **Primary Objectives**

- To analyze factors influencing perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat

*(Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)*

#### **Secondary Objectives**

- To examine consumption pattern of tweens for multinational Fast Food restaurants (QSR) in Gujarat.
- To study influence of gender and place on perception of tweens towards multinational Fast Food restaurant(QSR)
- To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.

### 3.2.2 Research Design

The design of the quantitative study was Descriptive research.

### 3.2.3 Sources of Data

Data was collected from Primary and Secondary sources.

**Primary data** was collected from tweens and teens who were approached in schools, residential societies, tuitions and coaching institutes. Also primary data was collected through a focus group discussion conducted of tweens and in-depth interviews of practitioners. Questionnaire and discussion guide were designed and used as a tool to collect primary data.

**Secondary data** was collected from journals (national and international), reports published by central and state government, books, websites, newspapers and magazines, newspapers, business magazines, and books.

**Period of data collection:** Primary data was collected during a period of 6 months in the year 2016

### 3.2.4 Sampling Technique

The researcher had initially planned to use stratified random sampling as the sampling technique. Schools were listed and school names were picked through random number generation method using Microsoft Excel. Also, from a class, a particular roll number was selected using the same method. But when the school, selected through random number generator was approached, the school necessarily did not grant permission to collect data. Also, if permission was sought, the school authorities, showed resistance in allowing the chosen roll number for the survey.

Thus, the respondent changed the sampling technique to Quota sampling (non-probability sampling), where schools were chosen from different regions of the city and the school authorities were asked to randomly nominate the required number of students from each

class. Also tuition centers, coaching institutes and residential societies were approached as per the jurisdiction of the researcher.

### 3.2.5 Sampling Unit

The sampling unit was urban school going children of age group 8 to 12 years (tweens) and of age group 13 to 17 years (teens) of Ahmedabad, Vadodara, Rajkot, Surat and Anand who have visited MNC fast food restaurants even once.

### 3.2.6 Sample Size

The sample unit was urban school going children of age group 8 to 12 years (tweens) and of age group 13 to 17 years (teens) of Ahmedabad, Vadodara, Rajkot, Surat and Anand who have visited MNC fast food restaurants even once.

Sample size was calculated using three methods –Taro Yemen methods, Cochran’s formula and with sample size calculator

#### Method 1 : Taro Yemen

Method 1: According To Taro Yamne (1970)

$$\text{Sample Size } n = \frac{N}{1 + N(e)^2}$$

Where, N= Sample size, N =Population Size Under study and e = Acceptable margin of error = 0.075 (92.5 % Confidence Interval)

**TABLE 3.1: Sample Size calculation using Taro Yemen Formula**

City	Urban population	Tweens population %	Urban tweenagers citywise	Teens population %	Urban teenager's citywise	Total tween and teen citywise (N)	Sample size(Taro Yemen formula)
Ahmedabad	6063047	8.97	543855.3159	9.026	547250.6	1091106	177.74
Surat	4591246	8.97	411834.7662	9.026	414405.8	826241	177.74
Vadodara	1822221	8.97	163453.2237	9.026	164473.6	327927	177.68
Rajkot	1390640	8.97	124740.408	9.026	125519.1	250260	177.65
Anand	288095	8.97	25842.1215	9.026	26003.4	51846	177.17

The calculation shows that sample size (n) is 177.

## Method 2: Cochran's formula

$$n = \frac{Z^2 p(1 - p)}{d^2}$$

Where Z = Confidence level 95 % = Value of Z is 1.96

d = acceptable margin of error: researcher is willing to accept = 0.075

(P) (1-P) = Estimate of Variance, where P is maximum possible proportion =0.5

The value of n was found to be 171 for each city

## Method 3: Sample Size calculator

As per given population in table 3.1, for total tweens and teens in different cities, Confidence level 95% , and with confidence interval 0.075(7.5%) the sample size was calculated as 171. The sample size from the three used formulas showed that data should be collected from 175 respondents of each of the five districts –Ahmedabad, Vadodara, Rajkot, Surat and Anand.

**TABLE 3.2: Distribution of respondents for data collection from five cities**

City	No. of respondents(Tweens and teens) planned as per calculated sample size	No. of respondents(Tweens and teens) actuals as per data collected
Ahmedabad	175	193
Vadodara	175	188
Surat	175	191
Rajkot	175	182
Anand	175	149

The sample size for the study was **903** respondents. 450 urban school going children of the age group 8 years to 12 years old and 453 urban school going children of the age group 13 years to 17 years were the respondents. The study was done in major cities of Gujarat i.e Ahmedabad, Anand, Vadodara, Rajkot and Surat. Across the 5 cities, data was collected from schools having Gujarat board, International board and CBSE board. The 5 multinational fast food restaurants considered for the study were McDonald, Dominos, Subway, Pizza Hut and Kentucky Fried Chicken (KFC).



### **3.2.7 Data Collection Instrument**

With all the collected inputs, a 6 page questionnaire was used as an instrument for the pilot study. As children of extreme age brackets (8 years and 17 years) were to be surveyed and their comprehension level is different, hence data of tweens and teens was collected using two separate set of questionnaires. Although both the questionnaires had the same set of questions, the tweens questionnaire was simplistic in its design while the teen's questionnaire had higher scales (5 point). In the questionnaire for tweens, smileys and cartoon images were used which made it easy for tweens to understand the questions. This was also done to keep the children interested in the survey. Also a 3 point Likert scale was used for tweens questionnaire while a 5 point scale was used for teens, the 5 point scale was later reduced to scale of 3 for analysis and comparison. The questionnaire was first designed in English and then translated into Gujarati (vernacular), and was used as per the requirement of the respondents.

### **3.2.8 Pilot Study**

Post the literature review, focus group discussion and in-depth interview conducted of practitioners from 5 MNC fast food restaurants, the questionnaire was designed.

The questionnaire was then pilot tested with tweens and teens. The objective of pilot testing was to confirm that the questionnaire was understood by its respondents, proper scales was used in the questionnaire, that questions were rightly framed and were matching with the research objectives.

Reliability of the data collected through pilot survey was done. The Cronbach Alpha for tweens data was 0.756 while for teens data the value was 0.736, which was in acceptable range.

Before finalizing the questionnaire the researcher took inputs from industry experts and academicians and validated the questionnaire. The following are the names of the experts who were approached by the researcher.

- Mr. Anotony TP, Area Manager, Sapphire Foods (Pizza Hut)
- Mr. Dhiren Kunwar- Founder, Memories Group(Food chain)

- Dr.Rachna Gandhi, Academician
- Dr. Jitendra Sharma, Academician
- Dr. Renu Choudhary, Academician
- Dr. Rajlakshmi Senthil, Academician

Their valuable suggestions were incorporated in the final questionnaire.

### 3.2.9 Data Coding, Entry and Analysis

Data was coded, tabulated and analyzed using IBM Statistical Package for the Social Sciences (SPSS) Statistics 20 and Microsoft Office Excel 2007.

**Tools used:** The following table shows the different statistical tools which were used to analyze each objective:

**TABLE 3.3: Statistical Tool used for Objective-wise Data Analysis**

No.	Research Objectives	Tools used
1	To analyze factors influencing perception of tweens for multinational. (Factors are Restaurant image, Marketing communication, Communication pattern of parents, Hedonic value, Utilitarian value)	One way Anova, Exploratory Factor analysis, Likert scale average analysis
2	To understand consumption patterns of tweens for multinational Fast Food restaurants (QSR) in Gujarat.	Descriptive statistics
3	To study impact of gender and place on factors of perception of tweens towards multinational Fast Food restaurant(QSR)	Chi square –test of independence
4	To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.	Comparison of results of tweens and teens

**CHAPTER 4**  
**DATA ANALYSIS AND INTERPRETATION**

## **CHAPTER 4**

### **Data Analysis and Interpretation**

Primary data was collected from 450 tweens and 453 teens of five major districts of Gujarat which are Ahmedabad, Vadodara, Rajkot, Surat and Anand. Data was collected from schools, coaching /tuition centers and residential areas. Maximum data (84%) was collected from schools. The data was coded and analyzed using SPSS version 20 and Microsoft Excel 2007. The analysis and interpretation of data has been presented in 3 parts.

#### **PART 1: DATA ANALYSIS AND INTERPRETATION OF TWEENS' DATA**

Data collected of 450 tweens has been analyzed in five (5) sections.

The sections are

4.1 Demographic profile of tweens

4.2 Data Analysis and interpretation of tweens' data as per objective 1

4.3 Data Analysis and interpretation of tweens' data as per objective 2

4.4 Data Analysis and interpretation of tweens' data as per objective 3

#### **PART 2: DATA ANALYSIS AND INTERPRETATION OF TEENS' DATA**

Data collected of 453 teens has been analyzed in five (5) sections. The sections are

4.5 Demographic profile of teens

4.6 Data Analysis and interpretation of teens' data as per objective 1

4.7 Data Analysis and interpretation of teens' data as per objective 2

4.8 Data Analysis and interpretation of teens' data as per objective 3

#### **PART 3:**

**Objective 4:** Differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat

## **PART 1: DATA ANALYSIS AND INTERPRETATION OF TWEENS' DATA**

### **4.1 DEMOGRAPHIC PROFILE OF TWEENS**

The summary of the profile of all 903 tween and teen respondents based on gender and place is given in the following table:

**TABLE 4.1: Summary of Demographic Profile of Tween and Teen Respondents**

<b>Sr. No.</b>	<b>Characteristics</b>	<b>Categories</b>	<b>Tweens</b>	<b>Teens</b>	<b>Total</b>	<b>Percent (of 903)</b>
1	Based on Gender	Male	252	250	502	55.59
		Female	198	203	401	44.41
3	Based on City	Ahmedabad	98	95	193	21.37
		Vadodara	93	95	188	20.82
		Rajkot	97	94	191	21.15
		Surat	90	92	182	20.16
		Anand	72	77	149	16.50

Further, this section gives the demographic profile of tweens, the respondents of this research work, based on gender, age, class (standard), medium of language of school, school board, place, family composition- (joint/nuclear), occupation of father, occupation of mother and pocket money. This has been done to understand the socio-economic standard of the tweens' population under study. Graphical interpretation will help understand the profile better.

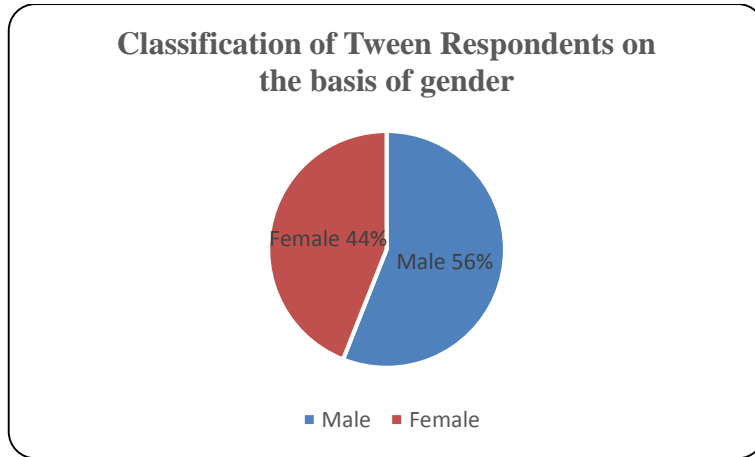
#### **4.1.1: Classification of Tween Respondents on the Basis of Gender**

The data collected was classified on the basis of gender of tweens. The classification of data collected is given below in table 4.2

**TABLE 4.2: Classification of Tween Respondents on the Basis of Gender**

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
<b>Male</b>	252	56
<b>Female</b>	198	44
<b>Total</b>	450	100

The graphical representation of the above data is as follows:



**FIGURE 4.1: Classification of Tween Respondents on the Basis of Gender**

As table 4.2 shows, that of the 450 tween respondents, 56% were male while 44% were females. According to census population (2011), number of urban male tweens enrolled in schools is more than the number of urban female tweens.

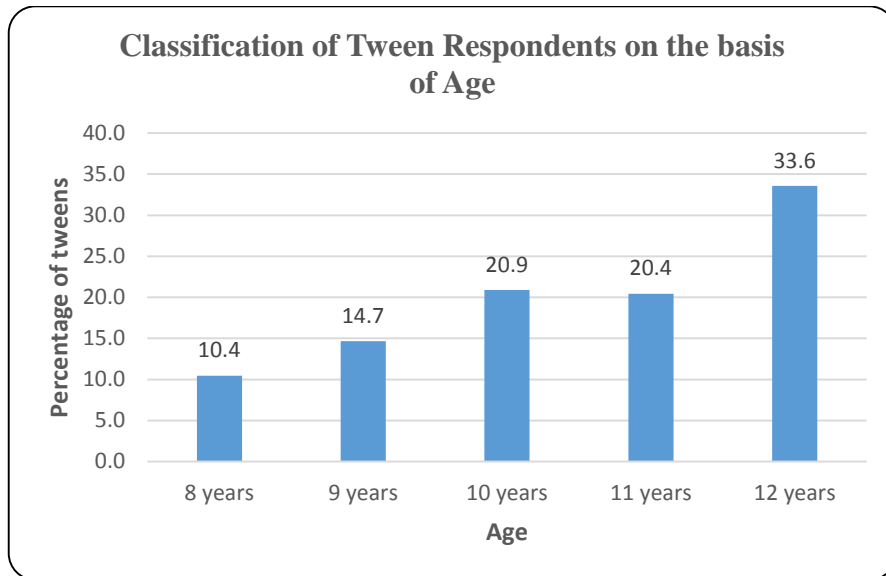
#### 4.1.2: Classification of Tween Respondents on the Basis of Age

The tween age group considered for the study was '8 to 12 years'. The age - wise classification of the respondents is given in the following table.

**Table 4.3: Classification of Tween Respondents on the Basis of Age**

Age in years	Number of Tweens	Percentage
8 years	47	10.4
9 years	66	14.7
10 years	94	20.9
11 years	92	20.4
12 years	151	33.6
<b>Total</b>	450	100

The graphical representation of the above data is as follows:



**FIGURE 4.2: Classification of Tween Respondents on the Basis of Age**

In the questionnaire, age was an open ended question. During the data collection, attempt was made to include all age group of tweens. Thus all age group of tweens were approached for data collection. While collecting data from schools, school authorities were requested to allow 5 students of each class to be permitted. As students of same age group are not necessarily found together in one class, hence variation in number of respondents from each age group was observed. It was found that 10% of the tweens were 8 years old, 15% were 9 year old, 21% were 10 year old, 20% were 11 year and 34% tweens were 12 year old. As the age group of tweens was considered as 8 to 12 years, variations in number of respondents was overlooked.

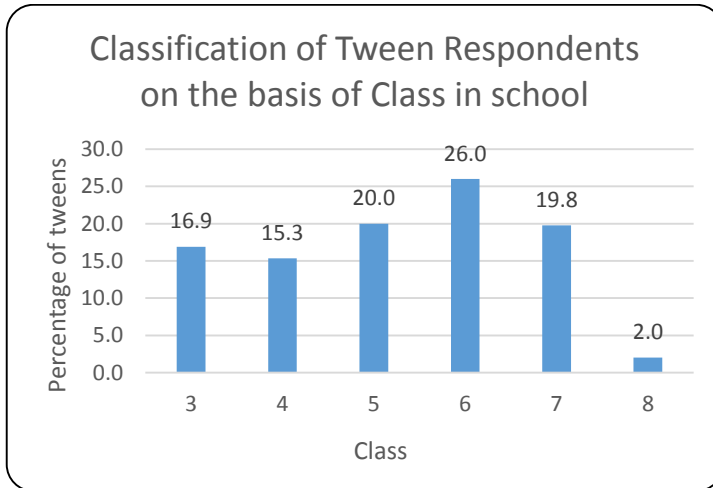
#### **4.1.3 Classification of Tween Respondentson the Basis of Class in School**

Children of age group 8 to 12 years, were found to be studying in class ranging from standard 3 to standard 8. While collecting data from school, the researcher had requested the school authorities to allow students of class 3 to class 8. The class - wise classification of the respondents is given in the following table:

**Table 4.4: Classification of Tween Respondents on the Basis of Class in School**

Class	Number of Tweens	Percentage
3	76	16.9
4	69	15.3
5	90	20.0
6	117	26.0
7	89	19.8
8	9	2.0
<b>Total</b>	<b>450</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.3: Classification of Tween Respondents on the Basis of Class in School**

Of the 450 respondents, around 17% approx. from class 3, , 15 % from class 4 , 20% from Class 5, 26% are from class 6, 20 % approx. from class 7, and 2 % from class 8. The researcher’s focus was to get tweens from all age groups.



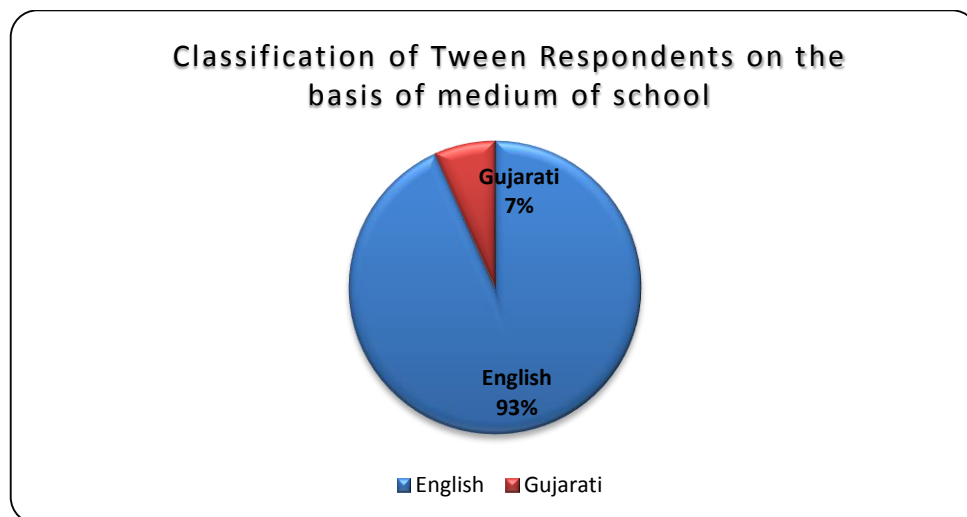
#### 4.1.4 Classification of Tween Respondentson the Basis of Medium of Language in School

Researcher gathered data from two (2) mediums of language in schools which was English and Gujarati. This was done in an attempt to get a holistic picture of tweens' perception. The medium-wise classification of schools of the respondents is given in the following table:

**Table4.5: Classification of Tween Respondentson the Basis of Medium of Language in School**

Medium	Number of Tweens	Percentage
English	420	93.3
Gujarati	30	6.7
Total	450	100

The graphical representation of the above data is as follows:



**FIGURE 4.4: Classification of Tween Respondentson the Basis of Medium of Language in School**

Of the 450 tweens, 93% were from English medium, while 7 % approx. were from Gujarati medium. Students from Gujarati medium schools, were provided questionnaire in Gujarati. The researcher found that most tweens in Gujarat understood Hindi too. Hence, it was not very difficult for the researcher, who was not a Gujarati, to solve their queries.

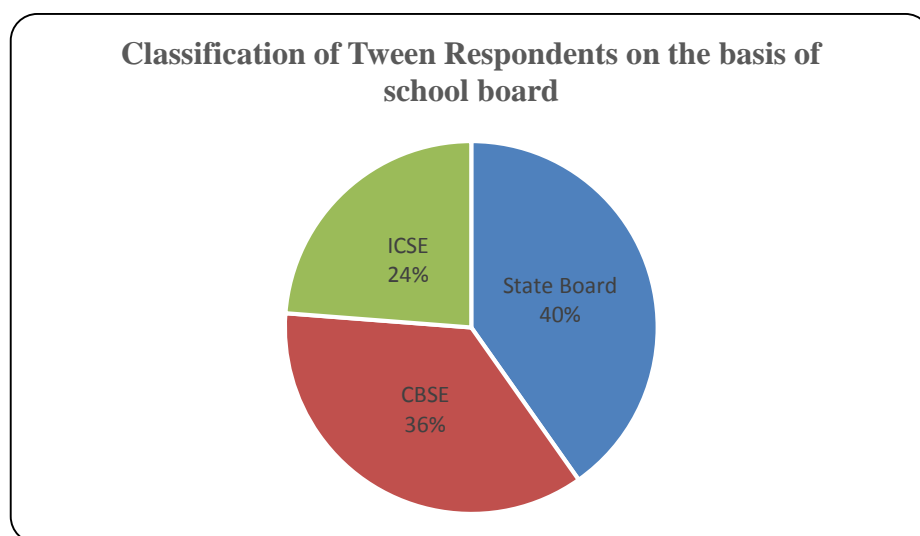
#### 4.1.5 Classification of Tween Respondents on the Basis of School Board

Researcher gathered data from tweens studying in all different boards like Gujarat State board, CBSE, ICSE/IB boards. This was also done to get a holistic picture of tweens' perception. The board - wise classification of schools of the respondents is given in the following table:

**Table 4.6: Classification of Tween Respondents on the Basis of School Board**

School Board	Number of tweens	Percentage
State Board	181	40.2
CBSE	162	36.0
ICSE	107	23.8
<b>Total</b>	<b>450</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.5: Classification of Tween Respondents on the Basis of School Board**

Of the 450 tween respondents, 40 % were from state board schools, 36 % were from CBSE board schools while 24% approx. were from ICSE/IB board schools.

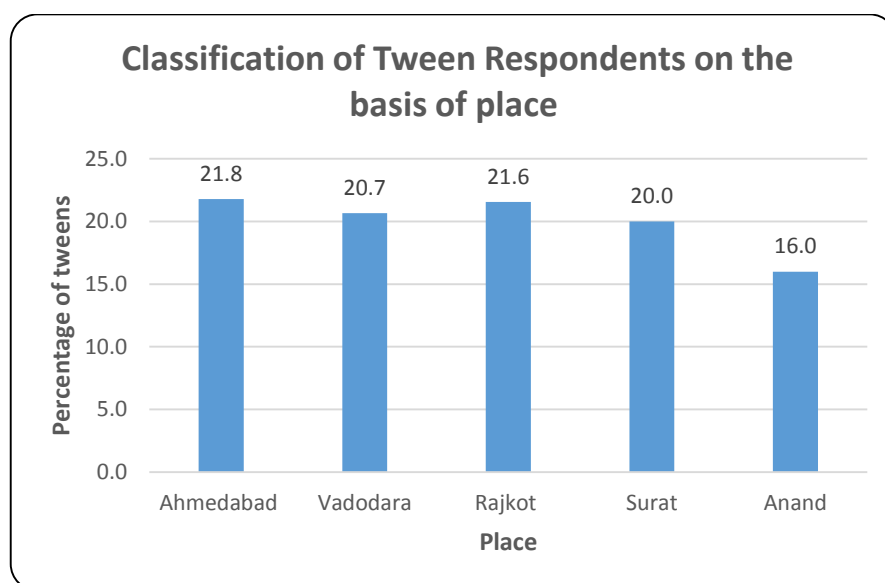
#### 4.1.6: Classification of Tween Respondents on the Basis of Place

Researcher had collected data from 5 major cities like Ahmedabad, Vadodara, Rajkot and Surat and Anand. The place - wise classification of the respondents is given in the following table:

**Table 4.7: Classification of Tween Respondents on the Basis of Place**

Place	Number of Tweens	Percentage
Ahmedabad	98	21.8
Vadodara	93	20.7
Rajkot	97	21.6
Surat	90	20.0
Anand	72	16.0
Total	450	100

The graphical representation of the above data is as follows:



**FIGURE 4.6: Classification of Tween Respondents on the Basis of Place**

Of the 450 respondents, almost equal percentage of respondents(20 percent approx.) were from 4 cities like Ahmedabad, Vadodara, Rajkot and Surat while from Anand, only 16 % of the tween respondents were included in the study. This was because in Anand, during the period of study, there was no school with international board.

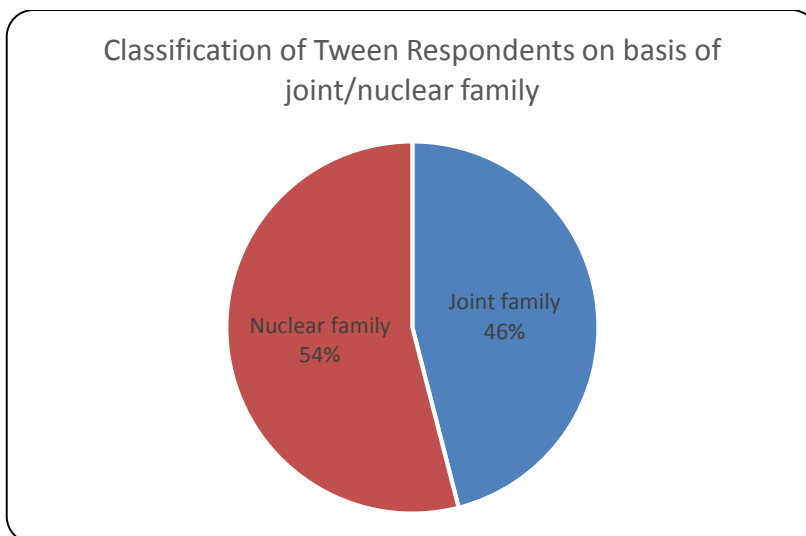
#### 4.1.7: Classification of Tween Respondents on Basis of Joint/Nuclear Family

Respondents were asked whether they lived in nuclear or joint family. The classification of the respondents based on composition of family (join/nuclear) is given in the following table:

**TABLE 4.8: Classification of Tween Respondents on Basis of Joint/Nuclear Family**

Family type	Number of tweens	Percentage
Joint family	207	46
Nuclear family	243	54
<b>Total</b>	<b>450</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.7: Classification of Tween Respondents on Basis of Joint/Nuclear Family**

Of the 450 respondents, 46 % lived in joint families while 54 % lived in nuclear families.

#### 4.1.8 Classification of Monthly Pocket Money of Tween Respondents

In an open ended question, respondents were asked to mention their monthly pocket money. The classification of the respondents based on the monthly pocket money is given in the following table:

**TABLE 4.9: Classification of Monthly Pocket Money of Tween Respondents**

Pocket money category in (Rs)	Number	Percentage
0	166	36.8
>1 and = 100	172	38.2
>100 and = 500	74	16.4
>500 and = 1000	26	5.7
>1000 and =2000	4	0.8
>2000 and = 3000	2	0.4
>3000 and above	2	0.4
As per requirement	6	1.3
<b>Total</b>	<b>450</b>	<b>100</b>

The result showed that 38 % of the tweens got pocket money in the range of 1 to 100 and approx. 37 % did not get any pocket money. It was also interesting to note 1 % of tweens say that they used to get pocket money ‘as and when they asked for it’ or ‘as per requirement’. This amount varied based on need of the tweens. Also, they had relatives give them money on occasion of their visit or during festivals. Thus, few tweens mentioned that during festival seasons the amount in their pocket increased substantially.

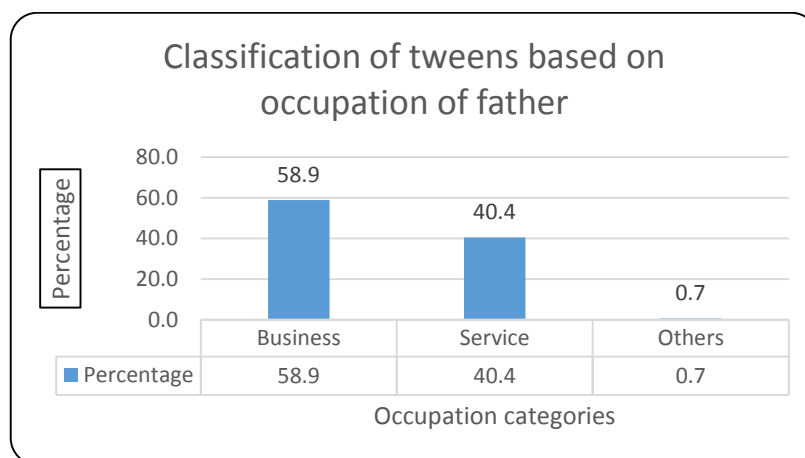
#### 4.1.9: Classification of Tweens Based on Occupation of Father

Respondents were asked the occupation of their father which divided into three categories – business, service and others. The classification of the respondents on the basis of occupation of their father is given in the following table:

**TABLE 4.10: Classification of Tweens Based on Occupation of Father**

Categories	Number	Percentage
Business	265	58.9
Service	182	40.4
Others	3	0.7
<b>Total</b>	<b>450</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.8: Classification of Tweens Based on Occupation of Father**

Of the 450 tween respondents, 60 % of tween’s father were involved in business, 40 % of tween’s father were involved in service while 0.7% of them were in others category. The ‘Others’ category was defined by the respondent as ‘dead, not aware as not living together, not attached to any business or service’. Business was defined as any form of ‘self-employed’ occupation which is leading to revenue generation. The researcher did not get an answer ‘not employed’ which may infer to the societal social stigma of being unemployed.

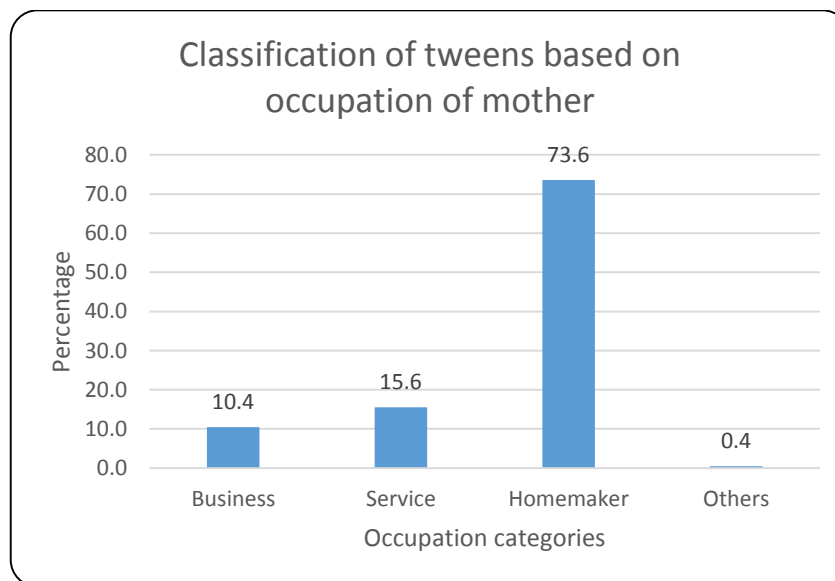
#### 4.1.10: Classification of Tweens Based on Occupation of Mother

Respondents were asked the occupation of their mother which divided into four categories –business, service, homemaker and others. The classification of the respondents on the basis of occupation of their mother is given in the following table:

**TABLE 4.11: Classification of Tweens Based on Occupation of Mother**

Categories	Number	Percentage
Business	47	10.4
Service	70	15.6
Homemaker	331	73.6
Others	2	0.4
Total	450	100

The graphical representation of the above data is as follows:



**FIGURE 4.9: Classification of Tweens Based on Occupation of Mother**

Of the 450 tween respondents, 10 % of tween’s mother were involved in business, approx. 16 % of tween’s mother were involved in service, 74% approx. were homemakers while 0.4% of them were in others category. The ‘Others’ category was defined by the respondent as ‘dead, not aware as not living together, not attached to any business or service’

## 4.2 DATA ANALYSIS AND INTERPRETATION OF TWEENS' DATA AS PER OBJECTIVE 1

**Objective1: To analyze factors influencing perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat**

*(Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)*

The literature review done suggested many factors which influences perception of tweens, of which 5 were chosen for this study. The five factors influencing perception of tweens considered in this study are Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value. These were chosen based on the inputs of the industry practitioner whom the researcher met, inputs received from tweens who participated in focus group and literature review. Also, the most studied variables in the Literature review were Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value.

### 4.2.1 Analysis of Variance (ANOVA) of five (5) factors

Analysis of variance (ANOVA) was used to find whether mean of the five (5) factors- Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value for tweens is same or not.

$$H10: \mu_{RI} = \mu_{MC} = \mu_{CPP} = \mu_{HV} = \mu_{UV}$$

H11: Atleast 2 group means are statistically different from each other

**TABLE 4.12: Output of Analysis of variance (ANOVA) of five factors for Tweens's Data**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1721.928	45	38.26507	77.39184	0	1.370757
Within Groups	10212.02	20654	0.494433			
Total	11933.95	20699				

*\*Significant at 5% level of significance*



From the ANOVA output values,  $F_{\text{calculated}} > F_{\text{critical}} (77.39 > 1.37)$  therefore we reject the null hypothesis. The means of all Populations are not equal. At least 2 group means are statistically different from each other.

