

Consumer Buying Behavior as Loyalty Antecedents at Selected Fast Food Chain Restaurants

Mabel O. Lopez

College of Accountancy, Business, Economics and International Hospitality Management
Batangas State University, JPLPC, Malvar Campus, Philippines
E-mail: mabellopez0526@gmail.com

Abstract: Fast food industry is highly competitive to stand out in this crowded field where understanding consumer behavior is a must. To be successful, it must be able to project the right image of quality to the customers and ensure that they will continue patronizing the business. This research was conducted to determine the influences to consumer buying behavior as loyalty antecedents at fast food chain restaurants in a selected city in the Philippines. The data were analyzed using five-point Likert Scale and the simple mean, Goodman, and Kruskal's Gamma Correlation.

Findings revealed that marketing influences were evident to consumer buying behavior, while situational, psychological and socio-cultural influences were moderately only. Moreover, customers are likely to show loyalty in fast food chain restaurants. Surprisingly, the influences have no impact to loyalty. A marketing program was proposed to enhance loyalty. The fast food restaurant managers are advised to provide a solid foundation for creating customer loyalty. Have the right portfolio of customer segments, attract the right customers, tier the service and deliver high level of satisfaction. They need to tie their customers more closely to their firm by deepening relationship via bundling or cross-selling services.

Keywords: Consumer buying behavior, Customer loyalty, Fast Food Chain Restaurants.

Citation: Mabel O. Lopez. 2018. Consumer Buying Behavior as Loyalty Antecedents at Selected Fast Food Chain Restaurants. International Journal of Recent Innovations in Academic Research, 2(6): 186-201.

Copyright: Mabel O. Lopez., **Copyright©2018**. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

1. Introduction

As the business world seems to shrink, the need for knowledge in both business-to-consumer and business-to-business markets about customers and markets is necessary for the sustainable success of the company. According to Baker (2002), consumer is the ultimate user of every product, without any consumer there is no market as such. In current marketing scenario, the study of consumer behavior has become essential. As more companies offering increasingly sophisticated products and services around the world, the need to have a deep understanding of consumer behavior will impose on everybody.

Brosekhan and Velayutham (2013) stated that consumer buying behavior has become an integral part of strategic market planning. It is critical for marketing strategy because only through behavior can sales be made and profits earned. Hence, according to Clopton (1984) and Gajjar (2013), companies are always eager to know what makes the customer buy or not to buy their products and services. Perhaps, the most challenging task of marketers deals with

understanding the influences on consumer buying behavior. Kardes *et al.*, (2011) and Kotler and Armstrong (2009) emphasized that understanding why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind. Since customers are not alike, it is impossible to have simple rules that explain how buying decisions are made. Thus, consumers buying and consumption behavior for the same product would often vary because of their individual differences brought about by various reasons. In fact, identifying customers' behavior significantly influences their choice and preferences in the restaurants as behavior is defined as the action of all beliefs, understanding, choices, and feelings of individuals (Aceron, 2015; Aceron *et al.*, 2018).

The number of potential influences on consumer behavior is limitless. Essoo and Dibb (2004) and Garbarino and Strahilevitz (2004) states that an individual purchases a particular thing because he/she actually needs it, or perhaps he/she just wants to try it out, or he/she buys it just to honor someone who recommended that product. An individual's buying decision can also have influenced by social, psychological and marketing factors. These factors are what consumers may use in purchase decision. They are the guide consumers use to recognize their affection, gather information, analyze what they perceive, formulate thoughts and opinions, and take action. In view of this, business establishments conduct researches, analyze and understand consumers to help marketers develop more effective strategies. One of the subjects of research today in the Philippine setting is fast food establishments. With today's hectic lifestyles, dining out has become a way of life for families. The Philippine Star (1997) described the Filipinos as food lovers. Filipinos love to eat and that's the reason why there are lot of fast foods restaurants scattered in the cities; local and international. As mentioned by Walker and Lundberg (2001), restaurant plays a significant role in our lifestyle and dining out is a favorite social activity.