Further, each of the factors were studied individually as follows:

#### **4.2.2: Analysis of Restaurant Image Attributes for Tweens**

One of the major factors 'Restaurant image attributes' which influences perception of tweens and which has been studied in several research papers was taken as a factor for this study. The sub-factors of restaurant image attributes chosen for the study were Quick service, Overall cleanliness, Taste of food, Low price, Variety in menu, Convenient location, Quality of food, Interior design, Professional staff and Quantity of food. The 10 sub factors were chosen based on the analysis of in-depth interview, focus group literature review.

Tween respondents were asked to give their preference of various restaurant image attributes of multinational fast food restaurants, based on its perceived importance. Consumer's perception of value in any transaction is based upon consumers' expectations of perceived important criteria being realized during the transaction (Mason et al, 2011). Factor analysis was done to understand the importance of the mentioned factors. Respondents were asked to rate the factors on a scale of importance (1- Not important, 2 – Neutral and 3- Important).

Analysis of factors influencing perception of MNC fast food restaurants for Restaurant image attributes was done using Factor Analysis (FA). Factor Analysis is a method of data reduction. Exploratory Factor Analysis (EFA) determines the latent structure of a particular dataset by discovering common factors (i.e., the latent variables). In this regard, EFA accounts for the common variance (i.e., the shared variance among observed variables (Lorenzo-Seva, U. (2013).

The findings generated by factor analysis is given below:

For Validity and reliability of test, Kaiser-Meyer-Olkin (KMO) which is a measure of sample adequacy and Bartlett's Test which is a test to reject the null hypothesis that the correlation matrix of the variables is insignificant, was done.

**TABLE 4.13 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test for Restaurant Image Attributes of Tweens' Data**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.642
Bartlett's Test of Sphericity	Approx. Chi-Square	369.167
	df	45
	Sig.	.000

For a satisfactory factor analysis, the KMO which measures the sampling adequacy should be greater than 0.5. The KMO measure of 0.642 suggests that sample is adequate for doing factor analysis. The Bartlett's test of sphericity is significant (0.000) as its associated probability is less than 0.05. This means that that the correlation matrix is not an identity matrix and that sufficient correlation exists among the variables thus analysis can be done with the data. Due to low communalities values, the variables 'low price' and 'professional staff' were removed from further analysis.

**TABLE 4.14: Total Variance Explained for Restaurant Image Attributes of Tweens' Data**

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.156	21.556	21.556	2.156	21.556	21.556	1.610	16.103	16.103
2	1.311	13.110	34.666	1.311	13.110	34.666	1.481	14.807	30.909
3	1.168	11.685	46.351	1.168	11.685	46.351	1.422	14.225	45.134
4	1.007	10.066	56.417	1.007	10.066	56.417	1.128	11.283	56.417
5	.956	9.557	65.974						
6	.855	8.549	74.523						
7	.736	7.364	81.887						
8	.668	6.683	88.570						
9	.590	5.897	94.467						
10	.553	5.533	100.000						
Extraction Method: Principal Component Analysis.									

Total Variance explained by the 10 components were 56.4171 %. Post the factor analysis with Varimax rotation, which is based on the technique of principal component analysis method, four factors were extracted. All the Eigenvalues were greater than 1.00. The ten factors explained approximately 56.417% of the variance and captured 8 of the 10 original

attributes. The rotated component matrix extracted 4 factors. The 4 factors with the factor loadings of items is given below:

**TABLE 4.15: Output of Rotated Component Matrix for Restaurant Image Attributes of Tweens' Data**

<b>Rotated Component Matrix<sup>a</sup></b>				
	Component			
	1	2	3	4
Quickservice				.837
Cleanliness			.607	
Taste	.713			
Variety	.789			
Location		.730		
Quality			.724	
Design		.735		
Quantity			.547	
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 20 iterations.				

**Naming of extracted factors:**

The four extracted factors were given new names by the researcher. The factor naming are as follows:

- The factor with items ‘taste of food’ and ‘variety in menu’ was renamed as ‘Food taste and variety’.
- The factor with items ‘Convenient Location’ and ‘Interior Design’ was renamed as ‘Place and Ambience’.
- The factor with items ‘Overall Cleanliness’, ‘Quality of food’ and ‘Quantity of food’ was renamed as ‘Food and Hygiene’.
- The factor with item ‘Quick Service’ was renamed as ‘Service quality’.

## **Interpretation:**

- It was found that Taste of food and Variety in Menu, clubbed together helps in building perception of children for MNC Fast food Restaurant. Fast food offers several options like pizza, burger, French fries, sandwiches and tweens give special importance to taste. It was also found that some tweens are very restless by nature, and eager to know more. Thus their importance to variety was an expected outcome.
- Another factor of perception found in the study was Convenient Location and Interior Design. Tweens preferred location to be very far off and sought convenience. With traffic increasing in cities, and waiting time at restaurants too increasing, tweens preferred the location of the restaurant to be convenient for outing. The tweens also gave importance to interiors of the fast food restaurant. It is also visible that marketers understand this need and their outlets are beautifully designed with comfortable furniture, air conditioners, promotional material like danglers, proper lighting and attractive colors. Some outlets have television, music systems too to entertain the tweens.
- Overall Cleanliness, Quality of food and Quantity of food offered at fast food restaurants was also an important output of factor analysis. Food is heart of a fast food restaurant. The quality of food offered is a very important factor for young and old. It was interesting to discover that teens of lower age group 8 to 10 also understood the importance of quality. Quantity of food reflects value for money and our culture teaches us to value money. Also, importance of cleanliness inside the restaurants, of the food being served, the serving plates, washrooms and the employees was termed as ‘overall cleanliness’. It may be inferred that tweens are very observant in nature and at this age, they have begun to realize the importance of different attributes whose meanings are subjective.
- Attribute ‘Quick Service’ was also one of the factors extracted through factor analysis. A number of research work has been done in the field of service quality.

In restaurant industry, the term 'Quick service restaurants' itself defines a place where food is served in minimum time. Tweens valued quality of service and considered quick service as an important attribute.

- 'Low price' and 'Professional staff' were two attributes, which were not considered important due to its low factor loadings. The interactions with tweens helped the researcher to understand that it was the parents/family members who paid for tweens, hence they did not much care about the importance of the attribute 'low price'. Also, in a fast food restaurant, tweens have minimum interaction with the staff / employees. As most restaurants have self - service counters and all issues, if any are handled by their family members, hence tweens gave less importance to professionalism of staff members.

#### **4.2.3: Analysis of Marketing Communication Parameters for Tweens' Data**

The researcher finalized on 11 (eleven) marketing communication parameters based on the studied literature review, output from focus group of tweens and inputs from industry practitioners. Also the number of parameters had to be limited so that the tweens did not lose interest while filling the questionnaire.

The parameters studied were Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets and Classmates. Respondents were asked to mark the level of perceived influence of the eleven marketing communication parameters for selection of MNC fast food restaurants. The three given options were 'Not at all influential', 'Moderately influential', and 'Extremely influential'.

Result for KMO and Bartlett's test was 0.599, which says sample is adequate for doing factor analysis for all variables.

**TABLE 4.16: Kaiser-Meyer-Olkin (KMO) and Bartlett's Test for Marketing Communication Parameters of Tweens' data**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.599
Bartlett's Test of Sphericity	Approx. Chi-Square	454.977
	df	55
	Sig.	.000

Due to low communalities values, the variable 'family' was removed from further analysis. The ten factors explained approximately 45.390 % of the variance and captured 10 of the 11 original attributes.

**TABLE 4.17: Total Variance Explained for Marketing Communication Parameters of Tweens' Data**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.142	19.475	19.475	2.142	19.475	19.475	1.955	17.770	17.770
2	1.490	13.541	33.016	1.490	13.541	33.016	1.561	14.191	31.961
3	1.361	12.373	45.390	1.361	12.373	45.390	1.477	13.4.29	45.390
4	.963	8.754	54.143						
5	.937	8.516	62.660						
6	.861	7.826	70.485						
7	.783	7.116	77.602						
8	.722	6.560	84.162						
9	.677	6.154	90.316						
10	.604	5.489	95.805						
11	.461	4.195	100.000						

Extraction Method: Principal Component Analysis.

Post the factor analysis with varimax rotation, three factors were extracted. All the Eigenvalues were greater than 1.00. The rotated component matrix extracted 3 factors which are given below:

**TABLE 4.18: Rotated Component Matrix<sup>a</sup> of Marketing Communication Parameters of Tweens' Data**

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
TV	.637		
Radio	.513		
Newspaper	.532		
Hoardings	.593		
Internet	.575		
Friends			.706
Family			
Promotional offers		.673	
Playarea		.761	
Pamphlets	.509		
Classmates			.784
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 7 iterations.			

**Naming of extracted factors:**

The three extracted factors were given new names by the researcher. The factor naming is as follows:

- The factor comprising of items - Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and restaurant pamphlets was renamed as ‘Advertisement through different mediums’.
- The factor comprising of items - Promotional offers (free gifts, toys etc.), Play area at restaurant was renamed as ‘Freebies and fun’.
- The factor comprising of items - Friends and classmates were renamed as ‘peer influence’.

**Interpretation:**

- It was found that TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and Restaurant pamphlets was extracted as one of the factors which influenced tweens

while selecting MNC Fast food Restaurant. Fast food marketers lure tweens by extensively advertising through different mediums. They directly enter the homes of the tweens, through their TV, radio, newspapers, restaurant pamphlets which are used as free standing inserts(advertising brochures or pamphlets) inserted in newspapers or follow them on when they are mobile on road, through hoardings or communication through radios (like in cars). With advertisements all around them, fast food marketers are successful in promoting their brand.

- The next factor which was perceived as influential factor was Promotional offers (free gifts, toys etc.) and Play area at restaurant. Marketers to differentiate their products from others and to curb competition, create innovative Promotional offers, especially targeted at tweens. These offers are highlighted in their advertisements and telecasted repeatedly to ensure better recall and action. Tweens also enjoy the play area at restaurants which is an additional featured offered by marketers. Tweens enjoy to spend time in the play area, take photos and create experiences.
- The factors, Friends and Classmates was also perceived to influence the perception of tweens while choosing fast food restaurants. In school, peer or classmates share experiences of their visit to fast food restaurants and these experiences becomes an influential factor in the tween's decision making. Similarly, friends in school and at home influence the choice of tweens while selecting fast food restaurants.

#### **4.2.4 Analysis of Communication Pattern of Parents for Tweens' Data**

Question 12 (Parent's Communication style) of the questionnaire was aimed at understanding the communication style of parents as perceived by tweens. 8 statements were asked and tweens had to show their perceived agreement or disagreement to the statements. The statements taken from past literature was reframed so as to be understood by tweens and thereafter was validated by academicians.

The scale average of the 8 statements was calculated. Scores of Statement c and g were recoded as they were intentionally framed negative statements used in the questionnaire. The scores of the two statements in their raw form was negative to the theory of concept oriented communication and supported socio oriented communication. Post the recoding the scores of the 8 statements could be analyzed together. Higher mean values of statements reflected that tweens perceived parent's style of communication as concept oriented while lower mean



of statements suggested socio-oriented communication style of parents. The descriptive statistics of the 8 statements is shown in table 4.19

**TABLE4.19: Descriptive Statistics of Communication Pattern of Parents for Tweens' Data**

Statements	N	Minimum	Maximum	Mean	Std. Deviation	Variance
a. I tell my parents which Fast Food Restaurant to go.	450	1	3	2.44	.721	.519
b. My parents take me to the Fast Food Restaurant where I want to go.	450	1	3	2.58	.603	.364
c. By behaving well I can get my parents to take me where I want to go.	450	1	3	2.52	.723	.522
d. I tell my parents which food to buy.	450	1	3	2.35	.740	.548
e. My parents usually buy the food that I want.	450	1	3	2.51	.641	.411
f. I tell my parents what food to buy for the family.	450	1	3	1.91	.807	.651
g. My parents usually tell me which food to buy.	450	1	3	2.35	.773	.597
h. My parents and I decide which food to buy.	450	1	3	2.70	.585	.342
<b>Valid N (listwise)</b>	<b>450</b>			<b>2.42</b>		

The higher means suggest that children perceive their parents to display concept oriented communication. Except statement 'f', most of the scores are on the higher side. Statement 'f' with mean 1.91 suggests that children are reluctant to communicate on behalf of the family. However its standard deviation is 0.807 is highest.

The highest mean 2.70 of the statement 'h' shows that tweens perceived that decisions related to fast food are taken together by parents and tweens. Also its standard deviation is least implying that most of the tweens felt the same. Also, tweens perception was that their parents. The second highest mean, 2.58 of statement 'b' suggest that parents agree to the demands of tweens and take them to the fast food restaurant of tweens' choice.

#### **4.2.5 Analysis of Perceived Hedonic Values for Tweens' Data**

Literature review suggest that customers visit fast food restaurants to create experiences. They want these experiences to be filled with fun, frolic and enjoyment. Question 12

(Satisfaction) of the questionnaire was aimed at perceived hedonic value of tweens at fast food restaurants. 10 statements were asked and tweens had to show their perceived agreement or disagreement to the statements. The statements taken from past literature was reframed so as to be understood by tweens and thereafter was validated by academicians.

The scale average of the 10 statements was calculated. Higher mean values of statements reflected that tweens perception of hedonic value was very high while lower mean values of statements reflect that tweens' perception of hedonic value was very less.

**TABLE 4.20: Descriptive Statistics of perceived Hedonic Values for Tweens' Data**

Descriptive Statistics						
Statements	N	Minimum	Maximum	Mean	Std. Deviation	Variance
a. The look of the Fast Food Restaurant should make me feel good.	450	1	3	2.46	.715	.512
b. The music in the Fast Food Restaurant should provide me entertainment.	450	1	3	2.30	.781	.610
c. The food is different from what I eat every day.	450	1	3	2.60	.687	.472
d. Free gifts with food make me happy.	450	1	3	2.46	.769	.592
e. I take pride in taking selfies and photographs at Fast Food Restaurants.	450	1	3	2.26	.831	.691
f. Showing photographs clicked at Fast Food Restaurants, to friends makes me happy.	450	1	3	2.29	.818	.669
g. Seating arrangement of the restaurant makes me feel relaxed.	450	1	3	2.57	.637	.406
h. Eating at Fast Food Restaurants should be fun and pleasant.	450	1	3	2.67	.573	.329
i. Fast Food is expensive, but still one should visit Fast food Restaurants.	450	1	3	2.12	.775	.601
j. Eating at Fast Food Restaurants creates my good image among my friends.	450	1	3	1.97	.807	.652
Valid N (listwise)	450			2.37		

The table suggests that maximum of the scores reflect higher means which highlights the fact that tweens' perception of hedonic values is very high. The tweens perceived that eating at multinational fast food restaurants should be fun and pleasant (mean value- 2.67), it has the lowest standard deviation too. Tweens also perceived that the food that fast food restaurant offers is different from what they eat everyday (mean- 2.60). The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a good image among their friends (mean 1.97, with high standard deviation of .807). .

Also they perceive that as fast food is expensive, they do not agree to the fact that one should necessarily visit fast food restaurants. Tweens were observed to have strong viewpoints, which shows that children of this generations have more clarity in their thoughts.

#### 4.2.6 Analysis of perceived Utilitarian Values for Tweens' Data

Literature review suggest that customers visit fast food restaurants as they seek utility which is taste, variety, good health etc. Many research papers have mentioned that customer's perception for hedonic value is more than utilitarian value.

Question 12 (Uses and benefits) of the questionnaire was aimed at perceived utilitarian value of tweens at fast food restaurants. 7 statements were asked and tweens had to show their perceived agreement or disagreement to the statements. The statements taken from past literature was reframed so as to be understood by tweens and thereafter was validated by academicians. The scale average of the 7 statements was calculated which is given below. Higher mean values of statements show higher perceived utilitarian value while lower mean values suggest lower perceived utilitarian value.

**TABLE 4.21: Descriptive Statistics of perceived Utilitarian Values for Tweens' Data**

Descriptive Statistics						
Statements	N	Minimum	Maximum	Mean	Std. Deviation	Variance
a. Eating at Fast Food Restaurants should be simple and convenient.	450	1	3	2.52	.688	.473
b. The <i>best</i> Fast Food Restaurants which gives food at low price.	450	1	3	1.92	.829	.687
c. It is a waste to spend a lot of money when eating at Fast Food Restaurants.	450	1	3	2.00	.828	.686
d. Fast Food Restaurants offer tasty food, so I enjoy.	450	1	3	2.69	.555	.308
e. I like a variety of menu choices at Fast Food Restaurants.	450	1	3	2.51	.688	.473
f. I like healthy food options at Fast Food Restaurants.	450	1	3	2.47	.722	.521
g. The cost of food at Fast Food Restaurants is reasonable.	450	1	3	2.35	.719	.517
Valid N (listwise)	450			2.35		

The higher mean value of statement 'd' suggested that tweens strongly felt that as fast food restaurants offered tasty food hence they enjoyed it. The standard deviation '0.555' is considerably less which suggests that most of the tweens felt quite similar. Also, the tweens preferred simplicity and convenience in eating at fast food restaurants. The lower means suggest that children perceive that best fast food cannot be got at low price (mean-1.92). Tweens felt that for good food, customers have to spend money and fast food is not available at low price. Tweens also disagreed to the fact that good amount of money is wasted in eating at fast food restaurants. It may be inferred that tweens do not believe that money is wasted in eating fast food which is not available at low price.

### **4.3 DATA ANALYSIS AND INTERPRETATION OF TWEENS' DATA AS PER OBJECTIVE 2**

**Objective 2:** To examine consumption pattern of tweens for multinational Fast Food restaurants (QSR) in Gujarat.

To understand perception, it is important to understand the consumption patterns of tweens for fast food. In this section, tweens' data relating to how many times they visit, how they order, which is their favorite brand, whom they go with, why they eat fast food, how much to they spend and what they order.

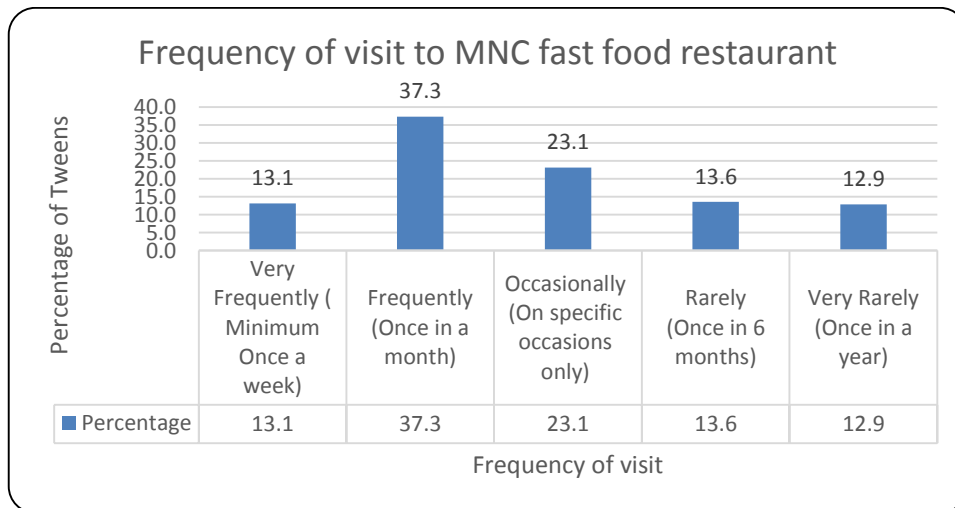
#### **4.3.1: Frequency of Visit by Tweens to MNC Fast Food Restaurant**

Respondents were asked the number of times they visited fast food restaurants. The tweens were required to choose only one (1) option of the given five (5). The options were further simplified with explanation given in brackets as during the pilot study, it was observed that further simplification of options was required.

**TABLE 4.22: Frequency of visit by Tweens to MNC Fast Food Restaurant**

Frequency of visit	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Very Frequently ( Minimum Once a week)	39	15.5	20	10.1	59	13.1
Frequently (Once in a month)	96	38.1	72	36.4	168	37.3
Occasionally (On specific occasions only)	46	18.3	58	29.3	104	23.1
Rarely (Once in 6 months)	33	13.1	28	14.1	61	13.6
Very Rarely (Once in a year)	38	15.1	20	10.1	58	12.9
<b>Total</b>	<b>252</b>	<b>100.0</b>	<b>198</b>	<b>100.0</b>	<b>450</b>	<b>100</b>

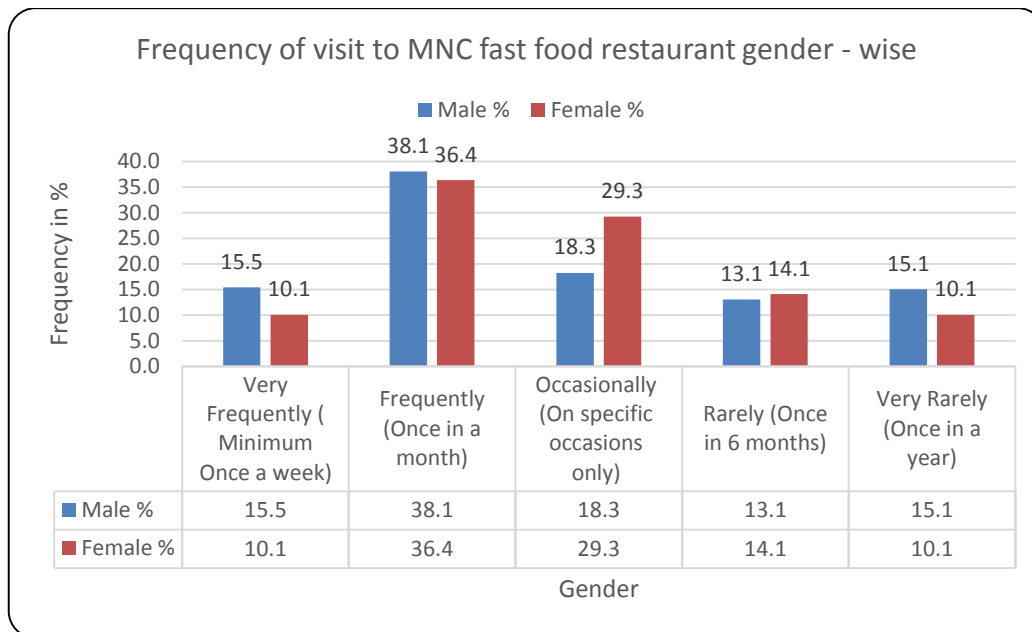
The graphical representation of the above data is shown through two graphs given below:



**FIGURE 4.10: Frequency of Visit by Tweens to MNC Fast Food Restaurant**

Of the 450 tween respondents, approx. 37 % of the respondents were frequent visitors followed by occasional visitors whose percentage was 23%. However, very frequent and frequent visitors accounted to 50.4 % which suggests that almost half the tween respondents often visited MNC fast food restaurants. 26.5% of the tween respondents visited the MNC fast food restaurants very few number of times(once in 6 months or a year).

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.11: Frequency of Visit by Tweens to MNC Fast Food Restaurant gender - wise**

Of the 450 tween respondents, approx. male respondents (53.6%) were found to be frequent visitors than female respondents (46.5%). However female respondents visited MNC fast food restaurants, more on specific occasions than the male counterpart. During the process of data collection, tweens mentioned the occasions as birthdays, parents' birthday and anniversary, achievements like getting good marks in class and winning sport events. It was interesting to note that around the same percentage, 28.2 % of male respondents and 24.2% of female respondents, were not frequent visitors to MNC fast food restaurants.

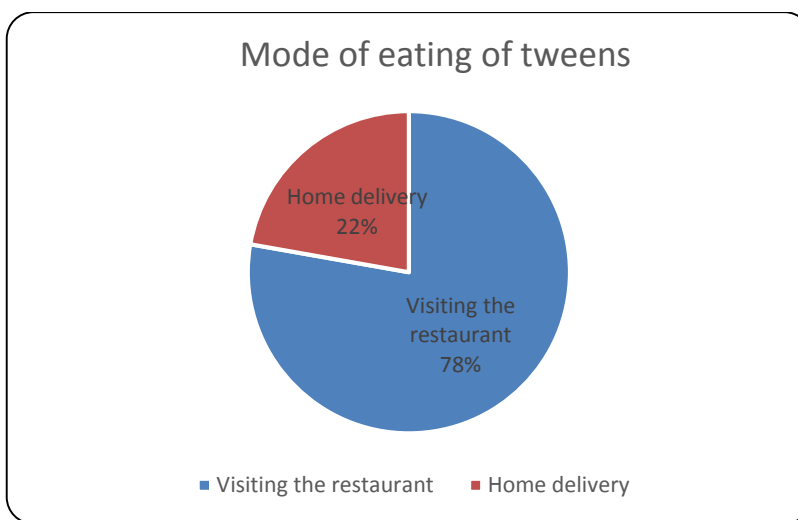
#### **4.3.2: Mode of Eating of Tweens**

Tweens were asked about their mode of eating of fast food. Two options were given which wanted to know whether they personally visit fast food restaurant or they order fast food online, which is then delivered at home. Marketers have been seen promoting home-delivery as they want to address the biggest issue of time paucity and convenience which the present consumer faces.

**TABLE 4.23: Mode of Eating of Tweens**

Mode of eating	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Visiting the restaurant	193	76.6	157	79.3	350	77.8
Home delivery	59	23.4	41	20.7	100	22.2
<b>Total</b>	252	100.0	198	100.0	450	100.0

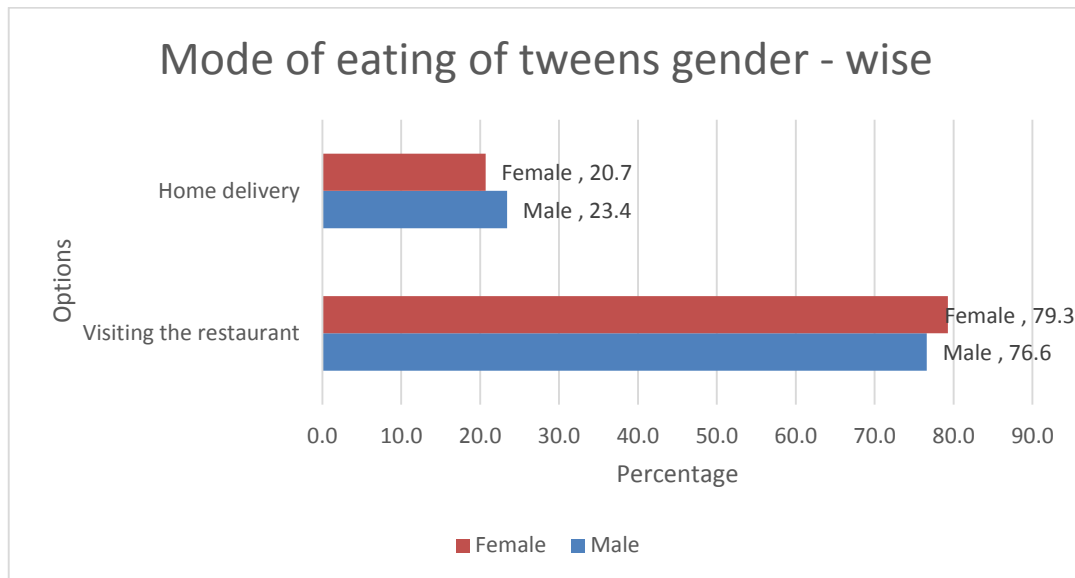
The graphical representation of the above data is shown in two graphs as given below:



**FIGURE4.12: Mode of Eating of Tweens**

Of the 450 tween respondents, approx. 78% of the tweens personally visited the MNC fast food restaurants while 22 % of the respondents got food delivered at home. In the last few years, it has been observed that marketers like Domino’s pizza and others, have been extensively promoting their service ‘home delivery’. By offering home delivery service marketers ensure that food is served hot in less time at the doorstep of their customers who due to their busy schedules are not able to visit their restaurants.

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.13: Mode of Eating of Tweens gender-wise**

Of the 450 tween respondents, significant difference was not observed in the percentage scores of male and female tweens' mode of eating. Approx. 76.6 % of male respondents and 79.3 % of female respondents personally visited the MNC fast food restaurant while approx. 23.4 % of male respondents and 20.7 % of female respondents got food delivered at home.

#### **4.3.3: Most Favorite Fast Food Restaurant among Tweens**

Respondents were asked to choose their favorite fast food restaurant from a list of five (5). The list of restaurants were Mc Donald's, KFC, Pizza Hut, Domino's Pizza and Subway. Another option of 'others' was mentioned because it was observed that tweens wanted to mention names of local fast food restaurants, inspite of being given the list of brands under study. Thus, it may also be inferred that it was difficult for some tweens to clearly distinguish between MNC fast food restaurants and local/national restaurants.

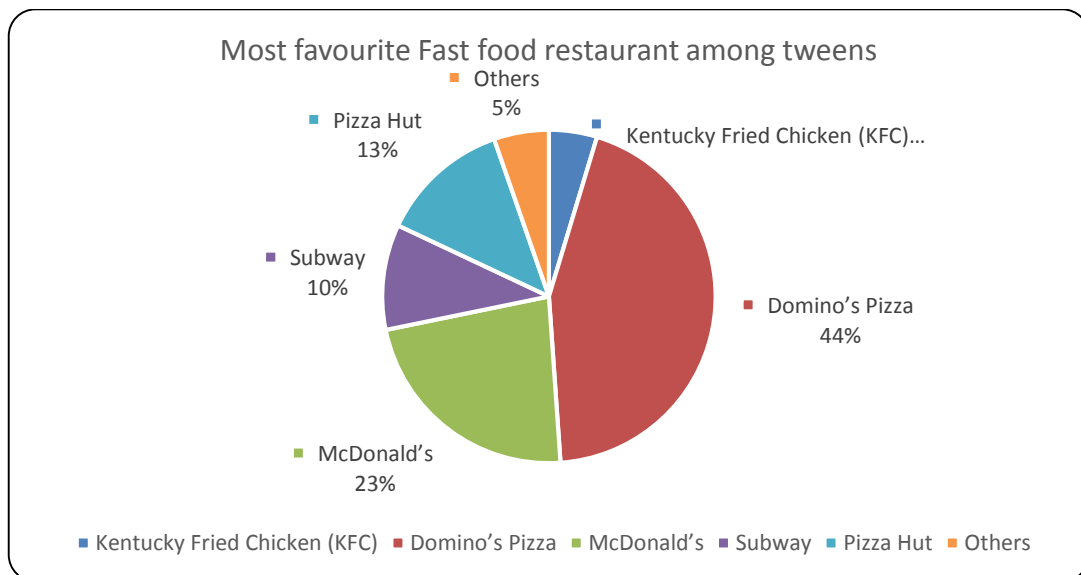
The classification of data collected is given in table 4.24



**TABLE 4.24 Most Favorite Fast Food Restaurant among Tweens**

MNC Fast food Restaurant	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Kentucky Fried Chicken (KFC)	15	6.0	6	3.0	21	4.7
Domino's Pizza	100	39.7	99	50.0	199	44.2
McDonald's	64	25.4	39	19.7	103	22.9
Subway	19	7.5	27	13.6	46	10.2
Pizza Hut	38	15.1	19	9.6	57	12.7
Others	16	6.3	8	4.0	24	5.3
<b>Total</b>	<b>252</b>		<b>198</b>		<b>450</b>	

The graphical representation of the above data is shown in two figures given below:

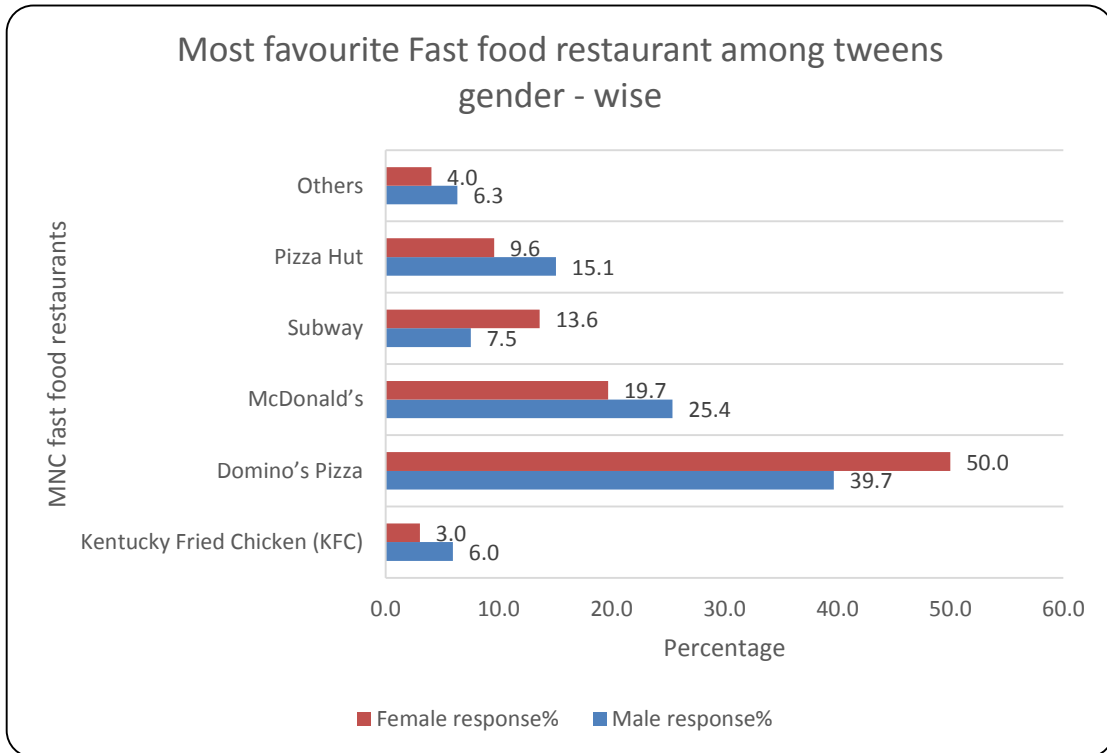


**FIGURE 4.14: Most Favorite Fast Food Restaurant among Tweens**

Of the 450 tween respondents, it was found that Domino's Pizza (approx. 44% ) was the favorite MNC fast food restaurant of the tweens which was followed by Mc Donald's (23 % approx.). The least favorite MNC fast food restaurant was Kentucky Fried Chicken –KFC (4.7%).One of the possible reasons is that in Gujarat, people prefer vegetarian food more as compared to non-vegetarian food. As KFC with its overt brand name (Kentucky Fried Chicken) explicitly says that it has chicken as a major ingredient in its menu. In the 'others

category' (approx. 5.3%), tweens were found writing the names of national and local fast food restaurants.

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.15: Most Favorite Fast food Restaurant among Tweens gender-wise**

Of the 450 tween respondents, 50 % of the female tween respondents and approx. 40% of the male tween respondents said that Domino's Pizza was their favorite MNC fast food restaurant. Thus it can be inferred that female tween respondents preferred Domino's Pizza more than their male counterpart. On the other hand, male respondents (approx.25 %) preferred Mc. Donald's as compared to approx. 20% of female tween respondents.

#### 4.3.4 Recall of MNC Fast Food Brands

The tweens were asked to recollect and write what comes in their mind when they hear the MNC fast food brand names - Kentucky Fried Chicken, Domino's Pizza, McDonald's, Subway, Pizza Hut.

It was difficult to quantify the answers as tweens had written very varied answers in the open end questions. For example- for KFC- ‘Chicken, non-veg, bad’ was written while for Domino’s Pizza - ‘pizza, tasty but very expensive’ was written.

The answers were categorized by the researcher into few categories so as to interpret the results. The categories is given in the following table.

**TABLE 4.25: Recall of MNC Fast Food Brands - perspective of tweens**

MNC fast food brand	Specialty Food offered	Food types- veg/non-veg	Feeling - negative	Feeling- positive	High Price	Not heard of	Promotional offers	Blank
Kentucky Fried Chicken	188	111	130	25	9	15	-	262
Domino’s Pizza	240	-	15	52	7	-	160	154
McDonald’s	230	-	25	62	5	-	102	165
Subway	130	16	45	-	-	47	-	306
Pizza hut	55	-	-	26	-	-	-	380

**The following was the analysis:**

- Food offered-For all five MNC brands, the specialty food offered exclusively by them was listed- For example Mc Aloo tikki, Sub, Margarita, French fries, Happy Meal was mentioned by the tweens.
- Food types- veg/non-veg- Tweens felt KFC offered non-vegetarian food. Tweens also mentioned that Subway offered non vegetarian food. However, although Mc Donalds and Domino’s Pizza also offers non-vegetarian food, but it was not mentioned by the tweens.
- Feelings- negative- Overall negative feeling was shared for KFC, because of its perception of being a non-vegetarian brand. The words used were Yuck, Chheee. Also for other brands words like not tasty, not good, not healthy were mentioned. Except Pizza hut, tweens showed some or the other negative feelings for all other brands. However, absence of negative feelings for Pizza hut cannot be inferred as leaving the space empty could also show that the tweens failed to recall any feelings for the brand Pizza hut.

- Feeling- positive- Overall positive feelings for all brands were mentioned with words like food is good, tasty, very good, different, I like it etc.
- High price – Tweens mentioned that few brands like Domino’s and Mc Donald’s offered expensive food
- Not heard of – Few tweens had not heard of few MNC brands.
- Promotional offer- Tweens remembered the coupons, offers, gifts and freebies offered along with fast food.
- All options were not attempted by tweens and few were left blank.

#### **4.3.5: Person who most often Accompanies Tweens on their Visit to MNC Fast Food Restaurant**

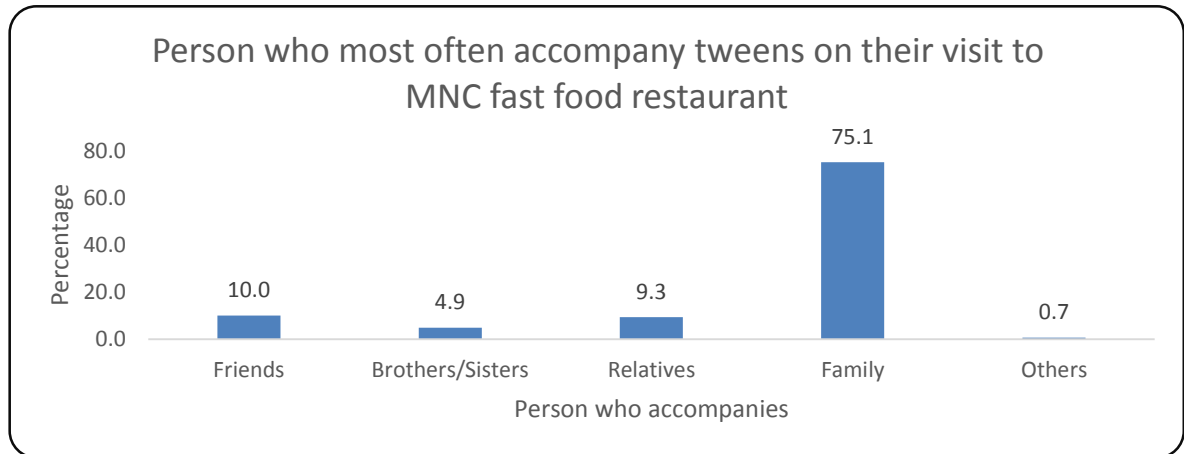
Respondents were asked who accompanied them on their visit to the fast food restaurant. Four (4) options were given and tweens were asked to choose only one (1) option. This was done so as to understand who accompanied them in most of their visits. Also an additional option ‘Others’ was specified.

The classification of data collected is given in table 4.26

**TABLE 4.26: Person who most often Accompanies Tweens on their Visit to MNC Fast Food Restaurant**

Options	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Friends	25	9.9	20	10.1	45	10
Brothers/Sisters	14	5.6	8	4.0	22	4.9
Relatives	24	9.5	18	9.1	42	9.3
Family	187	74.2	151	76.3	338	75.1
Others	2	0.8	1	0.5	3	0.7
Total	252	100.0	198	100.0	450	100

The graphical representation of the above data is shown in two figures given below:

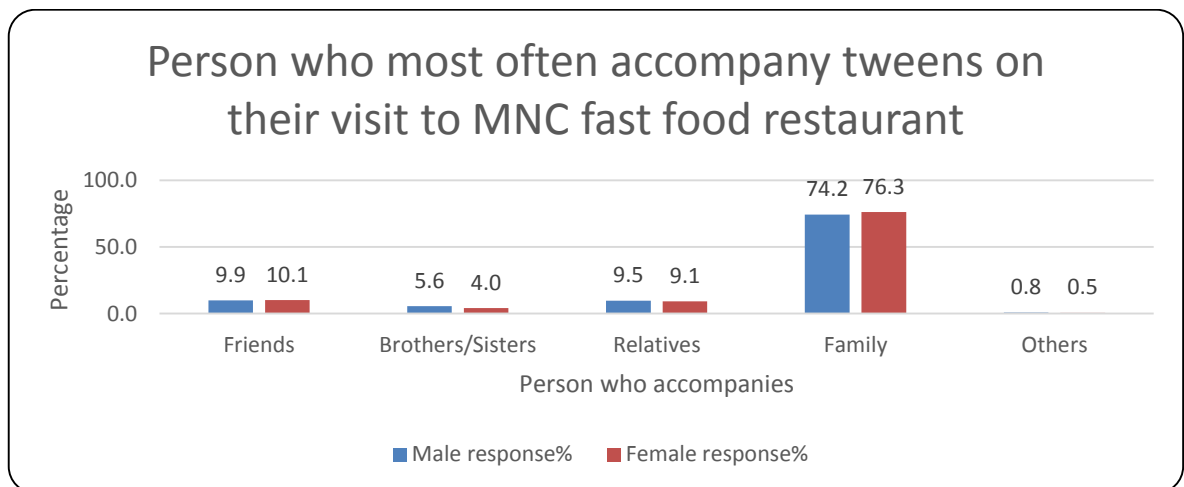


**FIGURE 4.16: Person who most often Accompanies Tweens on their Visit to MNC Fast Food Restaurant**

Of the 450 respondents, approx. 75 % of the respondents were accompanied by their family members on their visit to MNC fast food restaurants. As tweens is a very young age segment, parental supervision plays a major role.

10% of tweens said that they visited MNC fast food restaurants with friends while approx. 9 % said that relative accompanied them on their visit. Only 5 % (approx.) of the tweens went with their brothers/ sisters. For the ‘others’ option 0.7 % tweens stated that their neighbors’, or friend’s family members accompanied them.

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.17: Person who most often Accompanies Tweens on their Visit to MNC Fast Food Restaurant, gender-wise**

Of the 450 respondents, significant difference in answers between male and female tween respondents was not observed. However, approx. 76 % of the female tween respondents said they visited MNC fast food restaurants with their family as compared to approx. 74% of the male tween respondents. Although less, the 2 % difference may be attributed to the freedom that male members are given in comparison to their female counterparts.

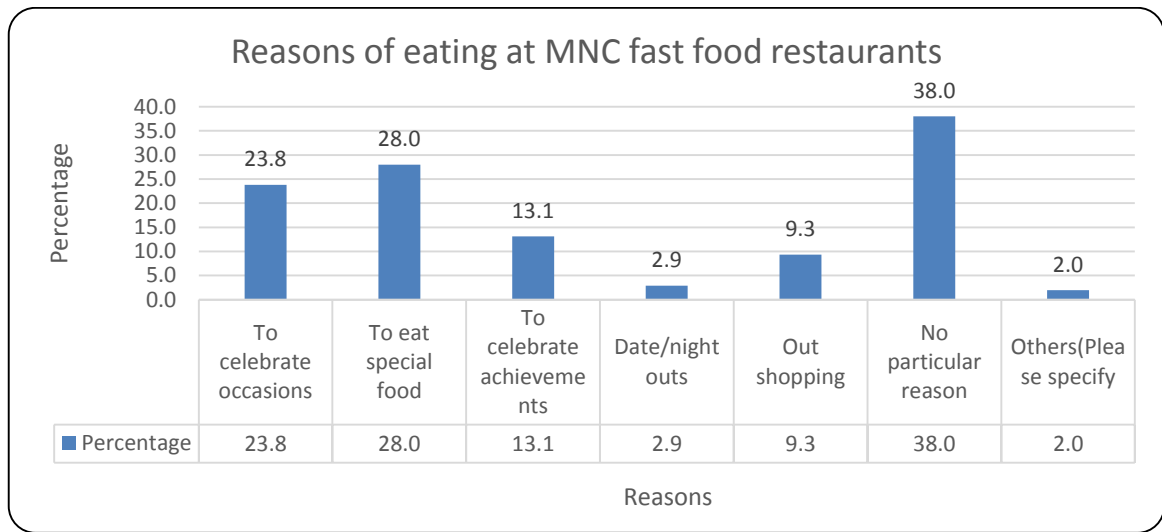
#### 4.3.6: Tweens' Reasons for Eating at MNC Fast Food Restaurants

Respondents were asked to choose the reasons of their visit to fast food restaurants. Tweens marked more than 1 (one) option too as their answer. Ranking was done of the total percentage so as that the most common reasons could be understood.

**TABLE 4.27: Tweens' Reasons for Eating at MNC Fast Food Restaurants**

Reasons	Male		Female		Total		Rank
	Number	Percentage	Number	Percentage	Number	Percentage	
To celebrate occasions	59	23.4	48	24.2	107	23.8	3
To eat special food	85	33.7	41	20.7	126	28.0	2
To celebrate achievements	32	12.7	27	13.6	59	13.1	4
Date/night outs	6	2.4	7	3.5	13	2.9	6
Out shopping	26	10.3	16	8.1	42	9.3	5
No particular reason	87	34.5	84	42.4	171	38.0	1
Others(Please specify)	3	1.2	6	3.0	9	2.0	7
Total	298		229		527		28

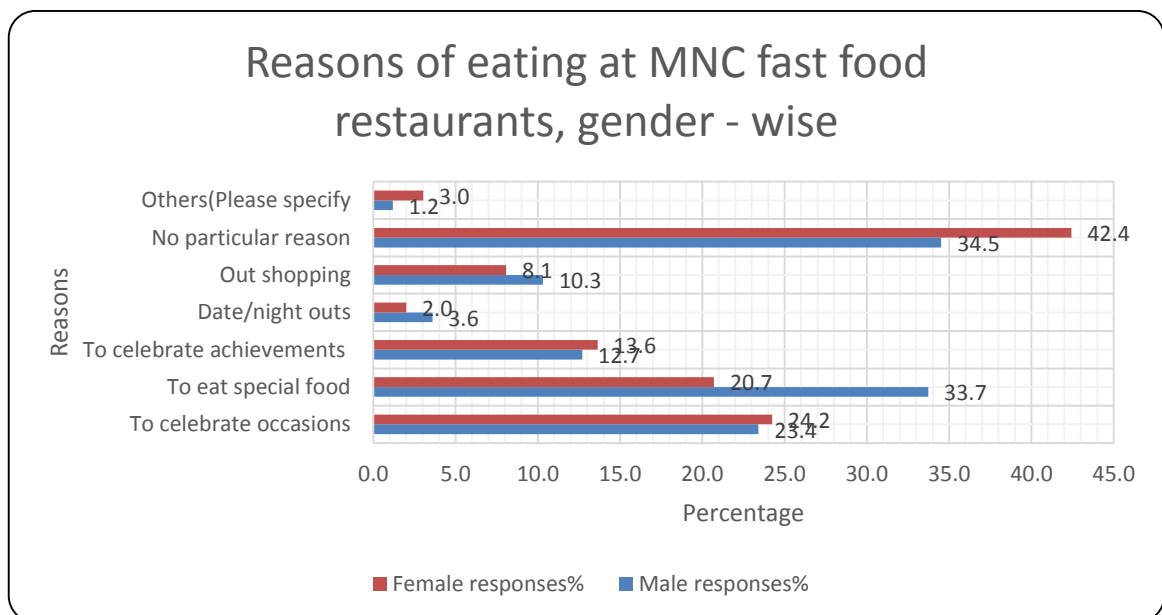
The graphical representation of the above data is shown in two figures, given below:



**FIGURE4.18: Tweens' Reasons for Eating at MNC Fast Food Restaurants**

Of the 450 tween respondents, 38% of the tweens said that their visit to MNC fast food restaurant was not due to any particular reason. 28% of the tweens visited to eat special food while approx. 24 % of the respondents went to celebrate occasions. Around 3% of tween respondents mentioned date/night out as the reason for visit, which although a less percentage tells of the changing lifestyle of the tweens.

**The gender-wise graphical representation of the above table is as follows:**



**FIGURE 4.19: Tweens' reasons for Eating at MNC Fast Food Restaurants, gender-wise**

Of the 450 tween respondents, 34.5% of male tween respondents and approx. 42.4% of the female tween respondents did not have any particular reason to visit MNC fast food restaurants. However, approx. 24% of the female tween respondents visited to celebrate occasions against 23.4 % of male respondents. A very high percentage of male respondents (33.7%) as against 20.7 % of female respondents visited MNC fast food restaurants to eat special food. Also, approx. 4 % of male respondents and 2 % for female tween respondents visited MNC fast food restaurants on date/night outs.

#### **4.3.7: Average Money spent by Tweens during One Visit to an MNC Fast Food Restaurant**

With an open ended question, tweens were asked to mention the average money spent during one visit of theirs to any MNC fast food restaurant. The amount were then tabulated and put in categories as shown in Table 4.28

**TABLE 4.28: Average money spent by Tweens during One Visit to an MNC Fast Food Restaurant**

<b>Categories</b>	<b>Count</b>	<b>Percent</b>
1 -100	45	10.00
>100-500	151	33.56
>500-1000	62	13.78
>1000-2000	1	0.22
>2000-3000	2	0.44
>3000 and above	4	0.89
Don't know	160	35.56
Mentioned in range	25	5.56
<b>Total</b>	450	100

Of the 450 respondents, approx. 35.5 % of tween respondents mentioned that they were not aware of the average money spent while 10 % of the tweens spent money in the category of Rs. 1 to Rs. 100. Also approx. 33.56 % of the tweens wrote amounts which fell in the category of Rs. 100 to Rs. 500. While some tweens wrote higher amount of money spent (> Rs. 1000), it was felt by the researcher that some tweens were exaggerating the amount as



they were writing the answers in presence of their classmates or friends. Also, some tweens were seen grappling in an attempt to put some figure against the question. The category ‘Mentioned in range’ is that category of tweens who had given their answers in range which were not satisfying the categories made. For eg. the answers were 300 to 1000, 1500 to 2500 etc.

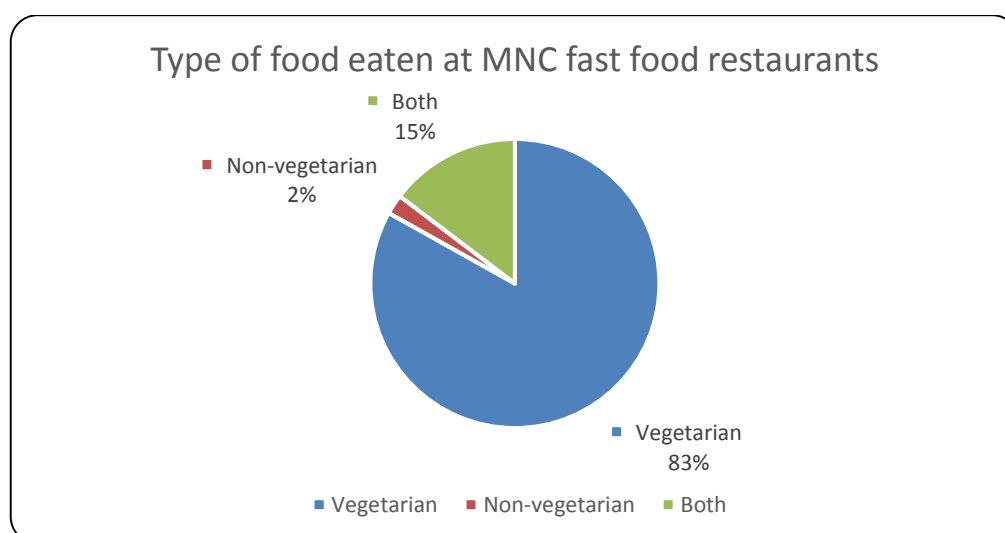
#### 4.3.8: Type of Food Eaten by Tweens at MNC Fast Food Restaurants

Respondents were particularly asked about the type of food with options- vegetarian, non-vegetarian and both. This was done keeping in context the culture of Gujarat, where most Gujaratis are vegetarians.

**TABLE 4.29: Type of Food Eaten by Tweens at MNC Fast Food Restaurants**

Type of Food	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Vegetarian	206	81.7	168	84.8	374	83.1
Non-vegetarian	8	3.2	2	1.0	10	2.2
Both	38	15.1	28	14.1	66	14.7
Total	252	100.0	198	100.0	450	100.0

The graphical representation of the above data is shown in two figures, given below:

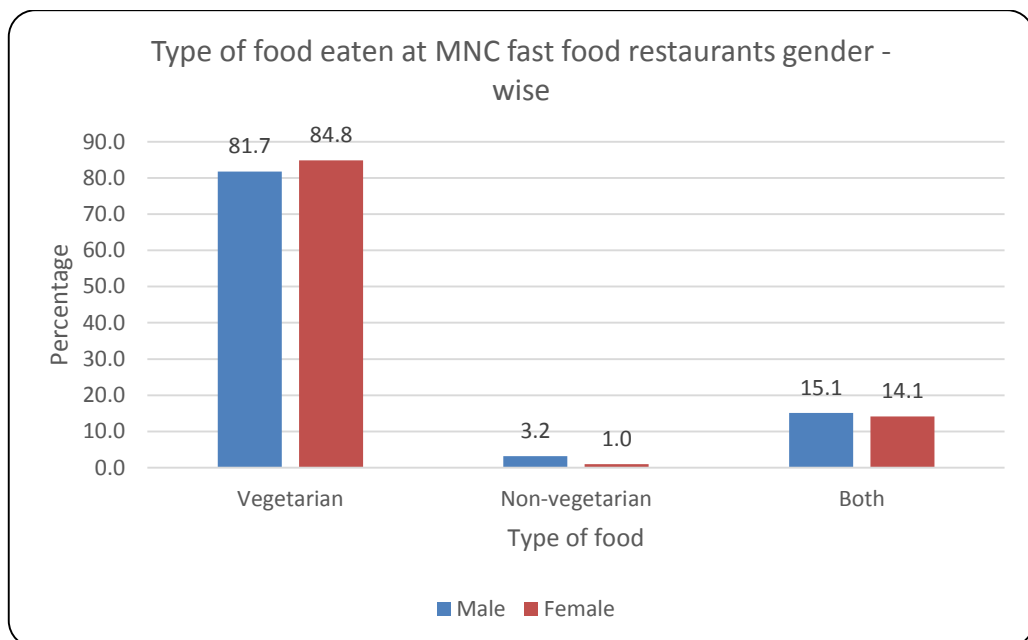


**FIGURE 4.20: Type of Food Eaten by Tweens at MNC Fast Food Restaurants**

Of the 450 tween respondents, approx. 83 % ate vegetarian food at MNC fast food restaurants while approx. 2% ate non-vegetarian food and approx. 15% ate both vegetarian and non-vegetarian food.

The researcher also noted that few tweens mentioned during the survey that they believed that MNC fast food restaurants served only non-vegetarian food. The results reflect the choice of vegetarian food among tweens.

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.21 : Type of Food Eaten by Tweens at MNC Fast Food Restaurants, gender - wise**

Of the 450 tween respondents, approx. 85 % female tweens and approx. 82% male respondents ate vegetarian food. Also, approx. 3% male tweens and 1 % female tweens ate non-vegetarian food while both vegetarian and non-vegetarian food were consumed by almost same percentage of both male(approx. 15%) and female (approx. 14%) tweens.

## 4.4 Data Analysis and interpretation of tweens' data as per objective 3

**Objective 3:** To study influence of gender and place on factors of perception of tweens towards multinational Fast Food restaurants (QSR)

### 4.4.1 Influence of gender on all factors influencing perception of tweens

Children's perception for fast food is culture specific which changes with gender specific too (Bryant, 2008). In this study, researcher wanted to find out the influence of gender (male and female) on the various influential factors of perception. Two of the factors- restaurant image attributes and marketing communication had sub factors and thus the researcher included the sub-factors too in the study. Thus, total 5 factors (24 variables) were studied which were- Restaurant image attributes (Quick Service, Overall Cleanliness, Taste of Food, Low Price, Variety in Menu, Convenient Location, Quality of food, Interior design, Professional Staff, Quantity of food), Marketing communication (Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets, Classmates), Communication pattern of parents, hedonic value and utilitarian value. Researcher wanted to test statistically whether children regardless of their gender share same perception of the above mentioned influential factors of perception.

Pearson Chi square test was done to study influence of gender on all factors and its sub factor of perception. The result of Pearson chi square test is as follows:

**TABLE 4.30: Pearson Chi square of gender vs all factors influencing perception of tweens**

Hypothesis	Chi square value calculated	Chi Square from table	DF	P value	Hypothesis Accepted/ Rejected
1. There is significant association between gender and tweens' perceived importance of Quick service at MNC fast food restaurants.	1.452	5.99	2	0.484	Rejected

2. There is significant association between gender and tweens' perceived importance of Overall Cleanliness at MNC fast food restaurants.	1.081	5.99	2	0.582	Rejected
3. There is significant association between gender and the perceived importance of taste of food at MNC fast food restaurants.	2.409	5.99	2	0.300	Rejected
4. There is significant association between gender and tweens' perceived importance of low price of food at MNC fast food restaurants.	3.279	5.99	2	0.194	Rejected
5. There is significant association between gender and tweens' perceived importance of variety in menu at MNC fast food restaurants	0.410	5.99	2	0.815	Rejected
6. There is significant association between gender and tweens' perceived importance of convenient location of MNC fast food restaurants.	0.531	5.99	2	0.767	Rejected
7. There is significant association between gender and tweens' perceived importance of quality of food at MNC fast food restaurants.	0.424	5.99	2	0.809	Rejected
8. There is significant association between gender and tweens' perceived importance of gender and interior design of MNC fast food restaurants.	1.380	5.99	2	0.502	Rejected
9. There is significant association between gender and tweens' perceived importance of professional staff at MNC fast food restaurants.	3.399	5.99	2	0.183	Rejected
10. There is significant association between gender and tweens' perceived importance of	0.471	5.99	2	0.790	Rejected

quantity of food offered at MNC fast food restaurants					
11. There is significant association between gender and tweens' perceived influence of television advertisements of MNC fast food restaurants.	1.452	5.99	2	0.484	Rejected
12. There is significant association between gender and tweens' perceived influence of radio advertisements of MNC fast food restaurants.	2.689	5.99	2	0.261	Rejected
13. There is significant association between gender and tweens' perceived influence of newspaper advertisements of MNC fast food restaurants.	3.059	5.99	2	0.217	Rejected
14. There is significant association between gender and tweens' perceived influence of advertisements on hoardings of MNC fast food restaurants.	3.350	5.99	2	0.187	Rejected
15. There is significant association between gender and tweens' perceived influence of advertisements on internet of MNC fast food restaurants.	5.258	5.99	2	0.072	Rejected
16. There is significant association between gender and tweens' perceived influence of friends for MNC fast food restaurants.	0.154	5.99	2	0.926	Rejected
17. There is significant association between gender and tweens' perceived influence of family for MNC fast food restaurants.	5.002	5.99	2	0.082	Rejected
18. There is significant association between gender and tweens' perceived influence of	3.688	5.99	2	0.158	Rejected

promotional offers for MNC fast food restaurants.					
19. There is significant association between gender and tweens' perceived influence of play area at MNC fast food restaurants.	1.130	5.99	2	0.568	Rejected
20. There is significant association between gender and tweens' perceived influence of restaurant pamphlets of MNC fast food restaurants.	2.877	5.99	2	0.237	Rejected
21. There is significant association between gender and tweens' perceived influence of classmates for MNC fast food restaurants.	2.498	5.99	2	0.287	Rejected
22. There is significant association between gender and tweens' perceived agreement on communication pattern of parents for MNC fast food restaurants.	17.503	22.36	13	0.177	Rejected
23. There is significant association between gender and tweens' agreement of perceived hedonic value with respect to MNC fast food restaurants	15.456	28.87	18	0.630	Rejected
24. There is significant association between gender and tweens' agreement of perceived utilitarian value with respect to MNC fast food restaurants	10.885	19.68	11	0.453	Rejected

For all the tested factors and its variables (24), as p value is greater than 0.05, ( $\alpha=0.05$ ), no significant association was found between gender and the variables studied. This also means the male and female tweens shared similar perceptions of factors studied for fast food restaurants.

#### 4.4.2 Influence of Place on all Factors Influencing Perception of Tweens

##### **Objective 3: To study influence of gender and place on factors of perception of tweens towards multinational Fast Food restaurants (QSR)**

Perception for fast food is culture specific which is influenced by the place of study. Research related to perception of children has been conducted in various parts of the world. It has been observed that the research findings vary with place. This study was conducted in five (5) cities of Gujarat - Ahmedabad, Vadodara, Surat, Rajkot and Anand. The researcher wanted to find out the influence of place on various influential factors of perception. Two of the factors- restaurant image attributes and marketing communication had subfactors (variables) and thus the researcher included the variables too in the study. Thus, total 5 factors (24 variables) were studied which were- Restaurant image attributes (Quick Service, Overall Cleanliness, Taste of Food, Low Price, Variety in Menu, Convenient Location, Quality of food, Interior design, Professional Staff, Quantity of food), Marketing communication (Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets, Classmates), Communication pattern of parents, hedonic value and utilitarian value. Researcher wanted to test statistically whether children regardless of their place share same perception of the above mentioned influential factors of perception or not.

Pearson Chi square test was done to study influence of place on all factors and its sub factor of perception. The result of chi square test is as follows:

**TABLE 4.31: Pearson Chi square of place vs all factors influencing perception of tweens**

Hypothesis	Chi square value calculated	Chi Square from table	DF	P value	Hypothesis Accepted/ Rejected
1. There is significant association between place and tweens' perceived importance of Quick service at MNC fast food restaurants.	123.809	15.51	8	0.000	Accepted
2. There is significant association between place and tweens' perceived importance of Overall Cleanliness at MNC fast food restaurants.	28.720	15.51	8	0.000	Accepted

3. There is significant association between place and tweens' perceived importance of taste of food at MNC fast food restaurants.	4.673	15.51	8	0.792	Rejected
4. There is significant association between place and tweens' perceived importance of low price of food at MNC fast food restaurants.	21.959	15.51	8	0.005	Accepted
5. There is significant association between place and tweens' perceived importance of variety in menu at MNC fast food restaurants	7.112	15.51	8	0.525	Rejected
6. There is significant association between place and tweens' perceived importance of convenient location of MNC fast food restaurants.	10.814	15.51	8	0.212	Rejected
7. There is significant association between place and tweens' perceived importance of quality of food at MNC fast food restaurants.	5.600	15.51	8	0.692	Rejected
8. There is significant association between place and tweens' perceived importance of gender and interior design of MNC fast food restaurants.	12.895	15.51	8	0.116	Rejected
9. There is significant association between place and tweens' perceived importance of professional staff at MNC fast food restaurants.	24.155	15.51	8	0.002	Accepted
10. There is significant association between place and tweens' perceived importance of quantity of food offered at MNC fast food restaurants	6.927	15.51	8	0.545	Rejected
11. There is significant association between place and tweens' perceived influence of television advertisements of MNC fast food restaurants.	22.523	15.51	8	0.004	Accepted
12. There is significant association between place and tweens' perceived influence of radio advertisements of MNC fast food restaurants.	18.424	15.51	8	0.018	Accepted
13. There is significant association between place and tweens' perceived influence of newspaper advertisements of MNC fast food restaurants.	22.443	15.51	8	0.004	Accepted
14. There is significant association between place and tweens' perceived influence of advertisements on hoardings of MNC fast food restaurants.	18.430	15.51	8	0.018	Accepted
15. There is significant association between place and tweens' perceived influence of advertisements on internet of MNC fast food restaurants.	25.765	15.51	8	0.001	Accepted
16. There is significant association between place and tweens' perceived influence of friends for MNC fast food restaurants.	16.177	15.51	8	0.040	Accepted
17. There is significant association between place and tweens' perceived influence of family for MNC fast food restaurants.	13.525	15.51	8	0.095	Rejected
18. There is significant association between place and tweens' perceived influence of promotional offers for MNC fast food restaurants.	29.290	15.51	8	0.000	Accepted
19. There is significant association between place and tweens' perceived influence of play area at MNC fast food restaurants.	37.696	15.51	8	0.000	Accepted



20. There is significant association between place and tweens' perceived influence of restaurant pamphlets of MNC fast food restaurants.	9.336	15.51	8	0.315	Rejected
21. There is significant association between place and tweens' perceived influence of classmates for MNC fast food restaurants.	8.130	15.51	8	0.421	Rejected
22. There is significant association between place and tweens' agreement on communication pattern of parents for MNC fast food restaurants.	69.911	69.83	52	0.049	Accepted
23. There is significant association between place and tweens' agreement of perceived hedonic value with respect to MNC fast food restaurants	88.888	92.81	72	0.086	Rejected
24. There is significant association between place and agreement of perceived utilitarian value with respect to MNC fast food restaurants	61.841	60.48	44	0.039	Accepted

Of all the 5 factors (24 variables) studied, the Pearson chi square tests shows significant association between tween's agreement of perceived 14 variables and place with regard to MNC fast food restaurants. Significant association was seen for factors- Quick service, Overall Cleanliness, low price of food, professional staff, television advertisements, radio advertisements, perceived influence of newspaper advertisements, advertisements on hoardings, advertisements on internet, perceived influence of friends, perceived influence of promotional offers, perceived influence of play area, communication pattern of parents, perceived utilitarian value. Thus it can be inferred that for the above 14 variables, tweens of the 5 cities differed in their opinion.