However, due to present intense competition of fast food business, customer can easily lured by competitors who promise better offerings. Sustaining long-term relationship with the customer is a must. The challenge all marketers face today is in finding ways of increasing customer loyalty. Bowen and Chen (2001) discussed that creating loyal customers is an important task for food service business. Customer loyalty is very important to the company in order to retain its current customers. It serves several benefits. According to Rowley (2005), loyal customers are less price-sensitive, they can reduce marketing expenditures for attracting new customers and can improve organizational profitability. Moreover, Bowen and Chen (2001) explained that loyal customers cost less to serve because they know the product require less information. Thus, a solid foundation of building loyalty is necessary for every fast food restaurant. All these elucidated facts served as the rationale for this research endeavor. The study focused on the influences to consumer buying behavior as loyalty antecedents at selected fast food chain restaurants in a certain city in the Philippines. Because of the confidentiality of the research, the name of the stores was concealed and instead labeled as FFR A, FFR B and FFR C where FFR means Fast Food Restaurant. The respondents of the study were the customers of each fast food chain restaurant. The respondents are limited only to 150 customers.

The findings of the study will serve as a guide for the fast food chain store to determine the factors that influences the consumer buying behavior. More so, this study will enable the fast food business to determine the buying behavior of customers. This research will be an important tool for its marketing programs and a helpful source of marketing information. It will give them chances to evaluate their performances based on criticisms. As a result, this could be their guide in developing and improving their marketing strategies. Likewise, the

findings of the study may be used by the academic institutions, specifically marketing management instructions as additional references during classroom discussion. The study sought to (a) determine the assessment of the customers of selected fast food chain restaurants on the influences in their buying behavior (b) to identify the likelihood the customers will show loyalty to the fast food restaurants; (c) to find out to what degree are the influences to consumer buying behavior related to customer loyalty and (d) to propose marketing programs to enhance the loyalty of customers towards the selected fast food chain restaurants.

2. Methods

2.1 Research Design

This study made use of the descriptive method of research. This particular method was more appropriate in identifying the influences to consumer buying behavior as loyalty antecedents in selected fast food chain restaurants. Such method was applied because the researcher aims to reach a sound evaluation of the existing problems of the fast food industry and the probable solutions to the problems.

2.2. Subject of the Study

The respondents of the study were the 150 customers of selected three Fast Food Chain Restaurant (FFR). Table 1 shows the distribution of the respondents.

Table 1. Distribution of Respondents

Fast Food Chain Restaurants	Number of Respondents
1. FFR A	50
2. FFR B	50
3. FFR C	50
Total	150

2.3. Sampling Design

The number of respondents was chosen through quota sampling. The researcher set 50 customers for each restaurant While the sampling design used in selecting customers is through convenience sampling. Those customers who dine-in and willing to be participants became the subject of the research.

2.4. Data Gathering Instrument

The data employed in this study was gathered through the use of the primary sources of data. Primary data was gathered through the questionnaire which served as the primary instrument in gathering the information. The researcher utilized the self-made questionnaire in collecting the data which consists of two parts; assessment of the customers on the influences to their buying behavior, and the last part dealt with determining the likelihood the customers to show loyalty. For the interpretation of responses on the influences to consumer buying behavior, the researchers made the five point likert scale with corresponding verbal interpretation to assess the respondents' responses.

Scale	Responses
5	Strongly Agree
4	Agree
3	Moderately Agree
2	Disagree
1	Strongly Disagree

Mean Ranges	Verbal interpretation
4.25-5.00	Highly Influential
3.45-4.24	Influential
2.65-3.44	Moderately Influential
1.85-2.64	Slightly Influential
1.00-1.84	Not Influential

Meanwhile, for the interpretation of responses on customer loyalty, the researchers made the five point likert scale with corresponding verbal interpretation to assess the respondents' responses.