These 14 variables are of 4 major factors and for the factor 'hedonic value', significant association was not established. It can be inferred that tweens of all 5 places in Gujarat share similar perception for hedonic value with regards to multinational fast food restaurants.

## **PART 2: DATA ANALYSIS AND INTERPRETATION OF TEENS' DATA**

Data collected of 453 teens has been analyzed in five (5) sections. The sections are:

4.5 Demographic profile of teens

4.6 Data Analysis and interpretation of teens' data as per objective 1

4.7 Data Analysis and interpretation of teens' data as per objective 2

4.8 Data Analysis and interpretation of teens' data as per objective 3

## 4.5 DEMOGRAPHIC PROFILE OF TEENS

This section is an attempt to understand the demographic profile of teens who were also the respondents of this research work. Teens were included in the study as literature review had suggested that young children have started behaving like teenagers and therefore the new segment ‘tweenager or tweens’ is being considered as a different segment. The demographics studied were gender, age, class (standard), medium of language of school, school board, place, family composition- (joint/nuclear), occupation of father, occupation of mother and pocket money. This was done to understand the socio-economic standard of the teens’ population under study. It would also aid in understanding the differences of tweens and teens with regard to their perception.

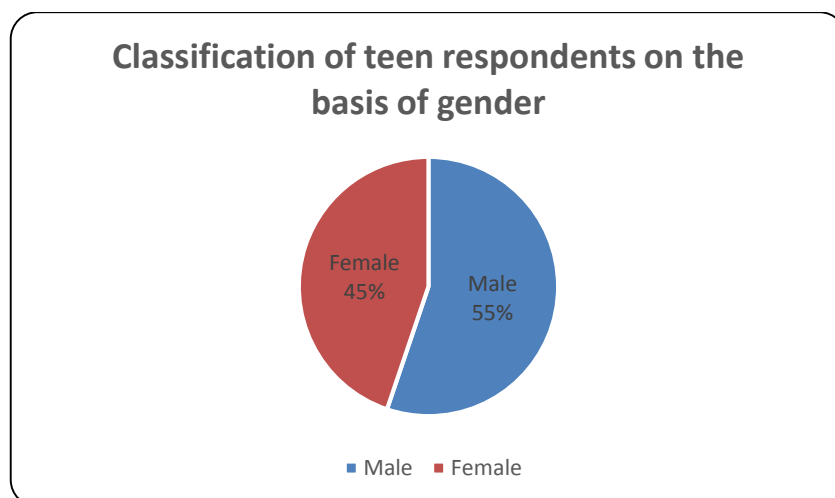
### 4.5.1: Classification of teen respondents on the basis of gender

The data collected was classified on the basis of gender of teens. The classification of data collected is given below in table 4.32

**TABLE 4.32: Classification of teen respondents on the basis of gender**

Category	Number of Teens	Percentage
Male	250	55.2
Female	203	44.8
<b>Total</b>	<b>453</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.22: Classification of teen respondents on the basis of gender**

Of the 453 teen respondents, 55% were male while approx. 45% were females. According to census population (2011), number of urban male teens enrolled in schools is more than the number of urban female teens.

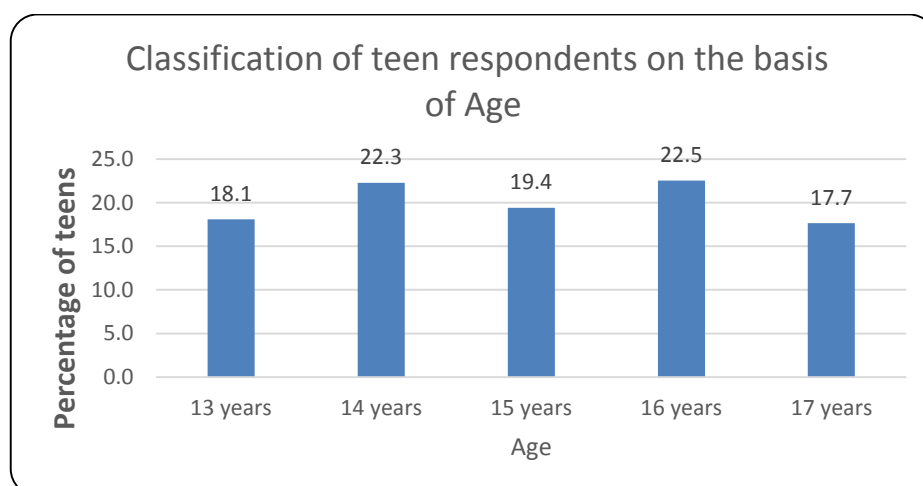
#### 4.5.2 Classification of Teen Respondents on the Basis of Age

The teen age group considered for the study was '13 to 17 years'. The age - wise classification of the respondents is given in the following table.

**TABLE 4.33: Classification of Teen Respondents on the Basis of Age**

Age in years	Number of Teens	Percentage
13 years	82	18.1
14 years	101	22.3
15 years	88	19.4
16 years	102	22.5
17 years	80	17.7
<b>Total</b>	<b>453</b>	<b>100</b>

The graphical representation of the above data is as follows:



**FIGURE 4.23: Classification of Teen Respondents on the Basis of Age**

Of the 453 respondents, 18 % of the teens were 13 years old, 22 % were 14 year old, approx. 19% were 15 year old, approx. 23 % were 16 year and approx. 18 % teens were 17 year old.

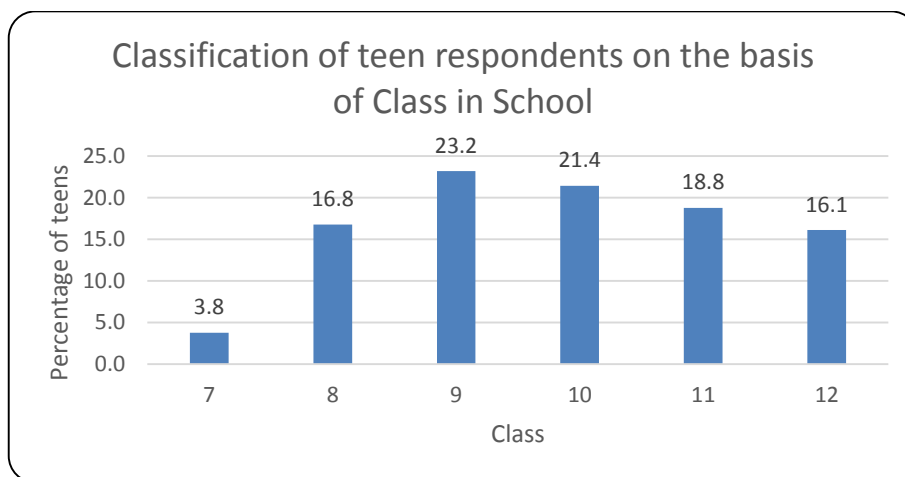
#### 4.5.3: Classification of Teen Respondents on the Basis of Class in School

Children of age group 13 to 17 years, were found to be studying in class ranging from standard 8 to standard 12. While collecting data from school, the researcher had requested the school authorities to allow students from class 8 to class 12 for data. The class - wise classification of the respondents is given in the following table:

**TABLE 4.34: Classification of Teen Respondents on the Basis of Class in School**

Class	Number of Teens	Percentage
7	17	3.8
8	76	16.8
9	105	23.2
10	97	21.4
11	85	18.8
12	73	16.1
<b>Total</b>	<b>453</b>	

The graphical representation of the above data is as follows:



**FIGURE 4.24: Classification of Teen Respondents on the Basis of Class in School**

Of the 453 respondents, around approx. 4 % . from class 7, approx. 17 % were from class 8 , 23% approx. were from Class 9, 21% approx. were from class 10, 19 % approx. from class 11, and 16 % approx. were from class 12.

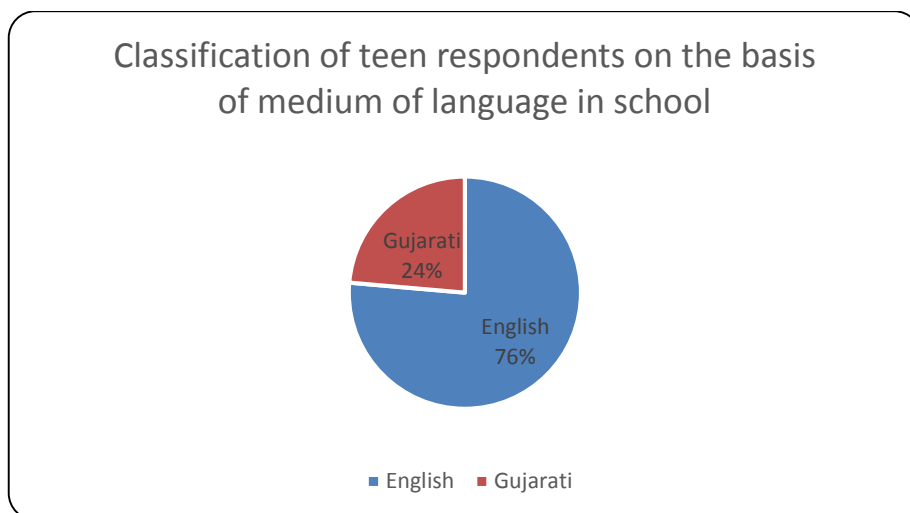
#### 4.5.4 Classification of Teen Respondents on the Basis of Medium of Language in School

Researcher gathered data from two (2) medium of language in schools which was English and Gujarati. This was done in an attempt to get a holistic picture of teens’ perception. The medium-wise classification of schools of the respondents is given in the following table:

**TABLE 4.35: Classification of Teen Respondents on the Basis of Medium of Language in School**

Medium	Number of Teens	Percentage
English	346	76.4
Gujarati	107	23.6
Total	453	

The graphical representation of the above data is as follows:



**FIGURE 4.25: Classification of Teen Respondents on the Basis of Medium of Language in School**

Of the 453 teens, approx. 76 % were from English medium, while approx. 24 % were from Gujarati medium. Schools teaching in both Gujarati and English medium were approached so that there is no bias in data collection.

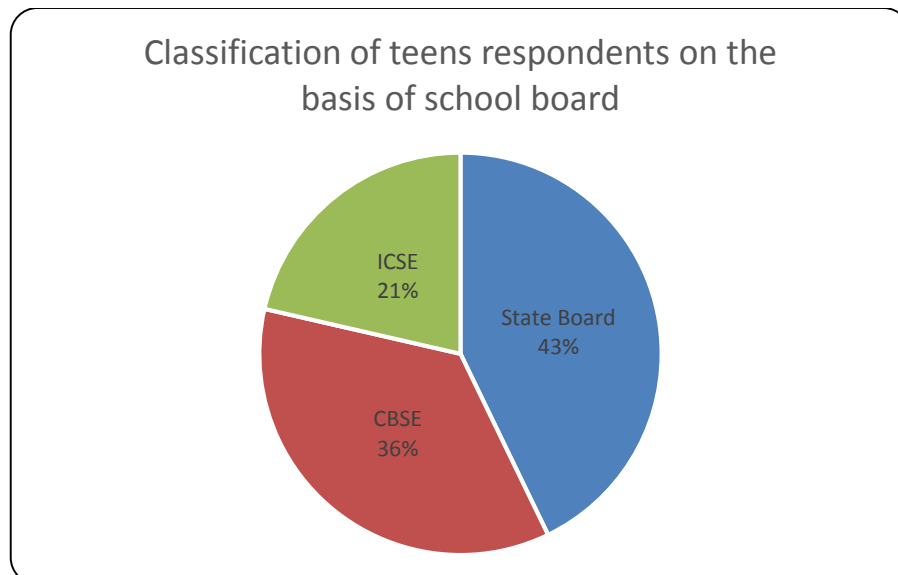
#### 4.5.5 Classification of Teen Respondents on the Basis of School Board

Researcher gathered data from teens studying in all different boards like Gujarat State board, CBSE, ICSE/IB boards. This was also done to get a holistic picture of teens' perception. The board - wise classification of schools of the respondents is given in the following table:

**TABLE 4.36: Classification of Teen Respondents on the Basis of School Board**

School Board	Number of Teens	Percentage
State Board	194	42.8
CBSE	162	35.8
ICSE	97	21.4
<b>Total</b>	<b>453</b>	

The graphical representation of the above data is as follows:



**FIGURE 4.26: Classification of Teen Respondents on the Basis of School Board**

Of the 453 teen respondents, approx. 43 % were from state board schools, approx. 36 % were from CBSE board schools while approx. 21% were from ICSE/IB board schools.

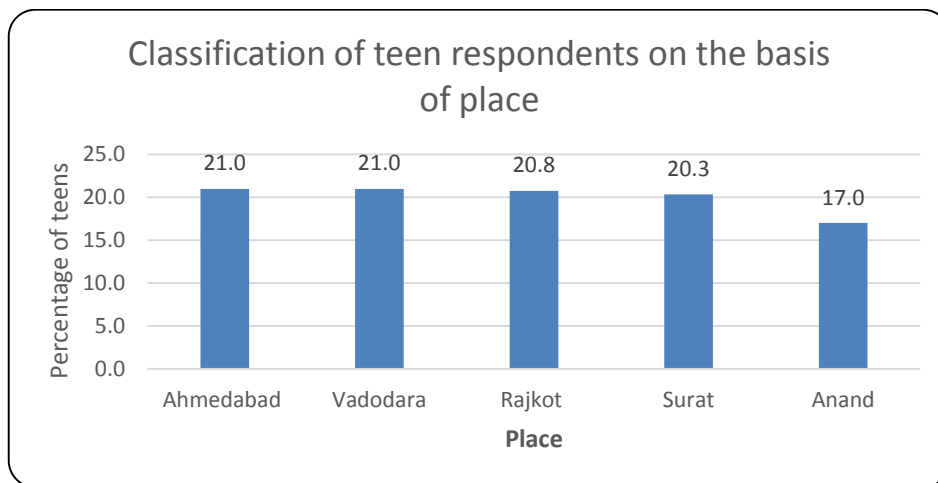
#### 4.5.6: Classification of Teen Respondents on the Basis of Place

Researcher had collected data from 5 major cities like Ahmedabad, Vadodara, Rajkot and Surat and Anand. The place - wise classification of the respondents is given in the following table:

**TABLE 4.37: Classification of Teen Respondents on the Basis of Place**

Place	Number of Teens	Percentage
Ahmedabad	95	21.0
Vadodara	95	21.0
Rajkot	94	20.8
Surat	92	20.3
Anand	77	17.0
<b>Total</b>	<b>453</b>	

The graphical representation of the above data is as follows:



**FIGURE 4.27 : Classification of Teen Respondents on the Basis of Place**

Of the 453 respondents, almost same percentage of respondents(20 to 21 percent approx.) were from 4 cities like Ahmedabad, Vadodara, Rajkot and Surat while from Anand, only 17 % of the teen respondents were included in the study. This was because in Anand there are no schools with international board.

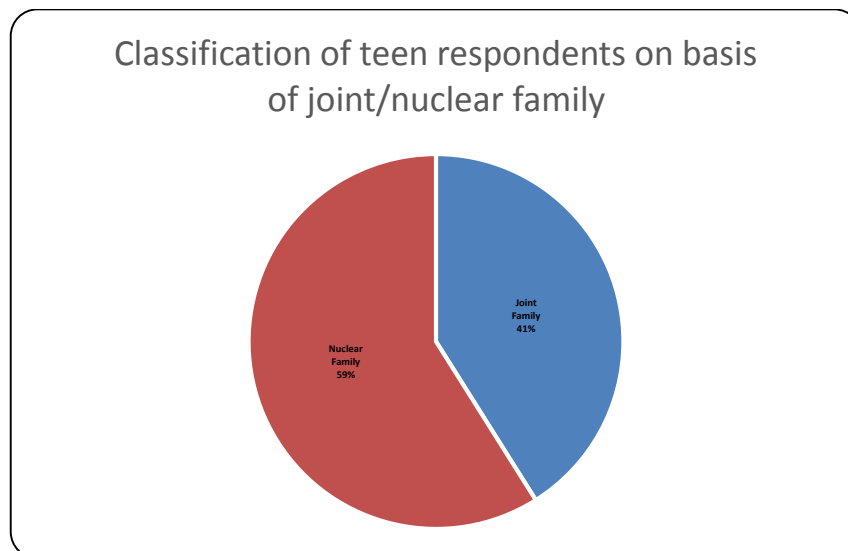
#### 4.5.7: Classification of Teen Respondents on Basis of Joint/Nuclear Family

Respondents were asked whether they lived in nuclear or joint family. The classification of the respondents based on composition of family (join/nuclear) is given in the following table:

**TABLE 4.38: Classification of Teen Respondents on Basis of Joint/Nuclear Family**

Family type	Number of Teens	Percentage
Joint family	186	41.1
Nuclear family	267	58.9
<b>Total</b>	<b>453</b>	

The graphical representation of the above data is as follows:



**FIGURE 4.28: Classification of Teen Respondents on Basis of Joint/Nuclear Family**

Of the 453 respondents, approx. 41 % lived in joint families while approx. 59 % lived in nuclear families.



#### 4.5.8 Classification of Monthly Pocket Money of Teen Respondents

In an open ended question, teen respondents were asked to mention their monthly pocket money. The classification of the respondents based on the monthly pocket money is given in the following table:

**TABLE 4.39: Classification of Monthly Pocket Money of Teen Respondents**

Pocket money category in (Rs)	Number	Percentage
0	171	37.7
>1 and = 100	61	13.5
>100 and = 500	129	28.5
>500 and = 1000	51	11.3
>1000 and =2000	17	3.8
>2000 and = 3000	9	2.0
>3000 and above	10	2.2
As per requirement	5	1.1
Total	453	

The result showed that approx. 14 % of the teens got pocket money in the range of 1 to 100 and approx. 38 % did not get any pocket money. It was also interesting to note 1 % of teens say that they used to get pocket money ‘as and when they asked for it’ or ‘as per requirement’. This amount varied based on need of the teens.

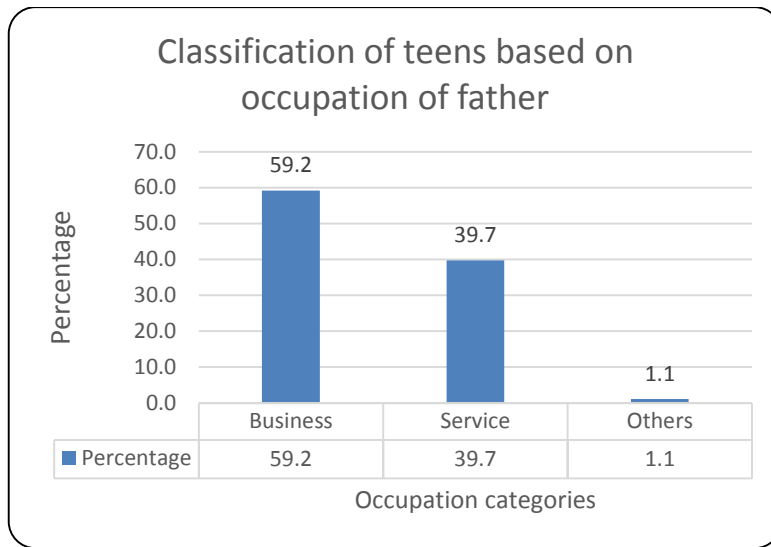
#### 4.5.9: Classification of Teens Based on Occupation of Father

Respondents were asked the occupation of their father which divided into three categories – business, service and others. The classification of the respondents on the basis of occupation of their father is given in the following table:

**TABLE 4.40: Classification of Teens Based on Occupation of Father**

Categories	Number	Percentage
Business	268	59.2
Service	180	39.7
Others	5	1.1
<b>Total</b>	<b>453</b>	100

The graphical representation of the above data is as follows:



**FIGURE 4.29: Classification of Teens Based on Occupation of Father**

Of the 453 teen respondents, approx. 59 % of teen’s father were involved in business, approx. 40 % of teen’s father were involved in service while approx. 1 % of them were in others category. Others category was defined by the respondent as ‘dead, not aware as not living together, not attached to any business or service’. Business was defined as any form of ‘self-employed’ occupation which is leading to revenue generation. The researcher did not get an answer ‘not employed’ which may infer to the societal social stigma of being unemployed.

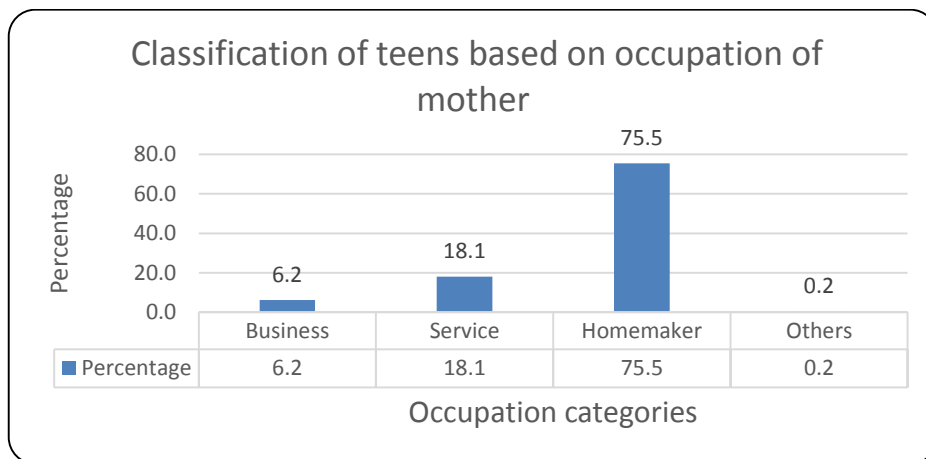
#### **4.5.10: Classification of Teens Based on Occupation of Mother**

Respondents were asked the occupation of their mother which divided into four categories –business, service, homemaker and others. The classification of the respondents on the basis of occupation of their mother is given in the following table:

**TABLE 4.41: Classification of Teens Based on Occupation of Mother**

Categories	Number	Percentage
Business	28	6.2
Service	82	18.1
Homemaker	342	75.5
Others	1	0.2
Total	453	100

The graphical representation of the above data is as follows:



**FIGURE 4.30: Classification of Teens Based on Occupation of Mother**

Of the 453 teen respondents, approx. 6 % of teen’s mother were involved in business, approx. 18 % of teen’s mother were involved in service , approx.76% were homemakers while 0.2% of them were in others category. Others category was defined by the respondent as ‘dead, not attached to any business or service’.

#### **4.6 Data Analysis and interpretation of teens’ data as per objective 1**

**Objective 1:**To analyze factors influencing perception of teens for multinational Fast Food Restaurants (QSR) in Gujarat

*(Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)*

#### 4.6.1: Analysis of variance (ANOVA) of five factors for Teens Data

Analysis of variance (ANOVA) was used to find whether mean of the five (5) factors - Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value for teens is same or not.

$$H20: \mu_{RI} = \mu_{MC} = \mu_{CPP} = \mu_{HV} = \mu_{UV}$$

H21: Atleast 2 group means are statistically different from each other

**TABLE 4.42: Output of Analysis of variance (ANOVA) of five factors for Teens' Data**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	5120.294	45	113.7843	94.37293	0	1.370753
Within Groups	25068.67	20792	1.205688			
Total	30188.96	20837				

*\*Significant at 5% level of significance*

From the ANOVA output values, as value of F and is greater than F critical ( $94.37 > 1.37$ ) therefore we reject the null hypothesis. The means of all populations are not all equal. Atleast 2 group means are statistically different from each other. Further, each of the factors were studied individually as follows:

#### 4.6.2: Analysis of Restaurant Image Attributes for Teens' Data

Teen respondents were asked to give their preference of various restaurant image attributes (Quick service, Overall cleanliness, Taste of food, Low price, Variety in menu, convenient location, Quality of food, Interior design, Professional staff and Quantity of food) of multinational fast food restaurants, based on its perceived importance. Exploratory Factor analysis was done to understand the importance of the mentioned factors.

**The findings generated by factor analysis is as given below:**

Result for KMO and Bartlett's test comes out 0.766, which says sample is adequate for doing factor analysis for all variables.

**TABLE 4.43: Kaiser-Meyer-Olkin (KMO) and Bartlett's Test for Restaurant Image Attributes for Teens' Data**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	565.325
	df	45
	Sig.	.000

The Bartlett's test of sphericity is significant (0.000) as its associated probability is less than 0.05. Due to low communalities values, the variable 'convenient location' was removed from further analysis.

Total Variance explained by the above factors were 50.077 % & its relative importance in influencing perception is given below:

**TABLE 4.44: Total Variance Explained of Restaurant Image Attributes for Teens' Data**

Total Variance Explained									
Co mp	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Tota	% of	Cumulative	Total	% of	Cumulative	Total	% of	Cumulative
1	2.76	27.639	27.639	2.764	27.639	27.639	1.730	17.301	17.301
2	1.21	12.135	39.774	1.213	12.135	39.774	1.662	16.620	33.921
3	1.03	10.303	50.077	1.030	10.303	50.077	1.616	16.156	50.077
4	.980	9.799	59.876						
5	.853	8.532	68.408						
6	.729	7.290	75.698						
7	.686	6.856	82.554						
8	.616	6.156	88.710						
9	.582	5.819	94.529						
10	.547	5.471	100.000						

Extraction Method: Principal Component Analysis.

Total Variance explained by all the above factors were 50.077 % & its relative importance in influencing perception is given below. Post the factor analysis with varimax rotation, which is based on the technique of principal component analysis method, four factors were

extracted. All the Eigenvalues were greater than 1.00. The ten factors explained approximately 50.777% of the variance and captured 9 of the 10 original attributes.

**TABLE 4.45: Rotated Component Matrix of Restaurant Image Attributes for Teens' Data**

<b>Rotated Component Matrix<sup>a</sup></b>			
	Component		
	1	2	3
Quickservice		.534	
Cleanliness			.772
Taste			.554
Price		.719	
Variety	.595		
Location			
Quality			.721
Design	.813		
Staff	.626		
Quantity		.683	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

The rotated component matrix extracted 3 factors. The 3 factors with the factor loadings of items is given below:

*1: Variety in Menu, Interior design and professional staff*

<b>Item</b>	<b>Loading</b>
Variety	0.595
Design	0.813
Staff	0.626

*2: Quick service, price and quantity*

<b>Item</b>	<b>Loading</b>
Quick service	0.534
Price	0.719
Quantity	0.683

### *3: Overall Cleanliness, Taste of food and Quality of food*

<b>Item</b>	<b>Loading</b>
Overall Cleanliness	0.772
Taste of food	0.554
Quality of food	0.721

#### **Naming of extracted factors:**

The three extracted factors were given new names by the researcher. The factor naming are as follows:

- Variety in Menu, Interior design and professional staff was renamed as ‘Menu, ambience and employees’
- Quick service, price and quantity was renamed as ‘Value proposition’
- Overall Cleanliness, Taste of food and Quality of food was renamed as Cleanliness, Food taste and quality’

#### **4.6.3 : Analysis of Marketing Communication Parameters for teens' data**

Teen respondents were asked to mark their level of perceived influence of the eleven marketing communication parameters for selection of MNC fast food restaurants. The parameters studied were Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets and Classmates.

#### **Factor Analysis of Marketing Communication Parameters**

Result for KMO and Bartlett’s test comes out 0.817, which says sample is adequate for doing factor analysis for all variables.

**TABLE 4.46: Kaiser-Meyer-Olkin (KMO) and Bartlett's Test for Marketing Communication Parameters for teens' data**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	984.562
	df	55
	Sig.	.000

**TABLE 4.47: Total Variance Explained of Marketing Communication Parameters for teens' data**

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.483	31.667	31.667	3.483	31.667	31.667	2.437	22.151	22.151
2	1.445	13.138	44.805	1.445	13.138	44.805	1.803	16.387	38.538
3	1.010	9.185	53.990	1.010	9.185	53.990	1.700	15.452	53.990
4	.851	7.738	61.728						
5	.748	6.798	68.526						
6	.719	6.533	75.058						
7	.650	5.908	80.966						
8	.585	5.321	86.287						
9	.562	5.112	91.399						
10	.506	4.603	96.002						
11	.440	3.998	100.000						

Extraction Method: Principal Component Analysis.

Total Variance explained by all the above factors were 53.990 %.



**TABLE 4.48: Rotated Component Matrix for Marketing Communication parameters of teens' data**

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
TV	.684		
Radio	.655		
Newspaper	.761		
Hoardings	.597		
Internet	.588		
Friends			.842
Family			.751
Promotionaloffers		.724	
Playarea		.695	
Pamphlets		.621	
Classmates			.567
Extraction Method: Principal Component Analysis.			
a. Rotation converged in 5 iterations.			

The rotated component matrix extracted 3 factors. The factors & its respective factor loading is given below.

1: Advertisements on TV, radio, newspaper, hoardings and internet

Item	Loading
TV advertisements	0.684
Radio advertisements	0.655
Newspaper Advertisements	0.761
Advertisements on Hoardings	0.597
Advertisements on Internet	0.588

2: Promotional offers, play area and restaurant pamphlets

Item	Loading
Promotional offers (free gifts, toys etc)	0.724
Play area at restaurant	0.695
Restaurant pamphlets	0.621

### 3: Friends, classmates and family

Item	Loading
Friends	0.842
Classmates	0.567
Family	.751

- The factor comprising of items - TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, and Advertisements on Internet was renamed as ‘Advertisements through different mediums’.
- The factor comprising of items Promotional offers (free gifts, toys etc.), Restaurant pamphlets and Play area at restaurant was renamed as ‘Pamphlets, freebies and fun’.
- The factor comprising of items Friends, Classmates and Family was renamed as ‘Family and peer influencers’.

#### 4.6.4: Analysis of Communication Pattern of parents' data

Question 12 (Parent’s Communication style) of the questionnaire was aimed at understanding the communication style of parents as perceived by teens. 8 statements were asked and teens had to show their perceived agreement or disagreement to the statements

The scale average of the 8 statements was calculated. Scores of Statement c and g were recoded as they were intentionally framed negative statements used in the questionnaire. The scores of the two statements in their raw form was negative to the theory of concept oriented communication and supported socio oriented communication. Post the recoding the scores of the 8 statements could be analyzed together. Higher mean values of statements reflected that teens perceived parent’s style of communication as concept oriented while lower mean of statements suggested socio-oriented communication style of parents.

The descriptive statistics of the 8 statements is shown in the following table.

**TABLE 4.49: Descriptive Statistics of Communication Pattern of Parents for Teens' Data**

Descriptive Statistics						
Statements	N	Minimum	Maximum	Mean	Std. Deviation	Variance
a. I tell my parents which Fast Food Restaurant to go.	453	1.00	3.00	2.49	.72139	.520
b. My parents take me to the Fast Food Restaurant where I want to go.	453	1.00	3.00	2.54	.68565	.470
c. By behaving well I can get my parents to take me where I want to go.	453	1.00	3.00	2.36	.78794	.621
d. I tell my parents which food to buy.	453	1.00	3.00	2.44	.78083	.610
e. My parents usually buy the food that I want.	453	1.00	3.00	2.51	.71834	.516
f. I tell my parents what food to buy for the family.	453	1.00	3.00	2.19	.85562	.732
g. My parents usually tell me which food to buy.	453	1.00	3.00	1.79	.86431	.747
h. My parents and I decide which food to buy.	453	1.00	3.00	2.66	.61982	.384
<b>Valid N (listwise)</b>	<b>453</b>			<b>2.37</b>		

Statement c and g were recoded as they were framed negatively to the theory of concept oriented communication thereby supporting socio oriented communication. The higher means suggest that children perceive their parents to display **concept oriented communication**. The highest mean 2.6600 of the statement 'h' shows that teens perceived that decisions related to fast food are taken together by parents and teens. . Also its standard deviation is least implying that most of the teens felt the same.

The second highest mean, 2.54 of statement 'b' suggest that parents agree to the demands of teens and take them to the fast food restaurant of teens' choice.

Statement g (My parents usually tell me which food to buy.) with mean 1.78 suggests that teens disagreed that their parents tell them what food to buy.

#### 4.6.5 : Analysis of Hedonic Values for Teens' Data

**TABLE 4.50: Descriptive Statistics of perceived Hedonic Values for Teens' Data**

Descriptive Statistics						
	N	Mini mu m	Maxi mum	Mean	Std. Deviat ion	Varianc e
a. The look of the Fast Food Restaurant should make me feel good.	453	1.00	3.00	2.65	.65716	.432
b. The music in the Fast Food Restaurant should provide me entertainment.	453	1.00	3.00	2.45	.75006	.563
c. The food is different from what I eat every day.	453	1.00	3.00	2.69	.60873	.371
d. Free gifts with food make me happy.	453	1.00	3.00	2.24	.84959	.722
e. I take pride in taking selfies and photographs at Fast Food Restaurants.	453	1.00	3.00	2.25	.85873	.737
f. Showing photographs clicked at Fast Food Restaurants, to friends makes me happy.	453	1.00	3.00	2.25	.84771	.719
g. Seating arrangement of the restaurant makes me feel relaxed.	453	1.00	3.00	2.58	.66597	.444
h. Eating at Fast Food Restaurants should be fun and pleasant.	453	1.00	3.00	2.71	.56434	.318
i. Fast Food is expensive, but still one should visit Fast food Restaurants.	453	1.00	3.00	2.26	.80416	.647
j. Eating at Fast Food Restaurants creates my good image among my friends.	453	1.00	3.00	1.98	.86324	.745
<b>Valid N (listwise)</b>	<b>453</b>			<b>2.40</b>		

Hedonic values are factors which provide fun, joy, excitement to individuals. The teens perceived that eating at multinational fast food restaurants should be fun and pleasant (mean value- 2.71), it has the lowest standard deviation (0.56434) too. Teens also perceived that the food that fast food restaurant offers is different from what they eat everyday (mean- 2.69). The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a good image among their friends (mean 1.98, with high standard deviation of .86324).

#### 4.6.6: Analysis of Perceived Utilitarian Values for Teens' Data

**TABLE 4.51: Descriptive Statistics of Perceived Utilitarian Values for Teens' Data**

Descriptive Statistics						
	N	Mini mu m	Maxi mum	Mean	Std. Deviat ion	Varia nce
a. Eating at Fast Food Restaurants should be simple and convenient.	453	1.00	3.00	2.53	.71445	.510
b. The best Fast Food Restaurant is which gives food at low price.	453	1.00	3.00	2.09	.83035	.689
c. It is a waste to spend a lot of money when eating at Fast Food Restaurants.	453	1.00	3.00	2.03	.85648	.734
d. Fast Food Restaurants offer tasty food, so I enjoy.	453	1.00	3.00	2.63	.64693	.419
e. I like a variety of menu choices at Fast Food Restaurants.	453	1.00	3.00	2.65	.63714	.406
f. I like healthy food options at Fast Food Restaurants.	453	1.00	3.00	2.51	.70891	.503
g. The cost of food at Fast Food Restaurants is reasonable.	453	1.00	3.00	2.39	.74314	.552
<b>Valid N (listwise)</b>	<b>453</b>			<b>2.40</b>		

Teens liked the variety of menu choices offered at fast food restaurants (mean - 2.65). The higher mean value of statement 'd' (2.63) also suggested that teens strongly felt that as fast food restaurants offered tasty food hence they enjoyed it. The lower mean suggest that children perceive that best fast food cannot be got at low price (mean-2.09). Teens felt that for good food, customers have to spend money and fast food is not available at low price. Teens also disagreed to the fact that good amount of money is wasted in eating at fast food restaurants. It may be inferred that teens do not believe that money is wasted in eating fast food, which is also not available at low price.

#### 4.7 Data Analysis and Interpretation of Teens' Data as per Objective 2

Objective2: To examine consumption pattern of teens for multinational Fast Food restaurants (QSR) in Gujarat.

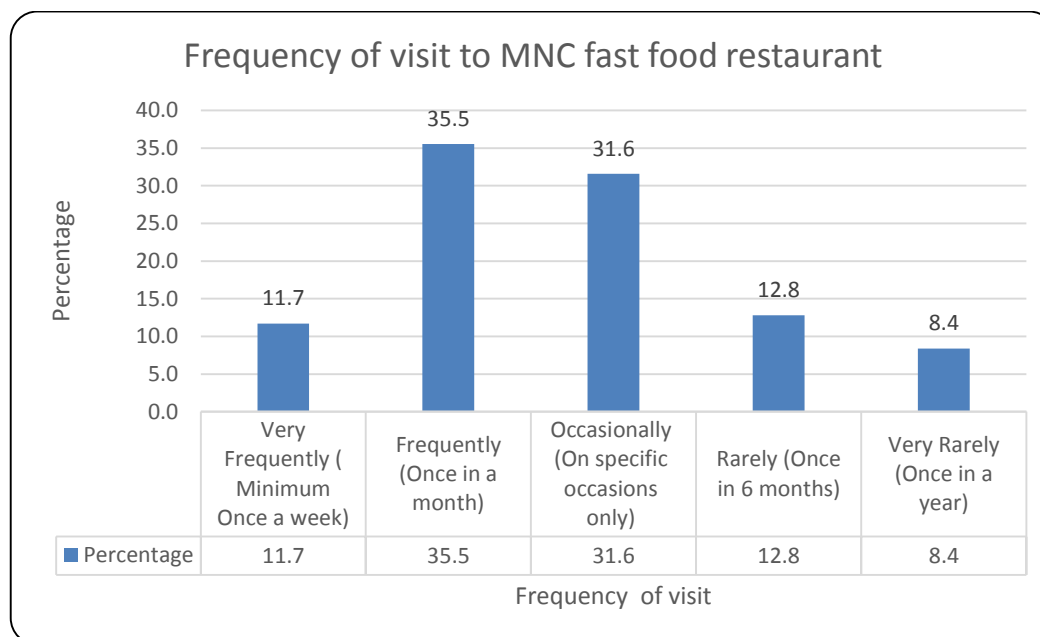
#### 4.7.1: Frequency of Visit by Teens to MNC Fast Food Restaurant

Respondents were asked how many times they visited fast food restaurants. The teens were required to choose only one (1) option of the given five (5). The options were further simplified as during the pilot study, it appeared that further simplification of options was required.

**TABLE 4.52: Frequency of Visit by Teens to MNC Fast Food Restaurant**

Frequency of visit	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Very Frequently (Minimum Once a week)	33	13.2	20	9.9	53	11.7
Frequently (Once in a month)	85	34	76	37.4	161	35.5
Occasionally (On specific occasions only)	71	28.4	72	35.5	143	31.6
Rarely (Once in 6 months)	36	14.4	22	10.8	58	12.8
Very Rarely (Once in a year)	25	10	13	6.4	38	8.4
<b>Total</b>	<b>250</b>	<b>100</b>	<b>203</b>	<b>100</b>	<b>453</b>	<b>100</b>

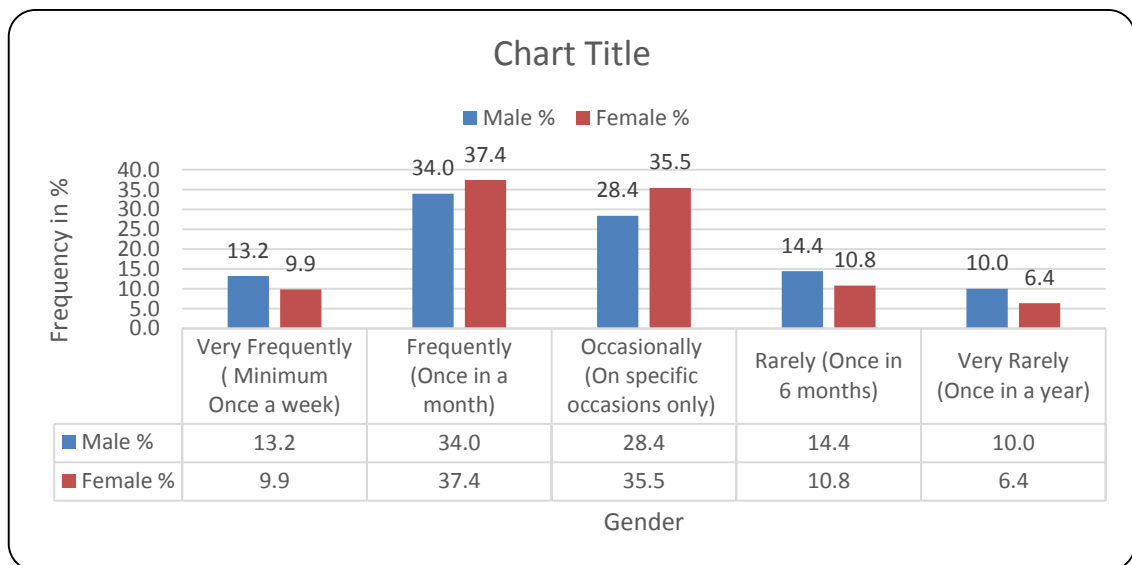
The graphical representation of the above data is shown in 2 figures as given below:



**FIGURE 4.31: Frequency of Visit by Teens to MNC Fast Food Restaurant**

Of the 453 teen respondents, approx. 36 % of the respondents were frequent visitors followed by occasional visitors whose percentage was 32%. However, very frequent and frequent visitors accounted to 47.2 % which suggests that close to half the teen respondents often visited MNC fast food restaurants. 21.2 % of the teen respondents visited the MNC fast food restaurants very few number of times (once in 6 months or a year).

The gender-wise graphical representation of the above table is as follows:



**FIGURE 4.32 Frequency of Visit by Teens to MNC Fast Food Restaurant gender - wise**

Of the 453 teen respondents, both male and female teen respondents were frequent visitors (approx. 47%). However female respondents (approx. 36 %) visited MNC fast food restaurants, more on specific occasions than the male counterpart (approx. 28 %). As compared to 14% of male teen respondents, approx. 17 % of female teen respondents were not frequent visitors but ‘rarely’ visited MNC fast food restaurants.

#### **4.7.2: Mode of Eating of Teens**

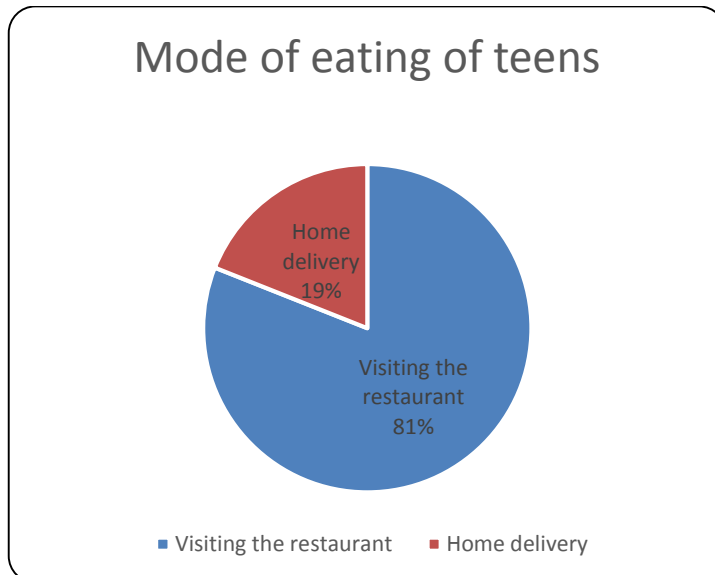
Teens were asked about their mode of eating of fast food. Two options were given which wanted to know whether they personally visit fast food restaurant or they order fast food online, which is then delivered at home. Marketers have been seen promoting home-

delivery as they want to address the biggest issue of time paucity and convenience which the present consumer faces.

**TABLE 4.53: Mode of Eating of Teens**

Mode of eating	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Visiting the restaurant	211	84.4	156	76.8	367	81.0
Home delivery	39	15.6	47	23.2	86	19.0
<b>Total</b>	<b>250</b>	<b>100</b>	<b>203</b>	<b>100.0</b>		<b>100.0</b>

The graphical representation of the above data is shown in 2 figures as given below:

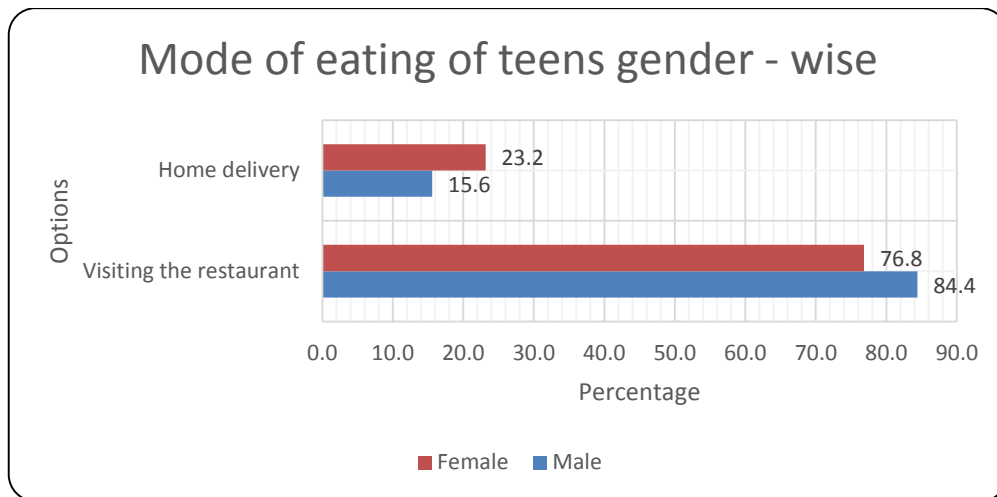


**FIGURE 4.33 : Mode of Eating of Teens**

Of the 453 teen respondents, 81% of the teens personally visited the MNC fast food restaurants while 19 % of the respondents got food delivered at home. A good number of teens still prefer paying personal visits to the fast food restaurants.

The gender-wise graphical representation of table 4.34 is as follows:





**FIGURE 4.34: Mode of Eating of Teens gender – wise**

Of the 453 teen respondents, significant difference was observed in the percentage scores of male and female teens’ mode of eating. Approx. 84 % of male respondents and 77 % of female respondents personally visited the MNC fast food restaurant while approx. 16 % of male respondents and 23 % of female respondents got food delivered at home.

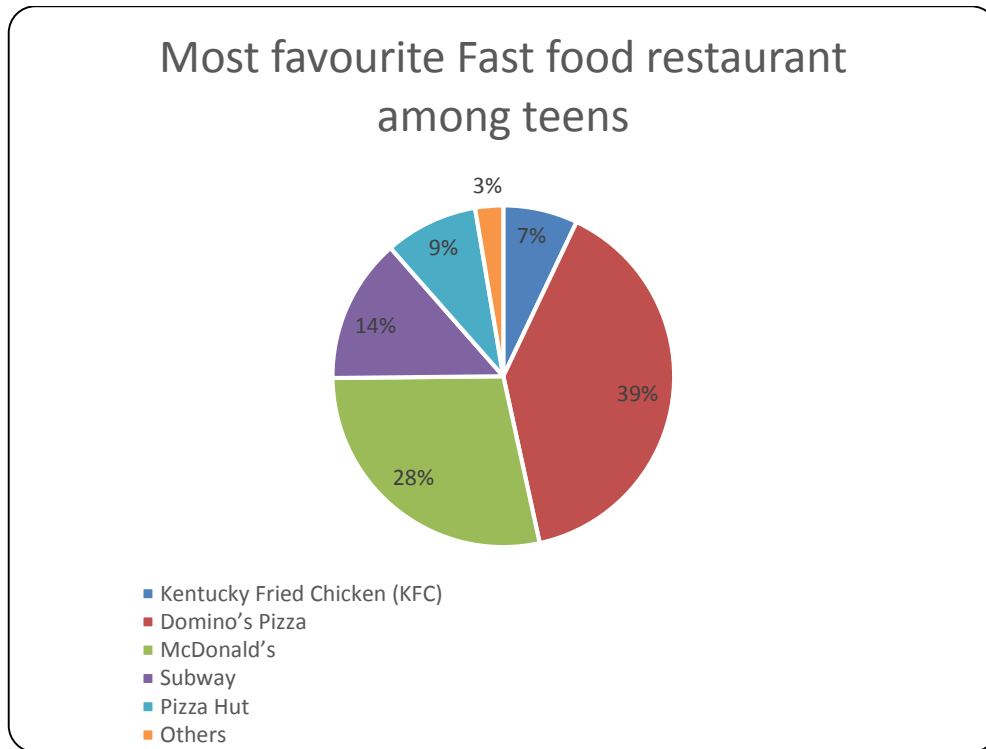
#### 4.7.3: Most Favorite Fast Food Restaurant among Teens

Respondents were asked to choose their favorite fast food restaurant from a list of five (5). The list of restaurants were Mc Donald’s, KFC, Pizza Hut, Dominos Pizza and Subway. Another option of ‘others’ was mentioned because it was observed that teens wanted to mention names of local fast food restaurants, inspite of being given the list of brands under study. The classification of data collected is given in table 4.54

**TABLE 4.54: Most favorite Fast food Restaurant among Teens**

MNC Fast food Restaurant	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Kentucky Fried Chicken (KFC)	19	7.6	13	6.4	32	7.1
Domino’s Pizza	95	38	84	41.4	179	39.5
McDonald’s	83	33.2	45	22.2	128	28.3
Subway	31	12.4	31	15.3	62	13.7
Pizza Hut	16	6.4	24	11.8	40	8.8
Others	6	2.4	6	3.0	12	2.6
<b>Total</b>	<b>250</b>	<b>100</b>	<b>203</b>	<b>100.0</b>	<b>453</b>	<b>100.0</b>

The graphical representation of the above data is shown in 2 figures, given below:

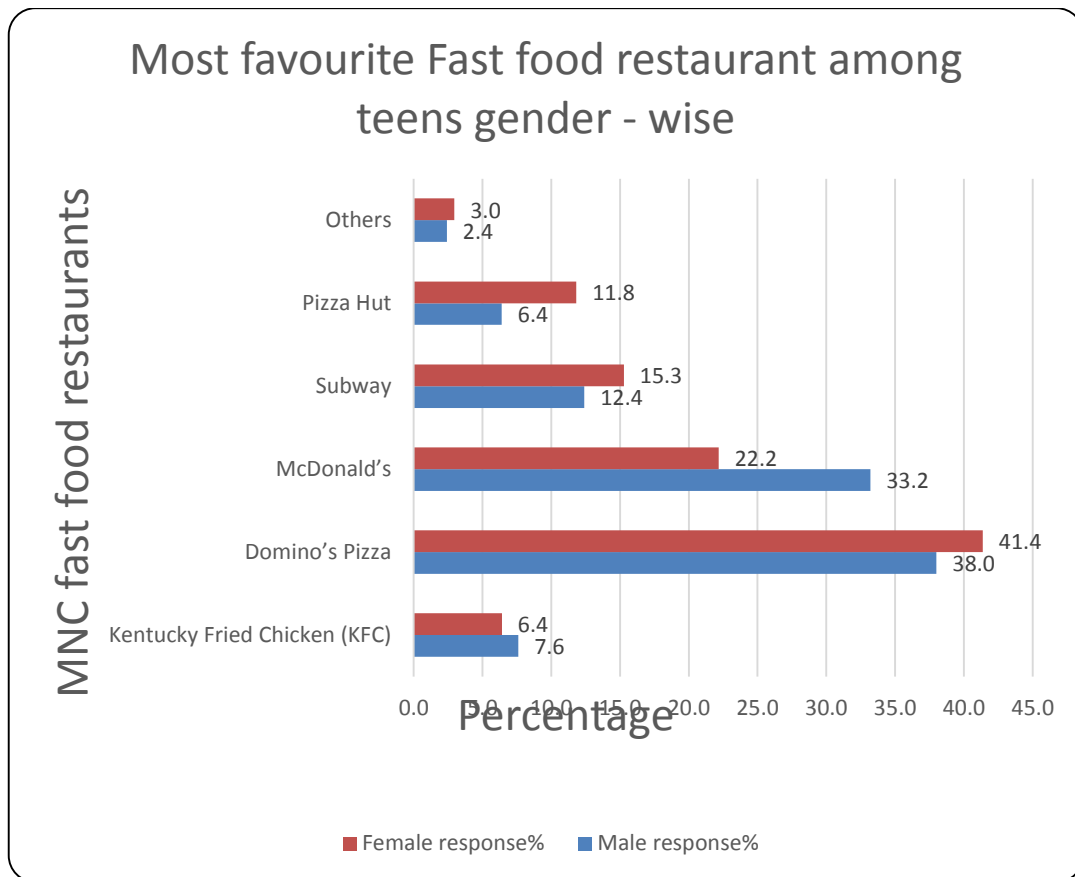


**FIGURE 4.35: Most favorite Fast food Restaurant among Teens**

Of the 453 teen respondents, Domino's Pizza was the favorite MNC fast food restaurant of approx. 40% of the teens which was followed by Mc Donald's (28 % approx.). The least favorite MNC fast food restaurant was Kentucky Fried Chicken –KFC (approx. 7%).

In the 'others category' (approx. 3 %), teens were found writing the names of national and local fast food restaurants. In future, research may be conducted to understand whether teens and teens are really able to understand the distinction between local, national and multinational fast food restaurants.

The gender-wise graphical representation of table 4.36 is as follows:



**FIGURE 4.36: Most favorite Fast food Restaurant among Teens gender - wise**

Of the 453 teen respondents, approx. 41 % of the female teen respondents and approx. 38 % of the male teen respondents said that Domino's Pizza was their favorite MNC fast food restaurant. Thus it can be inferred that female teen respondents preferred Domino's Pizza more than their male counterpart. On the other hand, male respondents (approx. 33 % preferred Mc. Donald's as compared to approx. 22 % of female teen respondents.

#### 4.7.4 Recall of MNC Fast Food Brand

The teens were asked to recollect and write what comes in their mind when they hear the MNC fast food brand names - Kentucky Fried Chicken, Domino's Pizza, McDonald's, Subway, Pizza Hut.

The answers were categorized by the researcher into few categories so as to interpret the results. The categories is given in table 4.55

**TABLE 4.55: Recall of MNC Fast Food Brand - Perspective of Teens**

MNC fast food brand	Special ty Food offered	Food types- veg/non-veg	Feeling- negative	Feeling- positive	High Price	Not heard of	Prom otional offers	Blank
Kentucky Fried Chicken	148	60	42	25	24	59	24	326
Domino's Pizza	240	13	18	52	7	-	47	203
McDonald 's	230	-	27	62	-	-	130	175
Subway	90	9	5	3	5	47	16	350
Pizza hut	97	-	8	26	12	19	-	345

- Specialty Food offered- For all five MNC brands, the specialty food offered exclusively by the brands were listed- For example KFC hot wings, Chilli Cheeza, Mc Aloo tikki, Pizza mania, Sub, Margarita, French fries, was mentioned by the teens.
- Food types- veg/non-veg- Few teens mentioned that few brands reminded them of non-vegetarian food.
- Feelings- negative- Food taste and service which was not proper was mentioned
- Feeling- positive- Overall positive feelings for all brands were mentioned with words like food is good, tasty, very good, different, I like it etc.
- High price – Teens mentioned that few brands like Domino's and Pizza hut offered expensive food. They mentioned that the tax amount was high.
- Not heard of – Few teens had not heard of few MNC brands.
- Promotional offer- Teens remembered the coupons, offers, gifts and freebies offered along with fast food.
- All options were not attempted by teens and few were left blank.

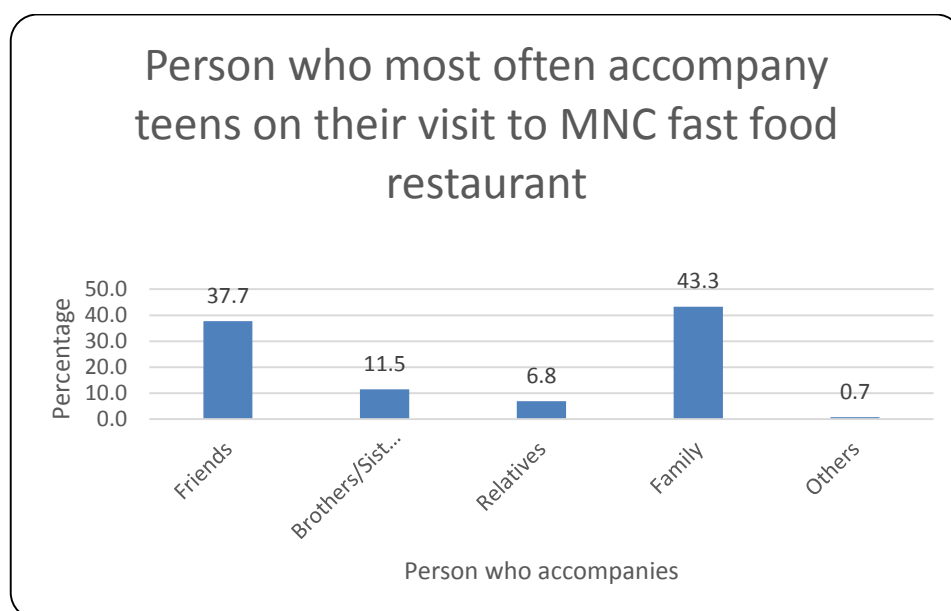
#### 4.7.5: Person who most often Accompanies Teens on their Visit to MNC Fast Food Restaurant

Respondents were asked who accompanied them on their visit to the fast food restaurant. Four (4) options were given and teens were asked to choose only one (1) option. This was done so as to understand who accompanied them in most of their visits. Also an additional option ‘Others’ was specified. The classification of data collected is given in table 4.56

**Table 4.56: Person who most often Accompanies Teens on their Visit to MNC Fast Food Restaurant**

Options	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Friends	118	47.2	53	26.1	171	37.7
Brothers/Sisters	21	8.4	31	15.3	52	11.5
Relatives	15	6.0	16	7.9	31	6.8
Family	94	37.6	102	50.2	196	43.3
Others	2	0.8	1	0.5	3	0.7
<b>Total</b>	<b>250</b>	<b>100.0</b>	<b>203</b>	<b>100.0</b>	<b>453</b>	<b>100.0</b>

The graphical representation of the above data is shown in 2 figures, given below:

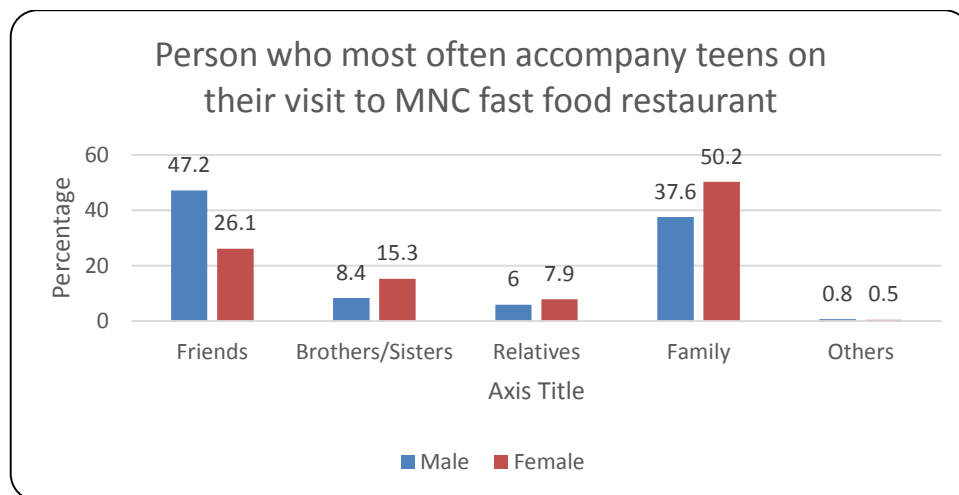


**FIGURE 4.37: Person who most often Accompanies Teens on their Visit to MNC Fast Food Restaurant**

Of the 453 teen respondents, approx. 43 % of the respondents were accompanied by their family members on their visit to MNC fast food restaurants. It was also noted that approx.

38% of teens went to MNC fast food restaurants with friends. This was also mentioned by industry experts who were interviewed for qualitative research inputs.

Few answers in ‘others’ section were accompanying parents in their office parties, neighbors. Gender wise categorization for person who most often accompany teens on their visit to MNC fast food restaurant



**FIGURE 4.38: Person who most often Accompanies Teens on their Visit to MNC Fast Food Restaurant, gender-wise**

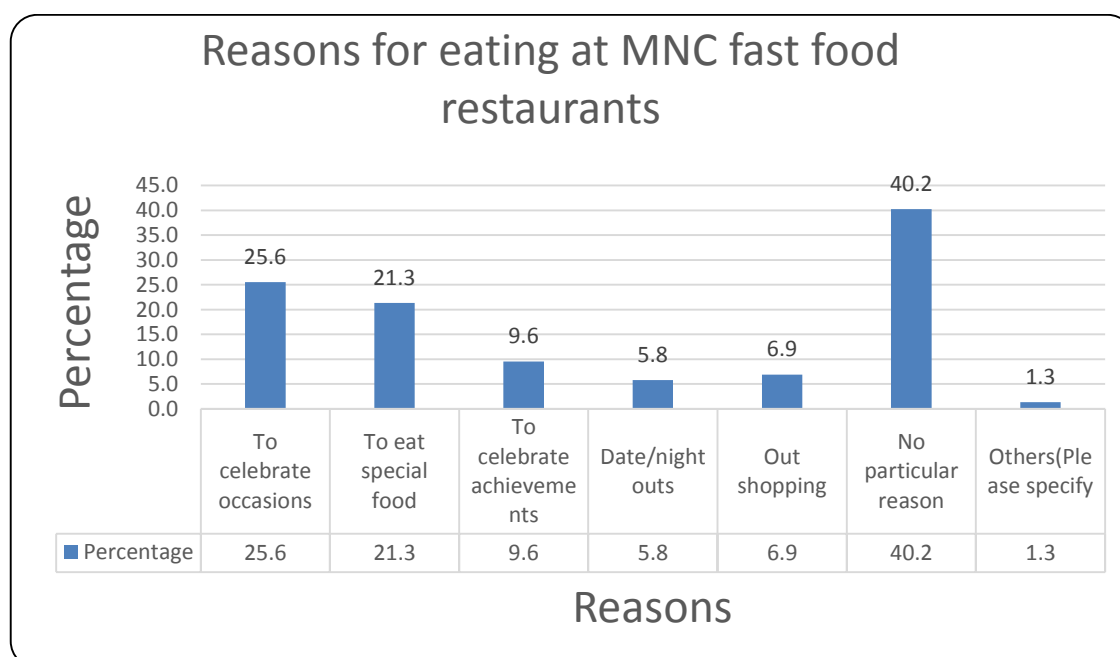
Of the 453 teen respondents, significant difference in answers between male and female teen respondents were observed. Male teen respondents (approx. 47%) visited MNC fast food restaurants with their friends which was closely followed by their visit with their family. Female teen respondents (approx. 52%) visited MNC fast food restaurants with their family and approx. 27% visited with their friends. Approx. 18 % also went to restaurants with their brothers/sisters.

#### 4.7.6: Teens' Reasons for Eating at MNC Fast Food Restaurants

Respondents were asked to choose the reasons of their visit to fast food restaurants. Teens marked more than 1 (one) option too as there answer. Ranking was done of the total percentage so as that the most common reasons could be understood.