Scale	Mean Ranges	Verbal interpretation
5	4.25-5.00	Very Likely
4	3.45-4.24	Likely
3	2.65-3.44	Somewhat Likely
2	1.85-2.64	Moderately Likely
1	1.00-1.84	Not at all Likely

To test the validity of the content, the questionnaire was scrutinized by different experts: one of the managers of fast food chain store gave his insights. The content was also analyzed by the Dean of a certain university and professors in business. Likewise, to strengthen its reliability and to ensure the ability to answer the objective of the study, pre-test was conducted. Subject of this pre-test was 20 customers. The researcher assured that these subjects of pre-test are not her respondents on the study. The result was computed. After a week, post-test was conducted. The subject of the post-test is also the same person in the subject of pre-test. After the pre-test and post-test were finalized, the researcher determined the relationship of the two test by using Pearson r. The result was 0.81 with an interpretation of high correlation.

Data Gathering Procedure

After the approval of the research topic to work on, the researcher started reading different references. To have a full understanding of the topic, the researcher used the different books in marketing, encyclopedias and clippings from the business magazines, research journals and the internet. With the use of different marketing books, the researcher searched on the different studies regarding consumer behavior. Through extensive reading, the researcher was able to gather enough literature and studies that will serve as an excellent source for constructing the questionnaire.

Before the respondent make a survey, the researcher sought permission from the manager of selected stores. Letter of request was made indicating the purpose of the study. The final questionnaire was distributed personally to the customers of fast food chain restaurant. The researcher stayed at the restaurant during the whole lunch and dinner hours for three days. The customers were asked to fill out the surveys after their stay in the restaurant. When the questionnaires were answered and retrieved, data was then tabulated, interpreted, and analyzed through the use of appropriate statistical treatment.

Statistical Treatment

The data gathered from the questionnaires was collected, tallied and validated using the appropriate statistical tools: concerning the level of influence of consumer influences and assessment on manifested qualities, the five-point Likert Scale and the simple mean was used. The correlation between level of influence of consumer influences and level of

involvement of consumer buying behavior was established using the Goodman and Kruskal's Gamma Correlation.

3. Results and Discussions

1. Assessment of the Customers in Selected Fast Food Chain Restaurant on the Influences to their Buying Behavior

Table 2 presents the simple mean and the interpretation on the influences to consumer buying behavior in terms of situational factors. The table suggests that situational influences are moderately influential to the buying behavior of customers with an overall assessment of 3.39.

Table 2. Situational Factors That Influence Customer Buying Behavior

Indicators	\bar{x}	Interpretation
A. Physical Surroundings		
1. Attractively arranged store stimulates me to dine-in in fast food restaurant.	3.79	Agree
2. Particularly attractive display will attract my attention and induce my planned purchase.	3.65	Agree
3. Nice music can induce me to buy more fast food menu.	3.54	Agree
4. Attractive aroma can induce me to enter the fast food store and dine-in.	3.63	Agree
5. The atmosphere in a restaurant influences my purchase.	3.78	Agree
Averaged Assessment	3.68	Influential
B. Social Surroundings		
6. When dining with companions, I purchase more fast food products.	3.34	Moderately Agree
7. Product popularity is frequently a reminder for my purchase	3.71	A Agree
8. Delicious manner of eating of customers makes me purchase in fast food restaurant.	3.56	A Agree
Averaged Assessment	3.54	Influential
C. Collateral Situational Factors		
9. I frequently make purchase if I am under time pressure.	2.81	Moderately Agree
10. My affection and mood influences my purchase.	3.07	Moderately Agree
Averaged Assessment	2.94	Moderately Influential
Overall Assessment	3.39	Moderately Influential