**TABLE 4.57: Teens' Reasons for Eating at MNC Fast Food Restaurants**

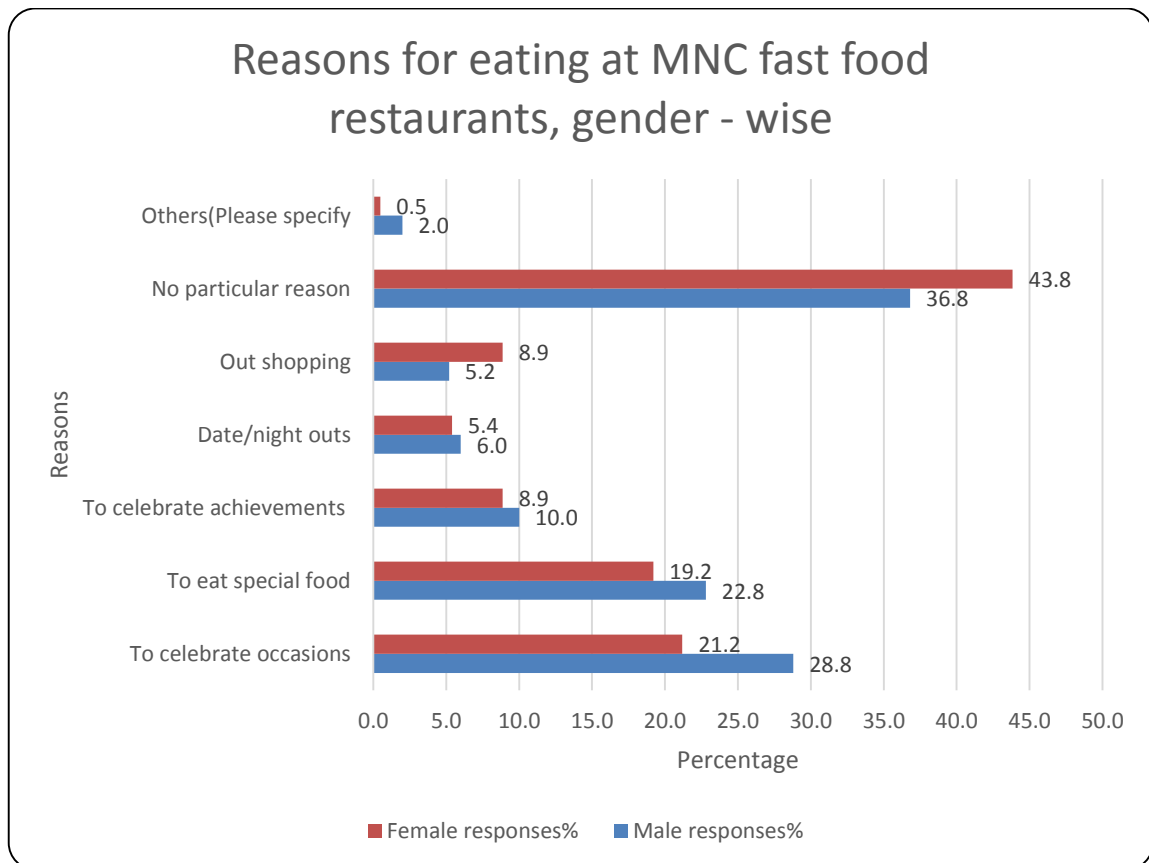
Reasons	Male		Female		Total		Rank
	Number	Percent	Number	Percent	Number	Percent	
To celebrate occasions	72	28.8	43	21.2	115	25.6	2
To eat special food	57	22.8	39	19.2	96	21.3	3
To celebrate achievements	25	10	18	8.9	43	9.6	4
Date/night outs	15	6	11	5.4	26	5.8	6
Out shopping	13	5.2	18	8.9	31	6.9	5
No particular reason	92	36.8	89	43.8	181	40.2	1
Others(Please specify)	5	2	1	0.5	6	1.3	7



**FIGURE 4.39: Teens' Reasons for Eating at MNC Fast Food Restaurants**

Of the 453 teen respondents, approx. 40 % of the male teens said that their visit to MNC fast food restaurant was not attributed to any particular reason. Approx. 27% of the male teens visited to celebrate occasions while approx. 21 % went to eat special food.

Gender wise reasons for eating at MNC fast food restaurant is as follows:



**FIGURE 4.40: Teens' Reasons for Eating at MNC Fast Food Restaurants, gender- wise**

Of the 453 teen respondents, female respondents (approx. 44%) did not attribute any particular reason to visit MNC fast food restaurants. Also, approx. 22% of the female teen respondents visited to celebrate occasions and approx. 19% visited to eat special food. The largest percentage of male respondents, (37 %), visited MNC fast food restaurants for no particular reason which was followed by male teens going out to restaurants to celebrate occasions (approx.. 29%) and to eat special food (approx. 23%). However, approx. 6 % of the male teen respondents visited MNC fast food restaurants on date/night outs while the percentage was only 5% for female teen respondents.



#### 4.7.7: Average Money Spent by Teens during One Visit to an MNC Fast Food Restaurant

**TABLE 4.58: Average Money Spent by Teens during One Visit to an MNC Fast Food Restaurant**

Categories	Count	Percent %
1-100	16	3.53
>100-500	151	33.33
>500-1000	86	18.98
>1000-2000	37	8.17
>2000-3000	9	1.99
>3000 and above	7	1.55
Don't know	91	20.09
Mentioned in range	56	12.36
<b>Total</b>	<b>453</b>	<b>100</b>

Of the 453 teen respondents, approx. 20.09 % mentioned that they were not aware of the average money spent while approx. 3.53 % of the teens spent money in the category of Rs. 1 to Rs. 100. Also approx. 33.33 % of the teens wrote amounts which were in the category of Rs 100 to Rs 500.

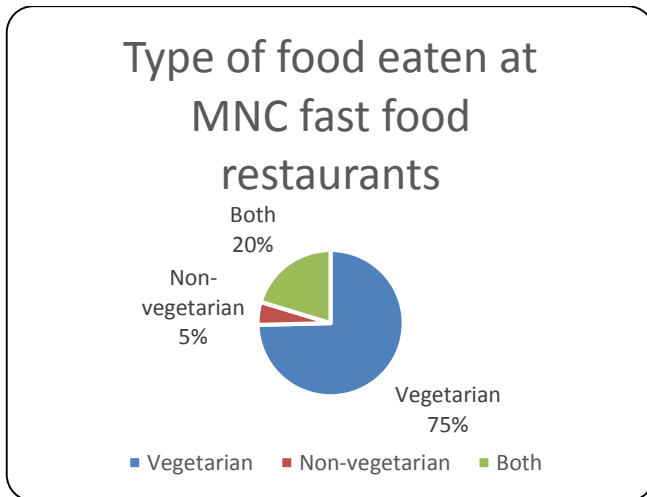
#### 4.7.8: Type of Food eaten by Tens at MNC Fast Food Restaurants

Respondents were particularly asked about the type of food with options- vegetarian, non-vegetarian and both. This was done keeping in context Gujarat culture, where most Gujaratis are vegetarian.

**TABLE 4.59: Type of Food eaten by Tens at MNC Fast Food Restaurants**

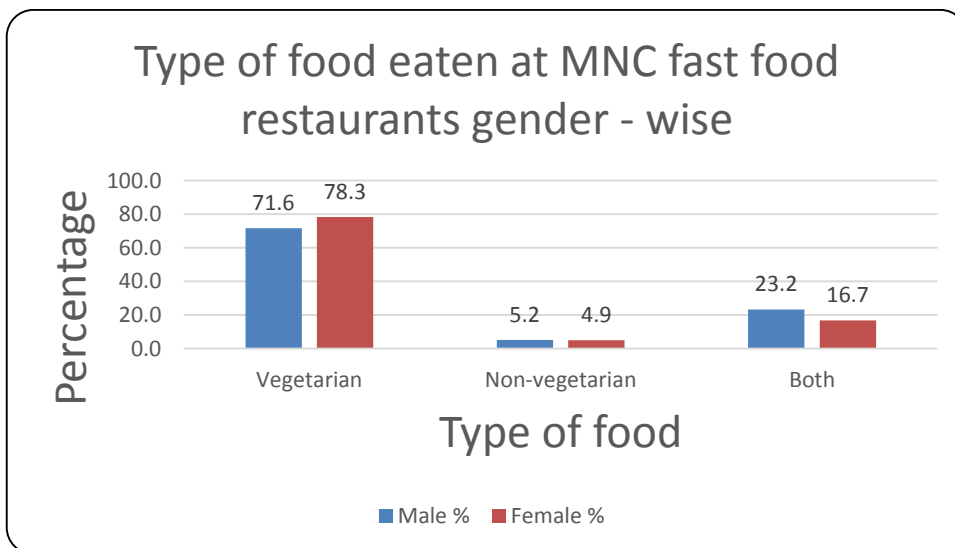
Type of Food	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Vegetarian	206	81.7	168	84.8	374	83.1
Non-vegetarian	8	3.2	2	1.0	10	2.2
Both	38	15.1	28	14.1	66	14.7
<b>Total</b>	<b>252</b>	<b>100.0</b>	<b>198</b>	<b>100.0</b>	<b>450</b>	<b>100.0</b>

The graphical representation of the above data is shown in 2 figures, given below:



**FIGURE 4.41: Type of Food eaten by Tens at MNC Fast Food Restaurants**

Of the 453 teen respondents, approx. 75 % ate vegetarian food at MNC fast food restaurants while approx. 5% ate non-vegetarian food and approx. 20% ate both vegetarian and non-vegetarian food.



**FIGURE 4.42: Type of Food eaten by Tens at MNC Fast Food Restaurants, gender-wise**

Of the 453 teen respondents, approx. 78 % female teens and approx. 72% male respondents ate vegetarian food. The percentage of male and female teens eating non-veg food was the same (5%). However, male teens (approx. 23%) were found to be consuming both kinds of food more than female teen respondents (17%).

## 4.8 Data Analysis and Interpretation of Teens' Data as per Objective 3

Objective 3: To study influence of gender and place on factors of perception of teens towards multinational Fast Food restaurants (QSR)

### 4.8.1: Influence of gender on all Factors Influencing Perception of Teens

**TABLE 4.60: Pearson Chi square of Gender vs all Factors Influencing Perception of Teens**

Hypothesis	Chi square value calculated	Chi Square from table	DF	P value	Hypothesis Accepted/ Rejected
1. There is significant association between gender and the teens' perceived importance of Quick service at MNC fast food restaurants.	0.823	5.99	2	0.663	Rejected
2. There is significant association between gender and teens' perceived importance of Overall Cleanliness at MNC fast food restaurants.	12.154	5.99	2	0.002	Accepted
3. There is significant association between gender and the perceived importance of taste of food at MNC fast food restaurants.	5.914	5.99	2	0.052	Rejected
4. There is significant association between gender and teens' perceived importance of low price of food at MNC fast food restaurants.	0.687	5.99	2	0.709	Rejected
5. There is significant association between gender and teens' perceived importance of variety in menu at MNC fast food restaurants	5.054	5.99	2	0.080	Rejected
6. There is significant association between gender and teens' perceived importance of convenient location of MNC fast food restaurants.	1.560	5.99	2	0.458	Rejected

7. There is significant association between gender and teens' perceived importance of quality of food at MNC fast food restaurants.	0.057	5.99	2	0.972	Rejected
8. There is significant association between gender and teens' perceived importance of gender and interior design of MNC fast food restaurants.	1.989	5.99	2	0.370	Rejected
9. There is significant association between gender and teens' perceived importance of professional staff at MNC fast food restaurants.	1.887	5.99	2	0.389	Rejected
10. There is significant association between gender and teens' perceived importance of quantity of food offered at MNC fast food restaurants.	0.768	5.99	2	0.681	Rejected
11. There is significant association between gender and teens' perceived influence of television advertisements of MNC fast food restaurants.	1.414	5.99	2	0.493	Rejected
12. There is significant association between gender and teens' perceived influence of radio advertisements of MNC fast food restaurants.	2.689	5.99	2	0.261	Rejected
13. There is significant association between gender and teens' perceived influence of newspaper advertisements of MNC fast food restaurants.	1.715	5.99	2	0.424	Rejected
14. There is significant association between gender and teens' perceived influence of advertisements on hoardings of MNC fast food restaurants.	10.962	5.99	2	0.004	Accepted
15. There is significant association between gender and teens' perceived influence of advertisements on internet of MNC fast food restaurants.	0.371	5.99	2	0.831	Rejected

16. There is significant association between gender and teens' perceived influence of friends for MNC fast food restaurants.	0.037	5.99	2	0.982	Rejected
17. There is significant association between gender and teens' perceived influence of family for MNC fast food restaurants.	0.838	5.99	2	0.658	Rejected
18. There is significant association between gender and teens' perceived influence of promotional offers for MNC fast food restaurants.	0.229	5.99	2	0.892	Rejected
19. There is significant association between gender and teens' perceived influence of play area at MNC fast food restaurants.	0.901	5.99	2	0.637	Rejected
20. There is significant association between gender and teens' perceived influence of restaurant pamphlets of MNC fast food restaurants.	0.355	5.99	2	0.837	Rejected
21. There is significant association between gender and teens' perceived influence of classmates for MNC fast food restaurants.	1.047	5.99	2	0.592	Rejected
22. There is significant association between gender and teens' perceived agreement on communication pattern of parents for MNC fast food restaurants.	17.378	22.36	13	0.183	Rejected
23. There is significant association between gender and teens agreement of perceived hedonic value with respect to MNC fast food restaurants.	33.226	28.87	19	0.023	Accepted
24. There is significant association between gender and teens agreement of perceived utilitarian value with respect to MNC fast food restaurants	11.712	19.68	11	0.551	Rejected

Statistical significant association was observed between gender and teens' perception of overall cleanliness, influence of advertisements on hoardings and hedonic values.

#### 4.8.2: Influence of Place on all factors influencing Perception of Teens

**TABLE 4.61: Pearson Chi square of place vs all factors Influencing Perception of Teens**

Hypothesis	Chi square value calculated	Chi Square from table	DF	P value	Hypothesis Accepted/ Rejected
1. There is significant association between place and teens' perceived importance of Quick service at MNC fast food restaurants.	43.385	15.51	8	0.000	Accepted
2. There is significant association between place and teens' perceived importance of Overall Cleanliness at MNC fast food restaurants.	18.392	15.51	8	0.018	Accepted
3. There is significant association between place and teens' perceived importance of taste of food at MNC fast food restaurants.	8.902	15.51	8	0.351	Rejected
4. There is significant association between place and teens' perceived importance of low price of food at MNC fast food restaurants.	21.887	15.51	8	0.005	Accepted
5. There is significant association between place and teens' perceived importance of variety in menu at MNC fast food restaurants	22.119	15.51	8	0.005	Accepted
6. There is significant association between place and teens' perceived importance of convenient location of MNC fast food restaurants.	31.370	15.51	8	0.000	Accepted
7. There is significant association between place and teens' perceived importance of quality of food at MNC fast food restaurants.	29.264	15.51	8	0.000	Accepted
8. There is significant association between place and teens' perceived importance of gender and interior design of MNC fast food restaurants.	14.258	15.51	8	0.075	Rejected
9. There is significant association between place and teens' perceived importance of professional staff at MNC fast food restaurants.	11.648	15.51	8	0.168	Rejected
10. There is significant association between place and teens' perceived importance of quantity of food offered at MNC fast food restaurants	22.816	15.51	8	0.004	Accepted
11. There is significant association between place and teens' perceived influence of television advertisements of MNC fast food restaurants.	14.631	15.51	8	0.067	Rejected
12. There is significant association between place and teens' perceived influence of radio advertisements of MNC fast food restaurants.	27.598	15.51	8	0.001	Accepted
13. There is significant association between place and teens' perceived influence of	16.680	15.51	8	0.034	Accepted

newspaper advertisements of MNC fast food restaurants.					
14. There is significant association between place and teens' perceived influence of advertisements on hoardings of MNC fast food restaurants.	19.965	15.51	8	0.010	Accepted
15. There is significant association between place and teens' perceived influence of advertisements on internet of MNC fast food restaurants.	64.109	15.51	8	0.000	Accepted
16. There is significant association between place and teens' perceived influence of friends for MNC fast food restaurants.	42.060	15.51	8	0.000	Accepted
17. There is significant association between place and teens' perceived influence of family for MNC fast food restaurants.	26.791	15.51	8	0.001	Accepted
18. There is significant association between place and teens' perceived influence of promotional offers for MNC fast food restaurants.	9.075	15.51	8	0.336	Rejected
19. There is significant association between place and teens' perceived influence of play area at MNC fast food restaurants.	29.650	15.51	8	0.000	Accepted
20. There is significant association between place and teens' perceived influence of restaurant pamphlets of MNC fast food restaurants.	17.660	15.51	8	0.024	Accepted
21. There is significant association between place and teens' perceived influence of classmates for MNC fast food restaurants.	21.416	15.51	8	0.006	Accepted
22. There is significant association between place and teens' agreement on communication pattern of parents for MNC fast food restaurants.	97.516	69.83	52	0.000	Accepted
23. There is significant association between place and teens' agreement of perceived hedonic value with respect to MNC fast food restaurants	109.649	92.81	76	0.007	Accepted
24. There is significant association between place and agreement of perceived utilitarian value with respect to MNC fast food restaurants	91.097	60.48	52	0.001	Accepted

Statistical significant association was observed between gender and teens' perception of Quick service, Overall Cleanliness, low price of food, professional staff , television advertisements, radio advertisements, perceived influence of newspaper advertisements, advertisements on hoardings, advertisements on internet, perceived influence of friends, perceived influence of promotional offers, perceived influence of play area, communication pattern of parents, perceived utilitarian value

**PART 3:**

**4.9 Understanding Differences in Perception of Tweens and Teens for different Multinational Fast Food Restaurant (QSR) in Gujarat**

In this section, the answers obtained from tweens and teens were compared.

**Table 4.62: Differences in Perception of Tweens and Teens for different Multinational Fast Food Restaurant (QSR) in Gujarat**

Result –Tweens	Result- Teens
ANOVA H0: $\mu_{RI} = \mu_{MC} = \mu_{CPP} = \mu_{HV} = \mu_{UV}$ Hypothesis: Atleast 2 group means are statistically different from each other <b>F=77.39, F critical=1.37</b> Hypothesis rejected	ANOVA H0: $\mu_{RI} = \mu_{MC} = \mu_{CPP} = \mu_{HV} = \mu_{UV}$ Hypothesis: Atleast 2 group means are statistically different from each other <b>F=94.37, F critical=1.37</b> Hypothesis rejected
<b>Comparison of results of Factor Analysis of Restaurant Image Parameters</b>	
Result –Tweens	Result- Teens
Factors extracted <b>Factor 1:</b> Taste of food and Variety in Menu <b>Factor 2:</b> Convenient Location and Interior Design <b>Factor 3:</b> Overall Cleanliness, Quality and Quantity <b>Factor 4:</b> Quick Service	Factors extracted <b>Factor 1:</b> Variety in Menu, Interior design and professional staff <b>Factor 2:</b> Quick service, price and quantity <b>Factor 3:</b> Overall Cleanliness, Taste of food and Quality of food
<b>Comparison of results of Factor Analysis of Marketing Communication</b>	
Result –Tweens	Result- Teens
Factor 1: TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and Restaurant pamphlets Factor 2: Promotional offers (free gifts, toys etc.) and Play area at restaurant Factor 3: Friends & Classmates	Factor 1:TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet Factor 2: Promotional offers (free gifts, toys etc.),and Restaurant pamphlets and Play area at restaurant Factor 3:Friends, family& Classmates
<b>Comparison of results of Communication pattern of parents using scale average</b>	
Result –Tweens	Result- Teens
The higher means suggest that children perceive their parents to display concept oriented communication. However statement with lower mean 1.91 suggests that children are reluctant to communicate on behalf of the family	The higher means suggest that children perceive their parents to display concept oriented communication. Statement with mean 1.78 suggests that children feel that their parents do not suggest them the food they should buy.
<b>Comparison of results of perceived Hedonic values using scale average</b>	
Result –Tweens	Result- Teens



<p>The higher mean values suggest that children perceive that eating at Multinational fast food restaurants should be fun and pleasant and that the seating arrangements should make them feel relaxed. The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a good image among their friends. Also they perceive that as fast food is expensive, they do not agree to the fact that one should necessarily visit fast food restaurants.</p>	<p>The higher mean values suggest that children perceive that eating at Multinational fast food restaurants should be fun and pleasant. The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a good image among their friends.</p>
<p><b>Comparison of results of perceived Utilitarian values using scale average:</b></p>	
<p><b>Result –Tweens</b></p>	<p><b>Result- Teens</b></p>
<p>The higher mean value suggest that children enjoy tasty food, and prefer simplicity and convenience in eating at fast food restaurants. The lower means suggest that children perceive that best fast food cannot be got at low price and a lot of money is wasted in eating at fast food restaurants.</p>	<p>The higher mean value suggest that children enjoy tasty food, and variety of menu choices available at fast food restaurants. The lower means suggest that children perceive that best fast food cannot be got at low price and a lot of money is wasted in eating at fast food restaurants.</p>
<p><b>Comparison of influence of gender on factors of perception of tweens towards multinational Fast Food restaurants (QSR)</b></p>	
<p><b>Result –Tweens</b></p>	<p><b>Result- Teens</b></p>
<p>No statistical significant association was observed between gender and the 24 variables studied</p>	<p>Statistical significant association was observed between gender and perception of 3 variables - overall cleanliness, influence of advertisements on hoardings and hedonic values</p>
<p><b>Comparison of influence of place on factors of perception of tweens towards multinational Fast Food restaurants (QSR)</b></p>	
<p><b>Result –Tweens</b></p>	<p><b>Result- Teens</b></p>
<p>Statistical significant association was observed between place and 14 of the 24 variables studied. The 14 variables were - Quick service, Overall Cleanliness, low price of food, professional staff, television advertisements, radio advertisements, newspaper advertisements, advertisements on hoardings, advertisements on internet, perceived influence of friends, perceived influence of promotional offers, perceived influence of play area, communication pattern of parents, perceived utilitarian value</p>	<p>Statistical significant association was observed between place and 19 of the 24 variables studied. The 19 variables were - Quick service, Overall Cleanliness , low price of food, variety in menu , convenient location , quality of food , quantity of food, radio advertisements, newspaper advertisements, advertisements on hoardings, advertisements on internet , perceived influence of friends, perceived influence of family, play area, influence of restaurant pamphlets, perceived influence of classmates, communication pattern of parents, perceived hedonic value and perceived utilitarian value</p>

**CHAPTER 5**  
**DISCUSSION OF FINDINGS**

## **CHAPTER 5**

### **Discussion of Findings**

This section comprises of two (2) parts- Major findings from Qualitative study and Major findings from Quantitative study.

#### **5.1 Major Findings from the Qualitative Study**

##### **5.1.1 Focus Group Discussion (FGD)**

Prior to the design of the questionnaire, focus group was conducted with 9 tweenagers of age group 8 to 12 years. Unlike the quantitative studies, FGDs facilitate free flow of ideas. The moderator/researcher can direct the FGD to more useful natural discussions which leads to useful and meaningful insight. (Malhotra and Dash 2011).

##### **The objective of the FGD was:**

- To understand perception of tweens at the preliminary level
- To identify factors which influenced the perception of tweens for fast food restaurants
- To understand consumption pattern of tweens for fast food
- To get inputs for the questionnaire

As in this research, the respondents were young children, it was very important to talk to them and build an understanding of them, before the questionnaire was prepared and administered. Hence, FGD was done to understand the thoughts, views and perception of tweenager for MNC fast food restaurants. A discussion guide (Annexure) was prepared which ensured focus helped align the discussions with the objective.

The summary of participants of FGD was as follows:

**TABLE 5.1: Summary of Participants of Focus Group Discussion**

<b>Age of participant</b>	<b>Male</b>	<b>Female</b>
8 years	1	1
9 years	1	1
10 years	0	1
11 years	1	1
12 years	1	1
Total	3	5

All participants were from English medium schools and they previously had visited MNC fast food restaurants.

**Conduct of FGD:**

FGD was conducted in a location convenient for all the participants. Oral permission was taken from their parents. The researcher who moderated the FGD was asking questions, so as to get the viewpoints of the respondents. It was difficult to make all children talk at the initial point, but gradually all became comfortable and spoke. The researcher tried to keep the discussion structured and organized but as the discussion involved children, it was important to keep them focused on the questions asked.

The FGD was audio recorded and before beginning the focus group discussion, participants were informed accordingly. The researcher was simultaneously making notes to build better understanding. In the end, chocolates were given to each participant, as a token of appreciation.

**Discussion:**

The tweens were informed the purpose of the focus group. None of them had ever participated in a focus group. The researcher first made them comfortable by giving the introduction, telling them the objective and stating their expected role. The researcher asked them to be candid, as it was not a test and therefore no right answers. This was done so that the behavior, attitude and perception of the tweens could be rightly captured. They were also informed that the audio recording device would record the entire discussion so that their answers could be properly documented.

**Analysis:**

For analysis, the transcript was made from the notes made by the researcher and the audio recording. Common answers were noted and categories framed. Following are the question-wise common answers shared by participants during the FGD. Only the common and contrasting answers from the transcript are given below.

1. Do you all eat fast food?

Yes, sometimes, very frequently

2. What do you understand of the word 'fast food'?

Fast food' as junk food, tasty food, burger, Pizza, burger, burger pizza, I don't know, cold drinks, French fries.

3. Do you like it? Do you think it is tasty?

The participants were all smiles and unanimously felt that fast food was tasty.

4. Have you heard of the word 'MNC' or the word 'Multinational' or 'multinational fast food restaurant'?

Big restaurants were MNC or multinational restaurants, no idea

5. Tell me few fast food restaurants' names?

Mc Donald, Pizza Hut, Subway, Dominos, KFC

6. Is the place where we get samosa, called fast food?

No, the place where we get samosa is called street food, local food, Gujarati food

7. Which is your favorite fast food restaurants?

Dominos, pizza hut were the two (2) choices of all participants

8. How do you choose/select a fast food restaurants?

When we see it on our way to school, advertisements, and promotional offers

9. How many times do you go to fast food restaurants?

Sometimes, once in a month, not counted

10. What are the reasons why you go to fast food restaurants?

- As FFRs offer tasty food
- Visiting FFR after many days
- No reason- when I feel like going
- Birthday
- When we get good marks
- During exam time

11. Do your parents offer to take you to fast food restaurants?

Yes, sometimes, when we ask them or when we do what they want from us like studies, cleaning of room

12. Do your classmates / friends tell which fast food restaurant they visit? Do u discuss in school?

Yes during recess, often, sometimes, some students in class brag about their visit to a fast food restaurant

13. Have u seen advertisements of fast food restaurants? Where?

Yes, on TV, hoardings on roadside, newspaper, on mall walls, in small pamphlets along with daily newspaper

14. Think of your favorite fast food restaurants? What do you like of that place?

Food, taste, gifts, enjoy eating, decoration, paint-, toys, free balloons

15. Do u think fast food restaurants should offer something extra?

Sweets, discounts, food, cold drinks

16. What is discount?

50 percentage or Rs. 10 off, when we have to pay less and get more of quantity

17. Is fast food expensive?

Little expensive, medium expensive, dominos is expensive, mother says it is costly

18. Does going to a fast food restaurants create good image among friends?

No, yes

19. Do u take selfies at fast food restaurants?

Yes, always, sometimes

Based on the discussion, five major themes were observed reflecting from the discussion. The themes were – Consumption frequency, Comprehension, Liking, Recall, Decision making, Status/Pride.

### **Consumption frequency**

- Do you all eat fast food?
- How many times do you go to fast food restaurants?
- What are the reasons why you go to fast food restaurants?

### **Communication style of parents**

- Do your parents offer to take you to fast food restaurants?

### **Comprehension**

- What do you understand of the word ‘fast food’?
- Is the place where we get samosa, called fast food? Then, what is it called?
- What is discount?
- According to you, is fast food expensive?

### **Liking**

- Do you like it? Do you think it is tasty?
- Which is your favorite fast food restaurants?
- Think of your favorite fast food restaurants? What do you like of that place?

### **Recall**

- Have you heard of the word ‘MNC’ or the word ‘Multinational ‘or ‘multinational fast food restaurant’?
- Tell me few fast food restaurants joints name?

### **Decision making**

- How do you choose/select a fast food restaurants?
- Do your classmates / friends tell which fast food restaurant they visit? Do u discuss in school?
- Have u seen advertisements of fast food restaurants?
- Do u think fast food restaurants should offer something extra?

### **Status/ pride**

- Does going to a fast food restaurants create good image among friends?
- Do u take selfies at fast food restaurants?

### **Observations:**

- In the beginning of the focus group, children were not very open in sharing their thoughts but with discussions, they began sharing their thoughts.
- They appeared to be not at all confused and were very clear in sharing their perspectives.
- Children frequently visited FFR.
- They enjoyed going to fast food restaurants and liked fast food
- It appeared that they went to restaurants for ‘fun’ rather than ‘food’
- Few mentioned that fast food was not healthy, but soon the thought was overpowered with healthy food options.
- Few mentioned that their parents were very strict and going out to eat was a way to acknowledge the children’s achievements.
- On the other hand, few parents took them out every weekend.
- They enjoyed taking selfies and photographs but few didn’t like showing it to friends.
- It was difficult to keep them focused on the topic.
- Level of communication was simple, clear without any jargons.

### **5.1.2 In-Depth Interview Of Practitioners From The Industry**

The researcher met six (6) practitioners from MNC fast food restaurants operating in Ahmedabad. All six (6) professionals were approached in their fast food restaurant during their office timings. The researcher explained the objective of the interview and sought permission. The objectives were:

- To validate the findings of the literature review



- To know the trends of consumption patterns of children with respect to fast food
- To get inputs from hands-on experience of industry practitioners
- To get inputs for the questionnaire design

Although busy, the six professionals agreed for the interviews.

**The details of the professionals are**

- Mr. Mahesh Menon, Restaurant Manager at Pizza Hut, Alpha Mall
- Mr. Hariprasad, Restaurant Manager at KFC, Alpha Mall with total 7 years' experience
- Mr. Suresh Sugathan, Restaurant General Manager at Pizza Hut, S. G. Highway with 14 years' experience
- Mr. Girish Vaghela, Restaurant Manager at Subway, Alpha Mall with total 5 years' experience
- Mr. Dharmendra Parmar, Senior Assistant(Restaurant Manager), Dominos, 100 Feet Ring Road
- Representative from Mc Donalds, with 10 years of work experience was also interviewed but the researcher did not get permission from him to include his name in the thesis.

The researcher would like to highlight the fact that the thoughts shared by the above professionals is experiential, which is based on individual perception and hence it may/may not be related with the marketing inputs/communication of the 5 brands – Mc Donald's, KFC, Pizza Hut, Subway and Domino's Pizza.

The interviewers were very co-operative and shared their experience, and perspectives. They even shared inputs on the measures their restaurant takes to ensure that they offer the best to their customers. The researcher also sat as an observer in the fast food restaurants witnessing and observing the behavior of children eating at various fast food restaurants. The interviews were not recorded but the researcher wrote the shared inputs as the interview proceeded. Following is the summary of the answers of the 13 questions provided in the discussion guide which is given in Appendix G.

## **Findings from In-Depth Interviews:**

### **1) Age group of major customers who visited FFRs**

Age group of customers depended on the location of restaurant. FFR which are close to schools or college, have more of students and teenagers as their customers while FFR which are in and around residential areas have more of families as their major customers.

Also, the customers change with timings. Children and teenagers visit the FFR more during daytime while most families visit during evenings/night. Also, teenagers and children visited FFRs more on weekdays while families with children preferred weekends. Kids visit FFRs more often during vacations.

School children visited FFRs in school uniform too. They mostly visit in groups, with the friends. Teenagers visited restaurants with friends or with boyfriend of girlfriend.

### **2) Trends observed at FFRs**

Children in the age group of 8 to 10 years come with their family members. They are more aware of the types of food than their parents. They know all the details of the type of food. Approach of Children/teenagers have changed drastically. They have become more techno savvy which they were not earlier. They have all the updates on promotional events. They can order online and they know how to do it. Teenagers either come with their boyfriend or girlfriend or they come in groups.

The youth who visit are more mature, with latest gadgets, updated information. Also, they are conscious about brands and want to visit MNCs. The children are only young in age. Due to internet, have gained lots of knowledge. It is interesting to see some kids place order with confidence. They know exactly what to ingredients to be put in their food and in what quantity.

### **3) Enjoyment of Children / teenagers**

The practitioners opined that they enjoyed their signature food. After they walk-in, they simply want to enjoy the moment. They want to spend time and interact with friends who accompany them.

Children in the age group of 5-9 years enjoy balloons, dance etc. Although expensive, kids do not bother about product quality, they want quick service, AC, comfortable chair/sofa and music. Food appeared to be secondary for them. Teenagers enjoy their special moments with their girlfriends, they place request for birthday song and cut cake, give flowers and enjoy the service the most

They enjoy value for money and quality and the fact that the restaurant is an MNC. They just want to celebrate the moment. Although one of the practitioners mentioned that a lot depends on the family background also.

#### **4) Expectation of children from fast food restaurant**

The researcher got few different answers and few common ones. Hence for the summary of this point, all answers are separately listed.

- Children expect hygiene, good food quality, good quantity, hot food.
- They want good music, good ambience, a good place to hang around. They want fun and show off as they are eating MNC products.
- Going by order they expect quick and good service, good ambience, and product quality.
- They expect premium quality, good ambience (décor and music). Also, children enjoy the taste, flavors, sauces etc. Teenagers prefer huge quantity of food while kids want just the right quantity. They also enjoy quick service and want to enjoy the moment. They are very brand conscious.

All answers were significant for the research.

#### **5) Complaints of children at FFR**

Children complained if the food was not in sufficient quantity. While one practitioner, felt that children do not complaint about food but of service which always has to be up-to the

mark. Also if the food is not appropriately hot, they return the dish. They possess the latest gadgets which they use to complaint online.

Children complaint as they demand lower price for premium products. They complaint about price. They want offers every day. They enquire about special offers.

#### **6) Type of food ordered at FFRs**

Children order food which is offered at affordable price and has an Indian taste. They order food in the economy range. Some children also order as per their taste, regardless of the price.

#### **7) Kid's parties**

Parties for kids at FFRs in the age group 8 to 15 years are a regular affair. Youth celebrate their birthdays with their friends and their family members do not accompany them.

Families feel that hosting a party at their restaurant is a matter of pride and reputation. Children take snaps of their outing at FFRs and send the pictures to their friends. They also upload pictures on social media websites.

#### **8) Children accompanied by**

On asking as to who accompanied children on their visit to FFR, they mentioned that few parents leave their kids in restaurant and pick them up after few hours. Children in the meantime, eat and enjoy with the other friends. Parents do not join them in the party.

Also, teenagers come with their friends in groups. Couples also visit the restaurant. Kids come with their family members.

Parent who are shopping in the mall leave the siblings at FFRs. During festivals, families visit with children and enjoy.

#### **9) Communication style of parents**

Parents of lower middle class decide on what to buy. Even if children insist, they give some excuse and buy what their pocket allows. Upper middle class parents allow children to decide what to buy.

Parents let the children take the decisions. Children choose what they want to eat. They know what to order for themselves. Children have their say. Parents easily agree to it. In earlier times, their father used to order. But now children know what they want. Children learn a lot from their school friends and TV advertisements. They order even for their parents and parents do not mind what they order. Parents have given full decision power to children. Parents take full support of their child even if their child shouts at the employees of the FFRs.

### **10) Price consciousness of children**

On enquiring about the price conscious nature of children they shared interesting observations. Adults who visit FFRs are price conscious but children are not as it is their parents who pay. Also, when children are with parents they are not at all price conscious. But teenagers are very much price conscious. Teenagers are conscious about how much to spend probably because they get limited pocket money. On the other hand, some spend a lot, and especially teenage couples are not bothered about the price. Few children are price conscious. They buy the best they can, as per their pocket money. Even when employees suggest them, they buy keeping in mind their budget. They prefer economy pizza, except on birthdays.

### **11) Health concerns**

All the six professionals, said that children and youth are not at all health conscious. They have never got any query related to health issues. Although of health related talks have been encountered. Nobody checks for the health guidelines/calories mentioned on the food packaging. Instead they misunderstand it for the price.

### **12) Promotional campaigns**

All agreed to the fact that promotional events have a direct impact on sales. Children particularly ask for the food which has free toys along with it. Some children aim at collecting series of toys with every visit. Foot falls increase when there is a promotional

campaign. In low volume restaurants, children come for time pass. They order for one item and sit for hours. In high volume restaurants, the footfall is more.

One practitioner opined that promotional events boosted sales and footfalls by 10 to 15%. Television commercials (TVCs) and promotional offers, an increase in sales is observed. Children, also enquire about promotional offers during their visit

### **A summary of the findings from the In-depth interviews**

- Age group of customers who visit FFRs depend on the location of restaurant.
- Children and teenagers visit the FFR more, during daytime while most families visit during evenings/night.
- Teenagers and children visited FFRs more on weekdays while families with children preferred weekends.
- Kids visit FFRs more often during vacations.
- School children visited FFRs in school uniform too. They mostly visit in groups, with the friends.
- Teenagers visited restaurants with friends or with boyfriend of girlfriend.
- Children have become more techno savvy and have all the updates on promotional events.
- Children know how to order food online
- Children enjoyed fast food want to enjoy, spend time and interact with friends who accompany them.
- Children expected hygiene, good food quality, good quantity, hot food, good music, good ambience, a good place to hang around, fun, MNC brand, quick and good service, décor and music, taste, flavors and enjoyment.
- Children on their visit to FFR, complained about food, quality and price issues.
- Children order food which is offered at affordable price and has an Indian taste.
- Children take snaps at FFRs, share pictures with their friends and upload them on social media websites.
- Parties for kids at FFRs in the age group 8 to 15 years are a regular affair.

- Youth celebrate their birthdays with their friends and their family members do not accompany them.
- Teenagers visit FFRs with their friends, in groups. Couples also visit the restaurant. Kids come with their family members.
- Parents do not join children in their party.
- Parents drop the children at FFRs and pick them later
- Parents have given full decision power to children.
- Children take their own decisions and sometimes on behalf of their parents too in Fast food restaurants.
- Children learn a lot from their school friends and TV advertisements.
- Social class has an impact on communication style of parents.
- Teenagers are conscious about how much to spend probably because they get limited pocket money
- Few children are price conscious while others enjoy spending their parent's money while buy fast food
- Children are not health conscious with respect to fast food.
- Promotional campaigns boost sales at FFRs.
- Children are inquisitive about promotional offers

## **5.2 Major Findings from Quantitative Study:**

The questionnaire was framed keeping 4 (four) objectives in focus. The quantitative data was tabulated and then analyzed using statistical tools. The following are the findings with respect to the framed objectives.

### **5.2.1 Findings With Respect to Objective 1:**

Objective 1 was to analyze factors influencing perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat (Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)

For the first objective, extensive literature review was done on perception, fast food industry, fast food brands, QSR, tweens and factors influencing perception. The literature review was later focused on factors influencing perception of tweens for MNC fast food restaurants. Focus group and in-depth interview was conducted to understand the context of the factors, found in literature review for tweens of Gujarat state.

Thus from the literature review, findings of focus group of tweens and in-depth interview conducted of six(6) practitioners from fast food industry, five major factors were finalized and chosen for the present study. These factors were Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value.

The factors Restaurant Image attributes, Marketing Communication and Communication pattern of parents had sub-factors.

**The findings were as follows:**

1. The factor analysis of the restaurant image attributes resulted in four factors which clubbed 8 of the 10 attributes. The researcher renamed the factors. The details are as follows:

- The factor with items ‘taste of food’ and ‘variety in menu’ was renamed as ‘Food taste and variety’.
- The factor with items ‘Convenient Location’ and ‘Interior Design’ was renamed as ‘Place and Ambience’.
- The factor with items ‘Overall Cleanliness’, ‘Quality of food’ and ‘Quantity of food’ was renamed as ‘Food and Hygiene’.
- The factor with item ‘Quick Service’ was renamed as ‘Service quality’.

Low price’ and ‘Professional staff’ were two attributes, which were not considered important by tweens while selecting MNC fast food restaurants.

2. The factor analysis of the marketing communication parameters resulted in three factors which clubbed 10 of the 11 attributes. The researcher renamed the factors. The details are as follows:

The factor comprising of items -Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and restaurant pamphlets was renamed as ‘Advertisement through different mediums’.



- The factor comprising of items - Promotional offers (free gifts, toys etc), Play area at restaurant was renamed as 'Freebies and fun'.
- The factor comprising of items - Friends and classmates were renamed as 'peer influence'.

The attribute 'Family' was not perceived as influential in selecting MNC fast food restaurants.

3. Tweens perceived that the communication style of their parents was concept oriented communication which influenced their perception for fast food restaurants while choosing, or while consuming fast food.

4. Tweens perceived eating at fast food restaurants to be fun and pleasant. Enjoyment, happiness, fun and pride were few of their observed experiences. Tweens enjoyed tasty food, and preferred simplicity and convenience in eating at fast food restaurants. They also perceived that the best fast food cannot be bought at low price.

### **5.2.2 Findings with respect to Objective 2**

The second objective was framed to understand the consumption pattern of tweens for multinational Fast Food restaurants. The findings were:

1. Of the 450 tween respondents, 50.4 % of the tween respondents visited fast food restaurants frequently or occasionally which shows that a good number of tweens visit fast food restaurants. 26.5% of the tween respondents visited the MNC fast food restaurants very few number of times (once in 6 months or a year). Also approx. 53.6 % of male respondents were found to be frequent visitors than female respondents whose percentage was only 46.5%.

Marketers must design marketing strategies to retain the frequent visitors (50.4 %) and understand the perception of 26.5 % tweens so as to attempt to increase the footfall in fast food restaurants and their liking of fast food. Also a good 23% who are occasional visitors should be targeted by marketing occasion based celebrations. Also, wishing the tweens or their family members, on their special days will help them better recall the fast food brand.

2. 78% of the tweens personally visited the MNC fast food restaurants while 22 % of the respondents got food delivered at home. Also, 76.6 % of male respondents and 79.3 % of female respondents personally visited the MNC fast food restaurant while approx. 23.4 % of male respondents and 20.7 % of female respondents got food delivered at home.

Fast food is also known as a convenience food. Home delivery by fast food marketers will not only ensure serving convenience, which is much wanted by tweens and their parents but also boost sales. Also, as significant difference was not observed in the percentage scores of male and female tweens' mode of eating, thus while marketing related to mode of eating (restaurant visit or home delivery), marketers may target the male and female tweens with the same marketing communication strategies.

3. Tweens chose Domino's Pizza (approx. 44%) as their favorite MNC fast food restaurant, with Mc Donald's (23 % approx.) being their second favorite. The least favorite MNC fast food restaurant was Kentucky Fried Chicken –KFC (4.7%). Also, 50 % of the female tween respondents and approx. 40% of the male tween respondents said that Domino's Pizza was their favorite MNC fast food restaurant. Thus it can be inferred that female tween respondents preferred Domino's Pizza more than their male counterpart. For Mc Donald's, male respondents (approx.25 %) preferred it as their favorite, as compared to approx. 20% of female tween respondents.

Marketers should further study the reasons of tweens' liking/disliking with respect to their particular brand. They should address the issues concerning tweens and take steps to make their brands reach high in their list of favorites.

4. Of various MNC fast food brands, more tweens recalled the special food(Happy Meal, Sub, Margarita pizza) which was offered by the brands. It was also found that most tweens were not able to associate any salient feature with the brand name which was reflected through the unanswered questions. Negative feelings for the brand also was noted.

Marketers must put in efforts so that brand association is developed by tweens, and it becomes easy for them to associate some salient positive fact about the brand. This will help build stronger perceptions which would increase their consumption.

5. 75 % of the respondents were accompanied by their family members on their visit to MNC fast food restaurants. 10% of tweens said that they visited MNC fast food restaurants with friends while approx. 9 % said that their relatives accompanied them on their visit. Only 5 % (approx.) of the tweens went with their brothers/ sisters. Marketers may make themes related to ‘family’ so that more of tweens visit the restaurants with family. Also, as more of tweens now live in nuclear family than joint family thus tweens visit with siblings was very less. Thus, marketers can highlight ‘family’ and bonding of ‘siblings’ in their promotions.
  
6. 38% of the tweens said that their visit to MNC fast food restaurant had no particular reason to eat at MNC fast food restaurants. 28% of the tweens visited to eat special food while approx. 24 % of the respondents went to celebrate occasions. Also, 34.5% of male tweens, approx. while 42% of the female respondents did not have any particular reason to visit MNC fast food restaurants. However, approx. 24% of the female tween respondents visited to celebrate occasions against 23.4 % of male respondents. A very high percentage of male respondents (33.7%) as against 20.7 % of female respondents visited MNC fast food restaurants to eat special food. Marketers should create ‘Unique selling proposition (USP)’ for their brands so that tweens have more clear reasons to visit their fast food restaurants. The above percentages show that tweens visit to eat special food and to celebrate occasions. While more efforts may be put by marketers to address female tweens and to help them relate fast food with ‘special food’, occasions too may be made grand by the marketers.
  
7. Approx. 35.5 % of tween respondents mentioned that they were not aware of the average money spent at fast food while 10 % of the tweens spent money in the category of Rs. 1 to Rs. 100. Also approx. 33.56 % of the tweens wrote amounts which fell in the category of Rs.100 to Rs. 500. The category ‘Mentioned in range’ is that category of tweens who had given their answers in range which were not satisfying the categories made. For eg. the answers were 300 to 1000, 1500 to 2500 etc. Although 33.56 % tweens had mentioned amounts that they spent, approx. 35.5 % of the 450 respondents were not aware of the amount spent. It is difficult to infer whether tweens understand money and its value.

8. Approx. 83 % of tweens ate vegetarian food at MNC fast food restaurants while approx. 2% ate non-vegetarian food and approx. 15% ate both vegetarian and non-vegetarian food. Also approx. 85 % female tweens and approx. 82% male respondents ate vegetarian food. Approx. 3% male tweens and 1% female tweens ate non-vegetarian food while both vegetarian and non-vegetarian food were consumed by almost same percentage of both male(approx. 15%) and female (approx. 14%) tweens.

Most MNC fast food marketers have realized that in India their offerings have to vary as per place. In Gujarat, too fast food marketers have to take special care and ensure that non-vegetarian food is not highlighted in their offers. However, it is a challenge for them to cater to the 2 % of non-vegetarians and 15 % of tween population which takes both vegetarian and non – vegetarian food. Fast food marketers like KFC, are very clear in their offering and promotions. Researcher had personally visited the fast food restaurants and observed the tweens. At KFC, tweens were seen (mostly male) visiting in groups (of same age group) and enjoying chicken food items. The tweens were focused more on food. Marketers can roll out discounts to attract more consumption of non-vegetarian food.

### **5.2.3 Findings with Respect to Objective 3**

In the third objective, influence of gender and place on factors of perception of tweens towards multinational Fast Food restaurants (QSR) was analyzed. Statistically no significant association was observed between gender and all the 5 factors (24 variables) studied which shows that male and female tweens shared same perception of the 5 factors studied. However, tweens from the 5 cities- Ahmedabad, Vadodara, Surat, Rajkot and Anand had different perception for 14 variables Quick service, Overall Cleanliness, low price of food, professional staff, television advertisements, radio advertisements, newspaper advertisements, advertisements on hoardings, advertisements on internet, perceived influence of friends, perceived influence of promotional offers, perceived influence of play area, communication pattern of parents, perceived utilitarian value of restaurant image attributes, few variables of marketing communication, communication pattern of parents and utilitarian value.

#### **5.2.4 Findings with Respect to Objective 4**

In the fourth objective, comparison of results of differences in perception of tweens and teens for different multinational Fast Food Restaurant was studied.

- For tweens all factors of perception, considered in the study, did not play an equal role in influencing their perception for MNC fast food restaurants. The same was true for teens' data too.
- Factor analysis of restaurant image attributes showed that perceived importance for various attributes differed between tweens and teens. However, factor analysis of marketing communication parameters showed somewhat similar perceived influence of parameters in selecting MNC fast food restaurants by tweens and teens.
- Tweens and teens both perceived hedonic value related to MNC fast food restaurants to be important. For perceived utilitarian values, both tweens and teens enjoyed tasty food. Differences in answers were observed between tweens and teens for both perceived utilitarian and hedonic values
- For tweens no statistical significant association was observed between gender and the 24 variables studied while for teens statistical significant association was observed between gender and perception of 3 variables - overall cleanliness, influence of advertisements on hoardings and hedonic values
- For tweens statistical significant association was observed between place and 14 of the 24 variables studied while for teens statistical significant association was observed between place and 19 of the 24 variables studied. Eleven variables were common between tweens and teens which were Quick service, Overall Cleanliness, low price of food, radio advertisements, newspaper advertisements, advertisements on hoardings, advertisements on internet, perceived influence of friends, perceived influence of play area, communication pattern of parents, perceived utilitarian value

**CHAPTER 6**

**CONCLUSIONS, MAJOR CONTRIBUTION,  
LIMITATIONS AND SCOPE FOR FUTURE  
RESEARCH**

## **CHAPTER 6**

### **Conclusions, Major Contributions, Limitations and Scope for Future Research**

This chapter comprises of the conclusions of the study, the major research contributions, the limitations of the study and the scope for future research.

#### **6.1 Conclusion**

In this study, the researcher studied the ‘tween segment’ in Gujarat and their perception for multinational fast food restaurants. The researcher conducted a review of the existing literature to find out the factors which influenced perception. Based on focus group discussion conducted of tweens, in-depth interviews of industry practitioners and the most studied factors found in literature review, the researcher finalized on five (5) factors- restaurant image attributes, marketing communication, communication style of parents, hedonic value and utilitarian value, which were included in the research. Five (5) major cities of Gujarat, which were representative of Gujarat were selected to collect data.

Four objectives were framed and the findings of the study will help fast food marketers’ gain better understanding of perception of tweens for MNC fast food restaurants. They can formulate strategies so as to cater to their preferences and also generate revenue. Marketers need to work on improving the benchmarks of the factors considered important by the tweens. It is believed by the marketers that children, who become their customers at a very young age, have more chances of becoming life-long customers. This is because consumer behavior learnt at a young age stays persistent till adulthood (Deriemaeker et al., 2007). As children are the future market too, hence the perception that they carry of restaurants may impact their choices in future too.

#### **6.2 Major Contribution**

- Previous research work studied perception of children of different age group. This study was targeted to specific age group of 8 to 12 years only.

- This study acknowledges the work done outside India on tweens and is an attempt to take it a step further. A number of research on children have been done previously and this study contributes to the book of knowledge so that tweens in Gujarat can be understood in a better and conclusive manner.
- It is a comprehensive study which includes factors restaurant image attributes, marketing communication, communication pattern of parents, hedonic value and utilitarian values which according to the literature review suggests that they influence perception of tweens.
- Also the influence of gender and place on perception of tweens is also analyzed.
- This study includes comparison of perception of tweens and teens for MNC fast food restaurants. The comparison would help build an understanding of similarity of perception of tweens and teens.
- This study will help fast food marketers in India to better understand the perception and consumption patterns of tweens so that they may frame marketing strategies accordingly. This would lead to better customer satisfaction of tweens for fast food and strengthen their intention to buy.
- The study will also help marketers to understand ‘the tween segment’ and target them as per their perceived needs and perceived desires.

### **6.3 Limitations of the Study**

Limitations add challenge to any research work. This study had its own set of limitations. They are listed below:

- The study was conducted only in 5 major cities in Gujarat, namely – Ahmedabad, Anand, Vadodara, Rajkot and Surat so as to generalize the findings for the state of Gujarat only.



- Perception is a very subjective term and it may vary from person to person. Quantifying perception was a limitation of the study.
- The age group of respondents was 8 to 12 and 13 to 17 years. Comprehension level of tweens and teens vary. Hence, it may have been difficult for them to correctly understand the questions given in the questionnaire.
- Data was collected from schools where teachers had selected students for filling questionnaire. Some teachers selected tweens who were intelligent while some selected those who were punished in the class. This process of selection of students had its own bias and limitation.
- The category of teenagers who fall in the age group of 18-19 years were excluded from the study, as it would have been difficult to compare them with school going tweens.
- The study did not include tweens who never visited fast food restaurants.
- Parents were not a part of the research, neither the focus group nor the survey. Thus this research lacks parent's perspectives.
- As the questionnaire was for tweens which included 8 year old children, it had to be designed in a very simple format. The length of the questions too had to be limited so that tweens' interest level was maintained.
- As the respondents were children, the length of the questionnaire had to be limited. Although there are many factors which influence perception, only five factors were included in the study. Also the number of attributes of the factors chosen had to be limited.
- Many schools out-rightly refused permission to collect data. In some schools permission was sought, only after following a lengthy process.

- Researcher found that when tweens and teens were asked of their pocket money, they were calculative in their response. Due to other children around them, it appeared to the researcher that some children were writing exaggerated figures.
- For tweens of lower age group (8 – 10 years), few students lost interest in midway, while filling the questionnaire. The incomplete questionnaires were thereafter removed. The researcher felt that there may be other respondents too, who might have not liked filling the questionnaire but as they were school, and were asked by their teachers, they completed the questionnaire. Hence, there must have been some variation in their answers
- The study was done for Fast food products and services only. Hence, the findings cannot be generalized for other product or service categories.
- As tweens, necessarily had not visited all five (5) restaurants, hence brand specific questions could not be included in the questionnaire.

#### **6.4 Scope for Future Research**

- The respondents for the study were of the age group 8 to 12 years. More research may be conducted for other age groups.
- The study was conducted only in 5 major cities in Gujarat, namely – Ahmedabad, Anand, Vadodara, Rajkot and Surat so as to generalise the findings for the state of Gujarat. To generalise the results of the study for other states in India, which may vary based on diversity across borders, further research needs to be carried out to know the perception of tweens in other states of India too.
- In this study, tweens as a segment was considered. Researchers may further analyze perception for different age categories, school boards, class (Standard), school mediums, schools boards etc.

- There are many factors which influence perception whereas only five were included in the study. Researchers may include other factors of perception in their study. Also more attributes of each factor may be studied.
- Comparative study of perception of tweens of different cities can be done to find out the differences in perception, and their reasons thereof.
- The study was limited to multinational fast food restaurants only. Researchers may conduct similar study for local and national fast food restaurants.
- Study on perception of tweens may be conducted for other industry too.
- Research may be conducted to understand the reasons of tweens who never visited fast food restaurants and who disliked fast food.
- Future research may include more factors of perception, which could not be included as the questionnaires were to be filled by tweens which is a young age group.
- Researchers can include parents in the study so that perspective from both parents and tweens add more value to the findings.

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- Sharma, J. K., & Kurien, D. (2017). Perceived Risk in E-Commerce: A Demographic Perspective. *NMIMS Management Review*, Volume XXXIV, Issue 1, April 2017
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- Kurien, Daisy N., Body Language: Silent Communicator at the Workplace (May 18, 2010). *The IUP Journal of Soft Skills*, Vol. 4, Nos. 1 & 2, pp. 29-36, March & June 2010.

## Appendix A

### Questionnaire – Tweens (8 Years to 12 Years)

I, Daisy Kurien, Faculty in Management, am pursuing doctoral research work from Gujarat Technological University. My research topic is ‘**A study of factors influencing perception of tweens for multinational Fast Food Restaurants (QSR): with special reference to Gujarat**’. The fast food restaurants considered for this study are **KFC, McDonald’s, Subway, Pizza Hut and Domino’s Pizza**.

It would be very kind if you could spare some time to fill the questionnaire. The information provided by you will be used only for academic purpose.

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#### [PART I]

**Q1. Have you ever visited MNC Fast Food Restaurants (KFC, McDonald’s, Subway, Pizza Hut and Domino’s Pizza)?**

Yes  No

**Q2. How many times do you visit an MNC Fast Food Restaurant?**

- a. Very Frequently ( Minimum Once a week)
- b. Frequently (Once in a month)
- c. Occasionally (On specific occasions only)
- d. Rarely (Once in 6 months)
- e. Very Rarely (Once in a year)

**Q3. To eat fast food, what do you generally do (Tick one option)?**

- a. Visit the fast food restaurant
- b. Get food delivered at home

**Q4. Which is your most favorite Fast Food Restaurant (Please tick only 1 option)?**

- a. Kentucky Fried Chicken (KFC)
- b. Domino’s Pizza
- c. McDonald’s
- d. Subway
- e. Pizza Hut
- f. Others (Please specify)\_\_\_\_\_

**Q5. What comes to your mind when you hear the following names?**

- a. Kentucky Fried Chicken (KFC) \_\_\_\_\_
- b. Domino's Pizza \_\_\_\_\_
- c. McDonald's \_\_\_\_\_
- d. Subway \_\_\_\_\_
- e. Pizza Hut \_\_\_\_\_

**Q6. Whom do you more often go out with, when you visit MNC Fast food restaurants? (Please tick only 1 option)**

- a. Friends
- b. Brothers/Sisters
- c. Relatives
- d. Family
- e. Others (Please Specify) \_\_\_\_\_

**Q7. What are the reasons why you most often eat at MNC Fast Food Restaurants?**

- a. To celebrate occasions
- b. To eat special food
- c. To celebrate achievements
- d. Date/night outs
- e. Out shopping
- f. No particular reason
- g. Others(Please specify) \_\_\_\_\_

**Q8. On an average, how much do you spend during one visit to an MNC Fast Food Restaurant?**

\_\_\_\_\_

**Q9. What type of food do you eat at MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza)?**


































- a. Vegetarian
- b. Non-vegetarian
- c. Both

**Q10. For the given Restaurant Image parameters of MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on importance, where 😞 is Not Important, 😐 is Neutral and 😊 is Important**







Parameters	Not Important	Neutral	Important
a. Quick Service	😞	😐	😊
b. Overall Cleanliness	😞	😐	😊
c. Taste of Food	😞	😐	😊
d. Low Price	😞	😐	😊
e. Variety in Menu	😞	😐	😊
f. Convenient Location	😞	😐	😊
g. Quality of food	😞	😐	😊
h. Interior design	😞	😐	😊
i. Professional Staff	😞	😐	😊
j. Quantity of food	😞	😐	😊
































































**Q11. For selecting MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on influence where 🙄 is**

**Not at all Influential, 🤔 is Moderately Influential and 🤩 is Extremely Influential**







Parameters	Not at all Influential	Moderately Influential	Extremely Influential
a. Television Advertisements			
Parameters	Not at all Influential	Moderately Influential	Extremely Influential
b. Radio Advertisements			
c. Newspaper Advertisements			
d. Advertisements on Hoardings			
e. Advertisements on Internet			
f. Friends			
g. Family members			
h. Promotional offers (free gifts, toys etc)			
i. Play area at restaurant			
j. Restaurant pamphlets			
k. Classmates			

**Q12. Please tick on the appropriate smiley as per your agreement or disagreement with respect to the given statements.**

Parameters	Disagree	Neither Agree nor Disagree	Agree
<b>Parent's Communication style</b>			
a. I tell my parents which Fast Food Restaurant to go.			
b. My parents take me to the Fast Food Restaurant where I want to go.			

c. <b>By behaving well</b> I can get my parents to take me where I want to go.			
d. I tell my parents <b>which food to buy</b> .			
<b>Parameters</b>	<b>Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Agree</b>
e. My parents <b>usually buy the food</b> that I want.			
f. I tell my parents what food to buy for the <b>family</b> .			
g. My <b>parents usually tell me</b> which food to buy.			
h. My <b>parents and I decide</b> which food to buy.			
<b>Satisfaction</b>			
a. <i>The look of the Fast Food Restaurant should make me feel good.</i>			
b. <i>The music in the Fast Food Restaurant should provide me entertainment.</i>			
c. <i>The food is different from what I eat every day.</i>			
d. <i>Free gifts with food make me happy.</i>			
e. <i>I take pride in taking selfies and photographs at Fast Food Restaurants.</i>			
f. <i>Showing photographs clicked at Fast Food Restaurants, to friends makes me happy.</i>			
g. <i>Seating arrangement of the restaurant makes me feel relaxed.</i>			
h. <i>Eating at Fast Food Restaurants should be fun and pleasant.</i>			
i. <i>Fast Food is <b>expensive, but still one should visit</b> Fast food Restaurants.</i>			
j. <i>Eating at Fast Food Restaurants creates my good image among my friends.</i>			
<b>Uses and Benefits</b>			
a. <i>Eating at Fast Food Restaurants should be simple and convenient.</i>			
b. <i>The bestFast Food Restaurant is which gives food at low price.</i>			
c. <i>It is a waste to spend a lot of money when eating at Fast Food Restaurants.</i>			
d. <i>Fast Food Restaurants offer tasty food, so I enjoy.</i>			
e. <i>I like a <b>variety of menu choices</b> at Fast Food Restaurants.</i>			



f. I like <i>healthy food options</i> at Fast Food Restaurants.			
g. The <i>cost</i> of food at Fast Food Restaurants is <i>reasonable</i> .			

**[PART II] - RESPONDENT'S PROFILE**

1. Name: \_\_\_\_\_

2. Gender: Male  Female

3. Age: \_\_\_\_\_ years

4. Grade (Class): \_\_\_\_\_

5. Name of School: \_\_\_\_\_

6. Medium of School: English  Gujarati

7. School Board: State Board  CBSE  ICSE

8. Place: Ahmedabad  Vadodara  Rajkot  Surat  Anand

9. Do you live in a joint family: Yes  No

10. Pocket Money (Monthly): \_\_\_\_\_

11. Occupation of Father: Business  Service

Others (Please specify) \_\_\_\_\_

12. Occupation of Mother: Business  Service

Homemaker  Others (Please specify) \_\_\_\_\_

**THANK YOU**

## Appendix B

### Questionnaire – Teens (13 Years to 17 Years)

I, Daisy Kurien, Faculty in Management, am pursuing doctoral research work from Gujarat Technological University. My research topic is ‘**A study of factors influencing perception of tweens for multinational Fast Food Restaurants (QSR): with special reference to Gujarat**’. The fast food restaurants considered for this study are **KFC, McDonald’s, Subway, Pizza Hut and Domino’s Pizza**.

It would be very kind if you could spare some time to fill the questionnaire. The information provided by you will be used only for academic purpose.

---

#### [PART I]

**Q1. Have you ever visited MNC Fast Food Restaurants (KFC, McDonald’s, Subway, Pizza Hut and Domino’s Pizza)?**

Yes  No

**Q2. How many times do you visit an MNC Fast Food Restaurant?**

- a. Very Frequently (Minimum Once a week)
- b. Frequently (Once in a month)
- c. Occasionally (On specific occasions only)
- d. Rarely (Once in 6 months)
- e. Very Rarely (Once in a year)

**Q3. To eat fast food, what do you generally do (Tick one option)?**

- a. Visit the fast food restaurant
- b. Get food delivered at home

**Q4. Which is your most favorite Fast Food Restaurant (Please tick only 1 option)?**

- a. Kentucky Fried Chicken (KFC)
- b. Domino’s Pizza
- c. McDonald’s
- d. Subway
- e. Pizza Hut
- f. Others (Please specify) \_\_\_\_\_

**Q5. What comes to your mind when you hear the following names?**

- a. Kentucky Fried Chicken (KFC) \_\_\_\_\_
- b. Domino's Pizza \_\_\_\_\_
- c. McDonald's \_\_\_\_\_
- d. Subway \_\_\_\_\_
- e. Pizza Hut \_\_\_\_\_

**Q6. Whom do you more often go out with, when you visit MNC Fast food restaurants? (Please tick only 1 option)**

- a. Friends
- b. Brothers/Sisters
- c. Relatives
- d. Family
- e. Others (Please Specify) \_\_\_\_\_

**Q7. What are the reasons why you most often eat at MNC Fast Food Restaurant?**

- a. To celebrate occasions
- b. To eat special food
- c. To celebrate achievements
- d. Date/night outs
- e. Out shopping
- f. No particular reason
- g. Others(Please specify) \_\_\_\_\_

**Q8. On an average, how much do you spend during one visit to an MNC Fast Food Restaurant?**

\_\_\_\_\_

**Q9. What type of food do you eat at MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza)?**

- a. Vegetarian
- b. Non-vegetarian
- c. Both

**Q10. For the given Restaurant Image parameters of MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on degree of importance.**

Parameters	Not at all Important	Not Important	Neutral	Important	Very Important
a. Quick Service					
b. Overall Cleanliness					
c. Taste of Food					
d. Low Price					
e. Variety in Menu					
f. Convenient Location					
g. Quality of food					
h. Interior design					
i. Professional Staff					
j. Quantity of food					

**Q11. For selecting MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on degree of influence.**

Parameters	Not at all Influential	Slightly Influential	Moderately Influential	Very Influential	Extremely Influential
a. Television Advertisements					
b. Radio Advertisements					
c. Newspaper Advertisements					

Parameters	Not at all Influential	Slightly Influential	Moderately Influential	Very Influential	Extremely Influential
d. Advertisements on Hoardings					
e. Advertisements on Internet					
f. Friends					
g. Family members					
h. Promotional offers (free gifts, toys etc.)					
i. Play area at restaurant					
j. Restaurant pamphlets					
k. Classmates					

**Q12. Please tick the appropriate box as per your agreement or disagreement with respect to the given statements.**

Parameters	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<b>Parent's Communication style</b>					
a. I tell my parents which Fast Food Restaurant to go.					
b. My parents take me to the Fast Food Restaurant where I want to go.					
c. By behaving well I can get my parents to take me where I want to go.					
d. I tell my parents which food to buy.					
e. My parents usually buy the food that I want.					
f. I tell my parents what food to buy for the family.					
g. My parents usually tell me which food to buy.					
h. My parents and I decide which food to buy.					