The results signify that arrangement and display in fast food chain restaurant is influential on the buying behavior of the customers. This indicated that the arrangement and display are critical in guiding customers through the purchase process and making them feel comfortable and trusting toward the service provider. Liu and Chen (2000) state that architecture; interior design and advertising could influence a restaurant's image as well. The findings also imply that the atmosphere in a restaurant leads to purchase. This could be attributed to the fact that

the atmosphere forms an overall mood for the customer. Also, it suggests that product popularity in the market results future purchase behavior. This is an indication that respondents sometimes take into considerations the number of individuals buying the product to consider it of highly quality. It also suggests that the respondents buying behavior is somehow influences by the products superiority in the market and upon learning that a certain product is patronized by many. Tse *et al.*, (2002) found that customers would attribute the high level of crowdedness to high food quality, good reputation and low food prices that draw people to the restaurant.

Table 3 presents the simple mean and the interpretation on the influences to consumer buying behavior in terms of psychological factors. The table clearly suggests that psychological influences are moderately influential to the buying behavior of customers with an overall assessment of 3.32.

Table 3. Psychological Factors That Influence Customer Buying Behavior

Indicators	\bar{x}	Interpretation
A. Motivation		
1. The need for food (e.g. feelings of hunger) relates to how much effort I will exert in making purchase decision.	3.49	Agree
Averaged Assessment	3.49	Influential
B. Perception		
2. The perceived image of the store makes me purchase in fast food restaurant.	3.69	Agree
3. Perceived health benefits of the menu enticed me to buy the fast food products.	3.53	Agree
Averaged Assessment	3.61	I
C. Prior Learning		
4. Past favorable issues about fast food restaurant affects my purchasing behavior.	3.73	Agree
5. Prior knowledge and experience in dining are my basis in purchasing fast food products.	3.75	Agree
6. The more product information I learn, the higher the chance of purchase	3.45	Agree
Averaged Assessment	3.64	Influential
D. Personality		
7. I tend to dine-in in fast food restaurant that will enhance my image in other's eye	2.99	Moderately Agree
8. Dining in a particular fast food restaurant helps me show other who I am, or who I would like to be (eg. successful businessman, a professional, etc.).	3.06	Moderately Agree
9. My personal characteristics influence how I purchase in fast food restaurant	3.09	Moderately Agree
Averaged Assessment	3.05	Moderately Influential
E. Attitude		
10. I purchase fast food items that are consistent with my own attitudes and beliefs.	2.79	Moderately Agree

Averaged Assessment	2.79	MI
Overall Assessment	3.32	Moderately Influential

This implies that past issues and prior knowledge and experience towards the fast food store can affect the customers’ behavior. Learning from past experiences can describe changes in an individual’s behavior. It was supported by the study of Khaniwale (2015) which states that customers collect information from several sources and use their learning while making any decision. The findings also suggest that respondents often mind issues concerning their choice of product. The high influenced of perception could be attributed to the fact that respondents take into consideration the way they perceive things and associate it with their buying behavior.

Likewise, the table depicts that the customers buy products that will satisfy their needs and wants. These stimuli can minimize or increase tension within the individual. Kotler and Armstrong (2009) states that humans are driven by different needs at different times. The customers also assessed their personality as influential which implies that they will showcase their individuality when it comes to selecting and dining in fast food restaurant. Kardes *et al.*, (2011) discussed that personality allows consumers to express themselves through brand choices.

Table 4 presents the simple mean and the interpretation on the influences to consumer buying behavior in terms of socio-cultural factors. The table clearly suggests that socio-cultural influences are moderately influential to the buying behavior of customers with an overall assessment of 2.94.