Parameters	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<b>Satisfaction</b>					
a. <i>The look of the Fast Food Restaurant should make me feel good.</i>					
b. <i>The music in the Fast Food Restaurant should provide me entertainment.</i>					
c. <i>The food is different from what I eat every day.</i>					
d. <i>Free gifts with food make me happy.</i>					
e. <i>I take pride in taking selfies and photographs at Fast Food Restaurants.</i>					
f. <i>Showing photographs clicked at Fast Food Restaurants, to friends makes me happy.</i>					
g. <i>Seating arrangement of the restaurant makes me feel relaxed.</i>					
h. <i>Eating at Fast Food Restaurants should be fun and pleasant.</i>					
i. <b>Fast Food is expensive, but still one should visit</b> Fast food Restaurants.					
j. <i>Eating at Fast Food Restaurants creates my good image among my friends.</i>					
<b>Uses and Benefits</b>					
a. <i>Eating at Fast Food Restaurants should be simple and convenient.</i>					
b. <i>The best Fast Food Restaurant is which gives food at low price.</i>					
c. <i>It is a waste to spend a lot of money when eating at Fast Food Restaurants.</i>					
d. <i>Fast Food Restaurants offer tasty food, so I enjoy.</i>					
e. I like a <b>variety of menu choices</b> at Fast Food Restaurants.					
f. I like <b>healthy food options</b> at Fast Food Restaurants.					
g. The <b>cost</b> of food at Fast Food Restaurants is <b>reasonable</b> .					

**[PART II] - RESPONDENT'S PROFILE**

**1. Name:** \_\_\_\_\_

**2. Gender:** Male  Female

**3. Age:** \_\_\_\_\_ years

**4. Grade (Class):** \_\_\_\_\_

**5. Name of School :** \_\_\_\_\_

**6. Medium of School:** English  Gujarati

**7. School Board:** State Board  CBSE  ICSE

**8. Place:** Ahmedabad  Vadodara  Rajkot  Surat  Anand

**9. Do you live in a joint family:** Yes  No

**10. Pocket Money (Monthly):** \_\_\_\_\_

**11. Occupation of Father:** Business  Service

Others (Please specify) \_\_\_\_\_

**12. Occupation of Mother:** Business  Service

Homemaker  Others (Please specify) \_\_\_\_\_

**THANK YOU**

## Appendix C

### Questionnaire – Tweens-8 Years to 12 Years

I, Daisy Kurien, Faculty in Management, am undergoing doctoral research work on “Study of factors influencing perception of tweens for Multinational Fast Food Restaurants (QSR) with special reference to Gujarat”. The MNCs considered for this study are KFC, Mc Donalds, Subway, Pizza Hut and Dominos. (આપનીઅનુકુળતામુજબસમયફાળવીનેનીચેનીપ્રશ્નોત્તરીમામાહિતીભરવાવિનંતી. આપેલીમાહિતીફક્તઅભ્યાસહેતુમાટેજકરવામાંઆવશે )

#### [PART I]

**Q1. Have you ever visited MNC Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos)?**(તમેક્યારેયMNC - KFC, McDonalds, Subway, Pizza Hut and Dominosફાસ્ટફૂડરેસ્ટોરેન્ટનીમુલાકાતલીધીછે)

Yes  No

**Q2. How many times do you visit an MNC Fast Food Restaurant?**

તમેકેટલીવારMNCફાસ્ટફૂડરેસ્ટોરેન્ટનીમુલાકાતલો છો ?

- a. Very Frequentlyગણીબધીવાર (Once in a week)
- b. Frequently ઘણીવાર(Once in a month)
- c. Occasionallyપ્રસંગોપાત (On specific occasions only)
- d. Rarelyભાગ્યેજ (Once in 6 months)
- e. Very Rarelyએકદમઓછીવાર (Once in a year)

**Q3. To eat fast food, what do you generally do (Tick one option)?**(ફાસ્ટફૂડખાવામાટેગણીવારતમેશુંકરો છો)

- a. Visit the fast food restaurant (ફાસ્ટફૂડરેસ્ટોરન્ટનીમુલાકાત)
- b. Get food delivered at home (ઘરેફૂડમંગાવીએછીએ)

**Q4. Which is your most favourite Fast Food Restaurant (Please tick only 1 option)?**નીચેનામાંથીતમારીમનપસંદ ફાસ્ટફૂડરેસ્ટોરન્ટકઈછે ?

- a. Kentucky Fried Chicken (KFC)(કેએફસી)
- b. Domino's Pizza (ડોમિનોઝપિઝ્ઝા)
- c. McDonalds (મેકડોનાલ્ડ્સ)
- d. Subway(સબવે)
- e. Pizza Hut (પિઝ્ઝાહટ)
- f. Others (Please specify) \_\_\_\_\_



**Q5. What comes to your mind when you hear the following names?**

નીચેનાનામસાંભળીનેતમારામનમાંશુંપ્રથમવિચારશુંઆવેછે ?

- Kentucky Fried Chicken (KFC) (કેએફસી) \_\_\_\_\_
- Domino's Pizza (ડોમિનોઝપિઝા) \_\_\_\_\_
- McDonalds(મેકડોનાલ્ડ્સ) \_\_\_\_\_
- Subway(સબવે) \_\_\_\_\_
- Pizza Hut (પિઝાહટ) \_\_\_\_\_

**Q6. Who do you more often go out with, when you visit Fast food restaurants? (Please tick only 1 option)**

તમેજ્યારેફાસ્ટફૂડરેસ્ટોરન્ટનીમુલાકાતલેવાજાઓછોત્યારેમોટાભાગેતમેકોનીસાથેજાઓછો?

- Friends (મિત્રો)
- Brothers/Sisters(ભાઈકેબહેન)
- Other relatives(સગાંસંબંધી)
- Family(કુટુંબ)
- Others (Please Specify) \_\_\_\_\_

**Q7. What are the occasions/reasons why you most often eat at Fast Food Restaurant?**

મોટાભાગેકયાપ્રસંગે /કારણેતમેફાસ્ટફૂડરેસ્ટોરન્ટનીમુલાકાતલોછો?

- To celebrate occasions(પ્રસંગઉજવણી)
- To eat special food ( ચોક્કસફૂડખાવામાટે )
- To celebrate achievements (સિધ્ધિઓઉજવવામાટે )
- Date/night outs (દિવસેકેરાત્રેબહારજમવામાટે )
- Out shopping ( શોપિંગવખતે )
- No particular reason (કોઈપણચોક્કસકારણવખતે )
- Others(Please specify)\_\_\_\_\_

**Q8. On an average, how much do you spend individually during one visit?**

એકજમુલાકાતમાએકંદરેતમેકેટલારૂપિયાવાપરોછો ?

\_\_\_\_\_

**Q9. What type of food do you eat at Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos)? ફાસ્ટફૂડરેસ્ટોરન્ટમાતમેકયાપ્રકારનોખોરાકખાવો ?**































- Vegetarian (શાકાહારી)

- b. Non-vegetarian(मांसहारी)
- c. Both(બંને)



**Q10. For the given Restaurant Image parameters of Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos), please tick the appropriate box based on importance, where**

 is Not Important,  is Neutral and  is Important

( નીચેઆપેલામાંથીલાગુપડતામાપદંડપસંદ કરો )




Parameters	Not Important મહત્વનું નહિ	Neutral તટસ્થ	Important મહત્વનું
a. Quick Service ઝડપી સેવા			
b. Overall Cleanliness સ્વચ્છતા			
c. Taste of Food સ્વાદ			
d. Low Price ઓછી કિંમત			
e. Variety in Menu વૈવિધ્યસભર મેનુ (સુચી)			
f. Convenient Location સગવડભર્યું સ્થળ			
g. Quality of food આહારની ગુણવત્તા			
h. Interior design આંતરિક સુશોભન			
i. Professional Staff વ્યાવસાયિક કર્મચારી ગણ			
j. Quantity of food આહારની ગુણવત્તા			

**Q11. For selecting Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos),**






















please tick the appropriate box based on influence where  is Not at all Influential,  is




























Moderately Influential and  is Extremely Influential (




























ફાસ્ટફૂડરેસ્ટોરન્ટમાટેનીતમારીપસંદગીનામાપદંડનેનીચેનામાંથીકયાપ્રચારમાધ્યમનેતમેવધુઅસરકારકગણો છો?)

Parameters	Not at all Influential રાપણઅસરકારકનહિ	Moderately Influential માણસરનુંઅસરકારક	Extremely Influential રદારઅસરકારક
a. Television Advertisements ટીવીજાહેરાત			
b. Radio Advertisements રેડિયોજાહેરાત			
c. Newspaper Advertisements સમાચારપત્રજાહેરાત			
d. Advertisements on Hoardings જાહેરાતનાપાટિયા			
e. Advertisements on Internet ઈન્ટરનેટનીજાહેરાત			
f. Friends મિત્રો			
g. Family members કુટુંબીજનો			
h. Promotional offers (free gifts, toys etc) પ્રવર્તનદરખાસ્ત			
i. Play area at restaurant રમતગમતનીસગવડવાળીરેસ્ટોરન્ટ			
j. Restaurant pamphlets રેસ્ટોરન્ટપત્રિકા			
k. Classmates વર્ગખંડનામિત્રો			

**Q12. Please tick on the appropriate smiley as per your agreement or disagreement with respect to the given statements**  
(નીચેનામાંથીતમારીસહમતીકેઅસહમતીદર્શાવતોવિકલ્પપરનીશાનીકરો)

Parameters(માપદંડ)	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએક પણનહિ	Agree સહમત
<b>Parent's Communication style (માતાપિતાનીસંવાદપદ્ધતિ )</b>			
a. I tell my parents which Fast Food Restaurant to go. (હુંમારામાતાપિતાનેકઈરેસ્ટોરન્ટમાજવુંએક હુંછું)			
b. My parents take me to the Fast Food Restaurant where I want to go.(મારામાતાપિતામારેજ્યાંજવુંહોઈત્યાંલઈ જાયછે)			
c. By behaving well I can get my parents to take me where I want to go. a. (સારાવર્તનથીહુંઈચ્છુંએજગ્યાએમાર ામાતાપિતાનેલઈજાઉંછું)			
d. I tell my parents which food to buy.(હુંમારાપિતાનેકહુંછુંકેકયોફૂડક્રૂડલઈ શ)			
e. My parents usually buy the food that I want.(મારોગમતોફૂડમારામાતાપિતાખરીદી આપેછે )			
f. I tell my parents what food to buy for the family.(હુંમારામાતાપિતાનેકહુંછુંકેકુટુંબમાટે કયોફૂડખરીદવો)			
g. My parents usually tell me which food to buy.(મારામાતાપિતામનેકહેછેકયોખોરાકખ રીદવો )			
Parameters(માપદંડ)	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએક પણનહિ	Agree સહમત

h. My parents and I decide which food to buy.(હુંઅનેમારામાતાપિતાનક્કીકરીએછીએ કેકયોખોરાકખરીદવો )			
<b>Satisfaction</b>			
a. The look of the Fast Food Restaurant should make me feel good.(રેસ્ટોરન્ટનોદેખાવસારોહોઈએમનેગમે)			
b. The music in the Fast Food Restaurant should provide me entertainment.(સારુંસંગીતવાગતુંહોઈએજરૂર િછે)			
c. The food is different from what I eat every day.(રોજકરતાજુદુંજમવાનુંમળેએગમે)			
d. Free gifts with food make me happy.(ફ્રીસાથેમફતગીફ્ટગમે).			
e. I take pride in taking selfies and photographs at Fast Food Restaurants.(ફાસ્ટફૂડરેસ્ટોરન્ટમાસેલ્ફીઅનેફોટોગ્રાફ્સલેવાગમે)			
f. Showing photographs clicked at Fast Food Restaurants, to friends makes me happy.(આફોટોમિત્રોનેબતાવવાગમે)			
g. Seating arrangement of the restaurant makes me feel relaxed.(રેસ્ટોરન્ટનીબેઠકવ્યવસ્થામનેગમે)			
<b>Parameters(માપદંડ)</b>	<b>Disagree</b> અસહમત	<b>Neither Agree nor Disagree</b> બંનેમાંથીએકપણ નહિ	<b>Agree</b> સહમત
k. Eating at Fast Food Restaurant should be fun and pleasant.(બહારફાસ્ટફૂડરેસ્ટોરન્ટમાજમવુંએમારામા ટેઆનદઅનેખુશીનીવાતછે)			

l. Fast Food is expensive, but still one should visit Fast food restaurants.(ફાસ્ટફૂડમોઘોહોઈછેપણફાસ્ટફૂડરેસ્ટોરન્ટમાજવુંજોઈએ )			
m. Eating at Fast Food Restaurants creates my good image among my friends. (ફાસ્ટફૂડરેસ્ટોરન્ટમાજમવાનીઆદતમિત્રોવચ્યેમરીસારીછાપઉભીકરેછે)			
<b>Uses and Benefits (ઉપયોગઅનેફાયદા)</b>			
h. Eating at Fast Food Restaurant should be simple and convenient.(ફાસ્ટફૂડરેસ્ટોરન્ટમાજમવુંએઆરામદાયકહોવુંજોઈએ)			
i. The best Fast Food Restaurant is which gives food at low price.(સસ્તીફાસ્ટફૂડરેસ્ટોરન્ટએટલેસારીફાસ્ટફૂડરેસ્ટોરન્ટ)			
j. It is a waste to spend a lot of money when eating at Fast Food Restaurant.(બહારરેસ્ટોરન્ટમાજમવાજવુંએખરાબઆદતછે)			
k. Fast Food Restaurant offers tasty food, so I enjoy.(ફાસ્ટફૂડરેસ્ટોરન્ટમાસાફુંજમવાનુંમળેછેતેથીફુંઆનંદમાનુંછું)			
l. I like a variety of menu choices at Fast Food Restaurants.(મેનુમાઆપેલીપસંદગીમનેગમેછે)			
m. I like healthy food options at Fast Food Restaurants.(સાત્વિકખોરાકનોવિકલ્પમાનેપસંદછે)			
n. The cost of food at Fast Food Restaurants is reasonable(ફાસ્ટફૂડરેસ્ટોરન્ટમાભાવવ્યાજબીછે)			

## [PART II] - RESPONDENT'S PROFILE

1. Name(નામ): \_\_\_\_\_

2. Gender: (જાતિ) Male (પુરુષ)  Female (સ્ત્રી)

3. Age:ઉંમર) \_\_\_\_\_ years

4. Grade (Class)(ધોરણ/વર્ગ): \_\_\_\_\_

5. Name of School

:શાળાનુંનામ \_\_\_\_\_  
\_\_\_\_\_

6. Medium of School(અભ્યાસનુંમાધ્યમ): English  Gujarati

7. School Board(બોર્ડ): State Board  CBSE  ICSE

8. Place(સ્થળ): Ahmedabad  Vadodara  Rajkot  Surat   
Anand

9. Do you live in a joint family:( સંયુક્તકુટુંબમારહોછો?) Yes  No

10. Pocket Money (Monthly)મહિનેકેટલોખિસ્સાખર્ચમળેછે \_\_\_\_\_

11. Occupation of Father(પિતાનોવ્યવસાય) Business  Service

Others (Please specify) \_\_\_\_\_

12. Occupation of Mother(માતાનોવ્યવસાય) : Business  Service

Homemaker  Others (Please specify) \_\_\_\_\_

**THANK YOU**

## Appendix D

### Questionnaire – Teens (13 Years To 17 Years)

I, Daisy Kurien, Faculty in Management, am pursuing doctoral research work from Gujarat Technological University. My research topic is ‘A study of factors influencing perception of tweens for multinational Fast Food Restaurants (QSR): with special reference to Gujarat’. The fast food restaurants considered for this study are **KFC, McDonald’s, Subway, Pizza Hut and Domino’s Pizza**.

(આપની અનુકુળતા મુજબ સમય ફાળવીને નીચેની પ્રશ્નોત્તરી મામાહિતી ભરવા વિનંતી.  
આપેલી માહિતી ફક્ત અભ્યાસ હેતુ માટે જ કરવા માં આવશે )

#### [PART I]

**Q1. Have you ever visited MNC Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos)?**(તમે ક્યારેય MNC - KFC, McDonalds, Subway, Pizza Hut and Dominos ફાસ્ટ ફૂડ રેસ્ટોરન્ટની મુલાકાત લીધી છે)

Yes  No

**Q2. How many times do you visit an MNC Fast Food Restaurant?**

તમે કેટલી વાર MNC ફાસ્ટ ફૂડ રેસ્ટોરન્ટની મુલાકાત લો છો ?

- a. Very Frequently ગણી બધી વાર (Once in a week)
- b. Frequently ઘણી વાર (Once in a month)
- c. Occasionally પ્રસંગોપાત (On specific occasions only)
- d. Rarely ભાગ્યે જ (Once in 6 months)
- e. Very Rarely એક દમ ઓછી વાર (Once in a year)

**Q3. To eat fast food, what do you generally do (Tick one option)?**(ફાસ્ટ ફૂડ ખાવા માટે ગણી વાર તમે શું કરો છો)

- a. Visit the fast food restaurant (ફાસ્ટ ફૂડ રેસ્ટોરન્ટની મુલાકાત)
- b. Get food delivered at home (ઘરે ફૂડ મંગાવી એ છો એ)

**Q4. Which is your most favourite Fast Food Restaurant (Please tick only 1 option)?**

નીચેના માંથી તમારી મનપસંદ ફાસ્ટ ફૂડ રેસ્ટોરન્ટ કઈ છે ?

- a. Kentucky Fried Chicken (KFC)(કેએફસી)
- b. Domino’s Pizza (ડોમિનોઝપિઝા)
- c. McDonalds (મેકડોનાલ્ડ્સ)
- d. Subway(સબવે)
- e. Pizza Hut (પિઝાહટ)



f. Others (Please specify)\_\_\_\_\_

**Q5. What comes to your mind when you hear the following names?**

નીચેનાનામસાંભળીનેતમારામનમાંશુંપ્રથમવિચારશુંઆવેછે ?

- a. Kentucky Fried Chicken (KFC) (કેએફસ)\_\_\_\_\_
- b. Domino's Pizza (ડોમિનોઝપિઝા)\_\_\_\_\_
- c. McDonalds(મેકડોનાલ્ડ્સ)\_\_\_\_\_
- d. Subway(સબવે)\_\_\_\_\_
- e. Pizza Hut (પિઝાહટ) \_\_\_\_\_

**Q6. Who do you more often go out with, when you visit Fast food restaurants? (Please tick only 1 option)** તમેજયારેફાસ્ટફૂડરેસ્ટોરન્ટનીમુલાકાતલેવાજાઓછોત્યારેમોટાભાગેતમેકોનીસાથેજાઓછો?

- f. Friends (મિત્રો)
- g. Brothers/Sisters(ભાઈકેબહેન)
- h. Other relatives(સગાંસંબંધી)
- i. Family(કુટુંબ)
- j. Others (Please Specify) \_\_\_\_\_

**Q7. What are the occasions/reasons why you most often eat at Fast Food Restaurant?**

મોટાભાગેકયાપ્રસંગે /કારણેતમેફાસ્ટફૂડરેસ્ટોરન્ટનીમુલાકાતલોછો?

- a. To celebrate occasions(પ્રસંગઉજવણી)
- b. To eat special food ( ચોક્કસફૂડખાવામાટે )
- c. To celebrate achievements (સિધ્ધિઓઉજવવામાટે )
- d. Date/night outs (દિવસેકેરાત્રેબહારજમવામાટે )
- e. Out shopping ( શોપિંગવખતે )
- f. No particular reason (કોઈપણચોક્કસકારણવખતે )
- g. Others(Please specify)\_\_\_\_\_

**Q8. On an average, how much do you spend individually during one visit?**

એકજમુલાકાતમાએકંદરેતમેકેટલારૂપિયાવાપરોછો ? \_\_\_\_\_

**Q 9. What type of food do you eat at Fast Food Restaurants (KFC, McDonalds, Subway, Pizza Hut and Dominos)?** ફાસ્ટફૂડરેસ્ટોરન્ટમાતમેકયાપ્રકારનોખોરાકખાવોછો ?

- a. Vegetarian (શાકાહારી)
- b. Non-vegetarian(માંસાહારી)
- c. Both(બંને)

**Q10. For the given Restaurant Image parameters of MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on degree of importance. ( नीचेआपेलामांथीलागुपतामापंडपसंकरे )**

Parameters	Not at all Important जरापणमहत्व नुंनहि	Not Important महत्वनुंनहि	Neutral तटस्थ	Important महत्वनुं	Very Important भुळमहत्व नुं
a. Quick Service ऊडपीसेवा					
b. Overall Cleanliness स्वच्छता					
c. Taste of Food स्वाद					
d. Low Price ओळीकिंमत					
e. Variety in Menu वैविध्यसभरमेनु(सुयी)					
f. Convenient Location सगवडभर्युस्थळ					
g. Quality of food आहारनीगुणवत्ता					
h. Interior design आंतरिकसुशोभन					
i. Professional Staff व्यावसायिककर्मचारीगण					
j. Quantity of food आहारनीगुणवत्ता					

**Q11. For selecting MNC Fast Food Restaurants (KFC, McDonald's, Subway, Pizza Hut and Domino's Pizza), please tick the appropriate box based on degree of influence. (**

ફાસ્ટફૂડરેસ્ટોરન્ટમાટેનીતમારીપસંદગીનામાપદંડનેનીચેનામાંથીકયાપ્રચારમાધ્યમનેતમેવધુઅસરકારકગણો છો?)

Parameters	Not at all Influential રાપણઅસરકારકનહિ	Slightly Influential ઢુંકજઅસરકારક	Moderately Influential પ્રમાણસરનુંઅસરકારક	Very Influential ખુબઅસરકારક	Extremely Influential જોરદારઅસરકારક
a. Television Advertisements a. (ટીવીજાહેરાત)					
b. Radio Advertisements રેડિયોજાહેરાત					
c. Newspaper Advertisements a. સમાચારપત્રજાહેરાત					
d. Advertisements on Hoardings a. જાહેરાતનાપાટિયા					
e. Advertisements on Internet a. ઈન્ટરનેટનીજાહેરાત					
f. Friends મિત્રો					
g. Family members a. કુટુંબીજનો					
h. Promotional offers (free gifts, toys etc) a. પ્રવર્તનદરખાસ્ત					
i. Play area at restaurant રમતગમતનીસગવડવાળીરેસ્ટોરન્ટ					
j. Restaurant pamphlets a. રેસ્ટોરન્ટપત્રિકા					
k. Classmates a. વર્ગખંડનામિત્રો					

**Q12. Please tick the appropriate box as per your agreement or disagreement with respect to the given statements.**

Parameters	Strongly Disagree ઘસહમત	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએકપણ નહિ	Agree સહમત	Strongly Agree ઘસહમત
<b>Parent's Communication style (માતાપિતાનીસંવાદપદ્ધતિ )</b>					
i. I tell my parents which Fast Food Restaurant to go. (હુંમારામાતાપિતાનેકઈરેસ્ટોરન્ટમા જવુંએકહુંછું)					
j. My parents take me to the Fast Food Restaurant where I want to go. (મારામાતાપિતામારેજ્યાંજવુંહોઈત્યાંલઈજાયછે)					
k. By behaving well I can get my parents to take me where I want to go. (સારાવર્તનથીહુંઈચ્છુંએજગ્યાએમારામાતાપિતાનેલઈજાઉંછું)					
l. I tell my parents which food to buy. (હુંમારાપિતાનેકહુંછુંકેહુંકયોફાસ્ટફૂડલઈશ)					
m. My parents usually buy the food that I want. (મારોગમતોફૂડમારામાતાપિતાખરીદીઆપેછે)					
n. I tell my parents what food to buy for the family. (હુંમારામાતાપિતાનેકહુંછુંકેકુટુંબમાટેકયોફૂડખરીદવો)					
o. My parents usually tell me which food to buy. (મારામાતાપિતામનેકહેછેકયો ખોરાકખરીદવો)					

Parameters	Strongly Disagree અસહમત	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએકપણ નહિ	Agree સહમત	Strongly Agree અસહમત
p. My parents and I decide which food to buy. (હું અને મારા માતાપિતા નક્કી કરીએ છીએ કે કયો ખોરાક ખરીદવો)					
<b>Satisfaction</b>					
a. The look of the Fast Food Restaurant should make me feel good. (રેસ્ટોરન્ટનો દેખાવ સારો હોઈએ મને ગમે)					
b. The music in the Fast Food Restaurant should provide me entertainment. (સારું સંગીત વાગતું હોઈએ જરૂરી છે)					
c. The food is different from what I eat every day. (રોજ કરતા જુદું જમવાનું મળે એ ગમે)					
d. Free gifts with food make me happy. (ફ્રી સાથે મફત ગીફ્ટ ગમે).					
e. I take pride in taking selfies and photographs at Fast Food Restaurants. (ફાસ્ટ ફૂડ રેસ્ટોરન્ટમાં સેલ્ફી અને ફોટોગ્રાફ લેવા ગમે)					
f. Showing photographs clicked at Fast Food Restaurants, to friends makes me happy. (આ ફોટો મિત્રોને બતાવવા ગમે)					
g. Seating arrangement of the restaurant makes me feel relaxed. (રેસ્ટોરન્ટની બેઠક વ્યવસ્થા મને ગમે)					
Parameters	Strongly Disagree	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએકપણ નહિ	Agree સહમત	Strongly Agree

	સ્પષ્ટઅસહ મત		ાંથીએકપણ નહિ	મ ત	સ્પષ્ટસહ મત
h. <i>Eating at Fast Food Restaurant should be fun and pleasant.</i> (બહારફાસ્ટફૂડરેસ્ટોરન્ટમા જમવુંએમારા માટેઆનંદઅનેખુશીની વાત છે)					
i. Fast Food is expensive, but still one should visit Fast food Restaurants. (ફાસ્ટફૂડમોઘોહોઈછે પણ ફાસ્ટફૂડરેસ્ટોરન્ટમા જવુંજોઈએ)					
j. <i>Eating at Fast Food Restaurants creates my good image among my friends.</i> (ફાસ્ટફૂડરેસ્ટોરન્ટમા જમવાની આદત મિત્રો વચ્ચે મરીસારી છાપ ઉભી કરે છે)					
<i>Uses and Benefits</i>					
a. <i>Eating at Fast Food Restaurant should be simple and convenient.</i> (ફાસ્ટફૂડરેસ્ટોરન્ટમા જમવુંએઆરામદાયકહોવુંજોઈએ)					
b. <i>The best Fast Food Restaurant is which gives food at low price.</i> (સસ્તી ફાસ્ટફૂડરેસ્ટોરન્ટ એટલે સારી ફાસ્ટફૂડરેસ્ટોરન્ટ)					
c. <i>It is a waste to spend a lot of money when eating at Fast Food Restaurant.</i> (બહારરેસ્ટોરન્ટમા જમવા જવુંએ ખરાબ આદત છે)					
d. <i>Fast Food Restaurant offers tasty food, so I enjoy.</i> (ફાસ્ટફૂડરેસ્ટોરન્ટમા સારું જમવાનું મળે છે તેથી હું આનંદ માનું છું)					
e. <i>I like a variety of menu choices at Fast Food Restaurants.</i> (મેનુ મા આપેલી પસંદગી મને ગમે છે)					

Parameters	Strongly Disagree અસહમત	Disagree અસહમત	Neither Agree nor Disagree બંનેમાંથીએકપણ નહિ	Agree સહમત	Strongly Agree જસહમત
f. I like healthy food options at Fast Food Restaurants. (સાલ્વિકખોરાકનોવિકલ્પમાનેપસંદ છે)					
g. The cost of food at Fast Food Restaurants is reasonable (ફાસ્ટફૂડરેસ્ટોરન્ટમાંભાવ્યજબી છે)					

## [PART II] - RESPONDENT'S PROFILE

1. Name(નામ): \_\_\_\_\_

2. Gender: (જાતિ) Male (પુરુષ)  Female (સ્ત્રી)

3. Age: (ઉંમર) \_\_\_\_\_ years

4. Grade (Class)(ધોરણ/વર્ગ): \_\_\_\_\_

5. Name of School

: શાળાનું નામ \_\_\_\_\_

6. Medium of School(અભ્યાસનું માધ્યમ): English  Gujarati

7. School Board(બોર્ડ): State Board  CBSE  ICSE

8. Place(સ્થળ): Ahmedabad  Vadodara  Rajkot  Surat  Anand

9. Do you live in a joint family: (સંયુક્તકુટુંબમાં રહો છો?) Yes  No

10. Pocket Money (Monthly) મહિને કેટલો ખિસ્સાખર્ચ મળે છે \_\_\_\_\_

11. Occupation of Father(પિતાનો વ્યવસાય) Business  Service

Others (Please specify) \_\_\_\_\_

12. Occupation of Mother(માતાનો વ્યવસાય) : Business  Service

Homemaker  Others (Please specify) \_\_\_\_\_

**THANK YOU**

## **Appendix E**

### **List of Schools from Where Data Was Collected**

#### **Ahmedabad**

PF High School, Maninagar

Seventh Day Adventis, Maninagar

Kendriya Vidyalaya Space Application Centre, Vastrapur

Tripada International School, Ghatlodia

St Kabir School, Drive-in

Gujarat Law Society-MK School, Ellisbridge

Gujarat Law Society- CU Shah School, Ellisbridge

Shree Swaminarayan Gurukul Vishwavidya Pratishthanam School, SG Highway

Shree Narayan Guru, Satellite

Shiv Ashish School, Bopal

Satyamev Jayate International School

#### **Vadodara**

Ambe vidyalaya, Karelibaug

Anand Vidya Vihar, Gotri Road

Billabong International school, Vadsar, Kalali Ring Road

#### **Anand**

RPTP science English school, Mota Bazaar, Vallabh Vidhyanagar

Govindbhai Jorabhai Sharda Mandir High School (Gojo Sharda) Girls school, Vallabh Vidhyanagar

I B Patel School, Vallabh Vidhyanagar

M U Patel School, Vallabh Vidhyanagar

Jai Jalaram International School, Near S. K Cinema

Vasantiben and Chandubhai Patel English School, Vallabh Vidyanagar



**Rajkot**

Princess School, English, Kalavad Road

Shri Mahatma Gandhi School, Nana Mava

St. Mary's school, Kalavad Road

SN Kansagra School, University road

**Surat**

Swaminarayan Mission, Varacha Road

Shri Swaminarayan Gurukul , Ved, Surat

Bhulka Sagar , Kapodara

\*Apart from the above mentioned schools, data was also collected from tuition centers and residential societies, tuitions and coaching institutes.

## Appendix F

### Request Letter for Schools

Date:

To,

\_\_\_\_\_  
\_\_\_\_\_

Dear Madam/Sir,

My name is Daisy Kurien and I am pursuing Ph.D from Gujarat Technological University.

My Ph. D research topic is ‘A study of factors influencing perception of tweens for multinational fast food restaurants (QSR): with special reference to Gujarat’

For my research, I am required to collect data from students of various age groups (8 to 17 years) from different schools of 5 districts in Gujarat i.e Ahmedabad, Anand, Vadodara, Rajkot and Surat. I am required to approach Gujarat State board schools, CBSE schools, IGCSE/ICSE/ IB board schools for data collection.

I would like to get my questionnaires filled from students of your esteemed school. I require to get questionnaires filled from each class i.e from Standard III to Standard XII. No personal details are asked in the questionnaire.

Request you to grant permission for data collection from your school, so that I may contribute to the book of knowledge and build better understanding of perception of tweenagers and teenagers.

I am also attaching my questionnaire for your perusal.

Anticipating a positive response.

Warm Regards

Daisy N. Kurien

## **Appendix G**

### **Discussion Guide for In-Depth Interviews Of Practitioners from Fast Food Industry**

1. Which age group of people are your major customers?
2. Have you observed any trends in this age group?
3. What do children/teenagers enjoy in your restaurant?
4. What are the expectations of children from your restaurant?
5. What do the children/teenagers complain about?
6. Which type of food do they order/eat the most?
7. Do you get orders for parties for kids? How often? Which age group?
8. Who do the children/teenagers come with?
9. Have you observed any changes in communication style of parents?
10. When children/teenagers order food, do you think they are price conscious?
11. Are children/teenagers health conscious?
12. Does promotional campaigns by your company impact sales in your restaurant?

## **Appendix H**

### **Discussion Guide for Focus Group**

1. Do you all eat fast food?
2. What do you understand of the word 'fast food'?
3. Do you like it? Do you think it is tasty?
4. Have you heard of the word 'MNC' or the word 'Multinational' or 'multinational fast food restaurant'?
5. Is the place where we get samosa, called fast food? What is it called then?
6. Can you share few fast food restaurant's name?
7. Which is your favorite fast food restaurant? What do you like of that place?
8. How do you choose/select a fast food restaurant?
9. How many times do you go to fast food restaurants?
10. What are the reasons for you to visit fast food restaurants?
11. Do your parents offer to take you to fast food restaurants?
12. Do your classmates / friends share which fast food restaurant they visit? Do you discuss in school?
13. Does your visit to a fast food restaurant, create good image among friends?
14. Do you take selfies / photographs at fast food restaurants? Why?
15. Have you seen advertisements of fast food restaurants?
16. What do you understand by discount?
17. According to you, is fast food expensive?
18. Do you think fast food restaurants should offer something extra? Any suggestions.

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