Table 4. Socio-Cultural Factors That Influence Customer Buying Behavior

Indicators	\bar{x}	Interpretation
A. Reference Group		
1. My friends’ evaluation and preference will influence my choice of fast food products.	3.51	Agree
2. Others people’s recommendation may influence my final decision.	3.53	Agree
3. To satisfy the expectations of my church group, my decision to purchase fast food products is influenced by their preferences.	2.46	Disagree
Averaged Assessment	3.17	Moderately Influential
B. Family		
4. The preference of members of my family is a reminder for my purchase.	3.55	Agree
5. Social status of my family will be my basis in purchasing fast food products.	3.21	Moderately Agree
6. I consider my educational level in purchasing in fast food restaurant.	2.67	Moderately Agree
Averaged Assessment	3.14	Moderately Influential
C. Social Class		
7. My income influences my spending patterns in fast food restaurant.	3.17	Moderately Agree

8. I feel more comfortable with or can relate to fast food products since it corresponds with my cultural values.	2.75	Moderately Agree
Averaged Assessment	2.96	Moderately Influential
D. Culture		
9. My behavior patterns in fast food restaurant depend on my nationality.	2.69	Moderately Agree
Averaged Assessment	2.69	Moderately Influential
E. Subculture		
10. I always consider my religious beliefs in choosing menu in fast food restaurant.	2.75	Moderately Agree
Averaged Assessment	2.75	MI
Overall Assessment	2.94	MI

The results indicate that the family members can influence buyer behavior. Most of the customers visit the restaurant because of the derived positive experience of the family in dining in the store. It was supported by the study of Radulescu *et al.*, (2012) wherein they state that the habits in terms of consumption are influenced to a higher or lower extent by the family, in relation to its functions.

In addition, the customers perceived the reference group as moderately influential to their buying behavior. This indicates that a friend’s evaluation and other’s recommendation may decide for an individual. It is also due to the fact that humans are social animals and their actions will be based on the acceptance of the reference group. The findings imply that one of the determinant’s of consumer buying behavior is the social class and culture to which customers belong.

Surprisingly, the table shows that the preference of the church group does not have influence on the decision of the customers to purchase fast food products. Since the decision is not concerned with ethical decision making and moral norms, their influence is only minimal.

Table 5 presents the simple mean and the interpretation on the influences to consumer buying behavior in terms of marketing mix influences. The table clearly suggests that the marketing mix influences are moderately influential to the buying behavior of customers with an overall assessment of 3.63.

Table 5. Marketing Mix That Influence Customer Buying Behavior

Indicators	\bar{x}	Interpretation
A. Product		
1. I tend to rely on healthy menu items when I make decision to purchase.	3.45	Agree
2. Variety of menu choices encourages me to dine-in in fast food restaurant.	3.76	Agree
3. Delicious menu items is frequently a reminder for purchase.	3.81	Agree
Averaged Assessment	3.67	Influential
B. Price		
4. Price that is equal to the quality of fast food products prompt me to dine-in in fast food	3.48	Agree

restaurant.		
5. I tend to choose fast food restaurant that has menu's price that is lower than the competitors.	3.45	Agree
Averaged Assessment	3.47	Influential
C. Place		
6. The ease of entry and exit encourages me to enter in a fast food restaurant.	3.73	Agree
7. Accessible area of the fast food restaurant influences my purchase in fast food store.	3.93	Agree
Averaged Assessment	3.83	Influential
D. Promotion		
8. Promotional activities (special meal promotion, discounts) frequently affect my purchase.	3.72	Agree
9. Product advertisement, fliers, point-of-sale notices induce my purchase.	3.52	Agree
10. The presence of wifi connection attracts my purchase decision.	3.43	Agree
Averaged Assessment	3.56	Influential
Overall Assessment	3.63	Influential

The findings imply that the customers dine-in in a fast food restaurant because of variety of menu choices and delicious menu items. According to Kivela *et al.*, (2000), the portions size and menu variety are considered as determinants enhancing pleasure in the food experience. The perceived quality of the product is what will motivate them to buy particular food products. Also, the fast food products are focused on sensory preference, such as taste, as the determinant of choice which implies that this is an indicator of food acceptability which could be a predictor of the customer's behavior. It also suggests that customers of fast food chain restaurant are price sensitive; they are looking for a reasonable price for the store's product. Fair price could be a contributor to customer satisfaction and behavioral intention. As stated by Liu and Chen (2000), fast-food restaurants have provided flexibility and comfort with reasonable prices. Also, the restaurants make sure that their area are convenience and accessible to the customers and they provide promotional tools that will communicate to customers about the goods and services that they offer.

2. The Likelihood to show Loyalty among Customers of Selected Fast Food Chain Restaurants

The concern of the study is to determine the likelihood the customers to show loyalty in selected fast food chain restaurants

Table 6. Customer Loyalty at Selected Fast Food Chain Restaurants

Indicators	\bar{x}	Int
A. Advocacy Loyalty		
1. to show overall satisfaction	3.88	Likely
2. to choose again for the first time	3.95	Likely
3. to recommend	4.03	Likely
4. to continue purchasing same products/services	3.82	Likely
Average Assessment	3.92	L
B. Purchasing Loyalty		

5. to purchase different products/services	3.53	Likely
6. to increase purchase size	3.77	Likely
7. to increase frequency of purchasing	3.56	Likely
Average Assessment	3.62	Likely
C. Non-Defection Loyalty		
8. to decide not to switch to a different provider	2.97	Somewhat Likely
Average Assessment	2.97	Somewhat Likely
Overall Assessment	3.50	Likely

The findings suggest that customers will “likely” to show customer loyalty in fast food chain restaurant. The findings imply that loyal customers are most likely to share their experiences about the products and services in the fast food store. They would like to refer, promote and convince a person to try a particular restaurant. Bowen and Chen (2001) studied the relationship between customer loyalty and customer satisfaction. According to them loyal customers spread positive word-of-mouth and make recommendations to others. It could also be seen from the findings that customers will be committed to re-buy or increase their purchases. As stated in the National Restaurant Association (NRA) (1994), all internal and external factors combine to provide the customer with a total experience. If any part of this experience is not up to the expectations of the customer, the customer may not return, and may tell their friends about their poor experiences.

However, customers are not fully intended to develop long term relationship to them. They are not 100 percent sure that they will be committed to do business or exchange to the fast food store on an ongoing basis. This may be due to the uncontrollable factors or marketing efforts that could be made by the competitors resulting to switching behavior.

3. Influences to Consumer-Buying Behavior as Related To Customer Loyalty

Another concern of the study is to reveal the degree of correlation among the influences to consumer buying behavior, manifested qualities and customer loyalty. Information on these matters can be seen in the table given below.

Table 7. Correlations among Influences to Consumer-Buying Behavior and Customer Loyalty

Paired Variables	Computed Gamma-Value	Degree of Correlation
1. Situational Influences VS Customer Loyalty	0.231	Very Small Correlation
2. Psychological Influences VS Customer Loyalty	0.259	Small Correlation
3. Socio-Cultural Influences VS Customer Loyalty	0.166	Very Small Correlation
4. Marketing Influences VS Customer Loyalty	0.082	Very Small Correlation

Test of Relationship Applied = Gamma Correlation

Table 7 shows that psychological influences has small correlation to customer loyalty with a computed-gamma value of 0.259, however, situational influences, socio-cultural influences, marketing influences, have very small correlation with a computed gamma-value of 0.231, 0.166, and 0.082 respectively.

The findings imply that even the influences to consumer buying behavior is highly influential to their buying behavior and even product and service quality are highly manifested in fast food chain restaurant, they have no impact to their customer loyalty. This could be attributed by the fact that acquiring loyal customer is difficult. Most customers cannot think of more than perhaps a handful of fast food chain restaurant they truly like and to whom they are committed to going back. Due to availability of several fast food stores, maybe the customers cannot promise that they will not switch to other providers. This can be due to the fact that variety seeking is common in fast food industry. Customers wanted to try something new. Lovelock and Wirtz (2007) states that although firms put enormous amount of money and effort in their business, they often are not successful in building true customer loyalty.

4. The Proposed Marketing Program

Based on the findings of the study, the following marketing programs are proposed to enhance the loyalty of the customers in fast food chain restaurants. As stated in Table 10, the fast food restaurants should start building the foundation for loyalty. They need to be selective on the segments they are going to target. Detect the heavy users' customer because they will be more profitable than occasional users. Fast food managers should adopt a strategic approach in retaining and upgrading customers through effective tiering of service. According to Zeithmal *et al.*, (2002), it is important for service firms to understand the needs of customers within different profitability tiers and to adjust the service levels accordingly. Also, fast food stores may create loyalty bonds through incentives that offer rewards based on frequency of purchase, value of purchase or a combination of both. Churn diagnostics may also be used. It is critical to analyze the data on churned and declining customers.

Table 8. The Proposed Framework for a Marketing Program

Marketing Program	Objectives	Strategies	Action Plans
Build a Foundation for Loyalty	To have a good relationship with a good fit between customer needs and company capabilities	Match customer needs and firm capabilities Be Selective Manage the customer base	Segment the target market Acquire only customers who fit the core value proposition Effective tiering of service Be consistent with established service specifications

<p>Create Loyalty Bonds</p>	<p>To make customers loyal to the firm</p>	<p>Deepen the relationship Give Loyalty Rewards Build higher level bonds</p>	<p>Use cross-selling services Bundling Provide membership cards to customer Redemption rewards Personalized SMS email alerts One-to-one marketing</p>
<p>Reduce Churn Drivers</p>	<p>To understand the drivers of customer defections To work on eliminating or reducing churn drivers</p>	<p>Conduct churn and diagnostic monitor declining/churning customers Address key churn drivers Put effective complaint handling and service recovery processes in place</p>	<p>Exit interview In- depth interviews of former customers by a third party research agency Use churn alert system Deliver quality service Minimize inconvenience and other non-monetary costs Provide fair and transparent pricing Provide special toll-free phone lines Link the customers on the restaurant’s website Prominently displayed customer comment cards on the store Provide video terminals for recording complaints Use service feedback cards</p>

4. Conclusions

In the light of the findings of the study, the following conclusions were deduced:

1. On Influences to the Buying Behaviors of Customers of Selected Fast Food Chain Restaurants

That situational influences such as factors resulting from circumstances, time, location, arrangement and display of the product, the atmosphere in a restaurant, product popularity in the market, and the presence of friends while in a lookout for a place to eat less significantly affect the fast food consumptions of the customers;

That psychological factor such as prior learning and knowledge of the customers about the products, the way they perceive things and their distinct personality have no momentous impact on the purchasing behaviors of the customers of the fast food chain restaurants;

That socio-cultural factors like positive experience of the family in dining in the store, the strength of involvement of the customers with the group, the social class and culture to which they belong are less likely influential to the buying behaviors of the customers; and

That marketing mix influences have significant impact on the buying behaviors of customers because of variety of menu choices and delicious menu items; the quality of the product; reasonably priced products; convenience and accessibility; and attractive promotional tools that effectively communicate to their clients the information about the goods and services that they offer.

2. On the Likelihood Customers to show Loyalty at Selected Fast Food Chain Restaurants

That the fast food customers are likely to share their experiences to friends and relatives about the products and services in the fast food stores; that they would like to refer, promote and convince a person to try eating at the restaurants; and that customers are committed to re-buy or increase their purchases in the restaurants.

3. On Relationship of Buying Behavior Influences to Customer Loyalty

That the customers regard loyalty as too restrictive to their ever-changing needs and wants, and in no considerable degree that psychological, situational, socio-cultural and marketing factors restrain them to confine their loyalty to one restaurant; and that the customers are regarded modern-day restaurant hoppers who are thrilled to try eating at different restaurants as much as possible; who are fickle-minded with habits of entering restaurants one by one choosing what they want for that particular day and situation; and who are often driven by different catchy commercials that inform what these restaurants are currently offering to their customers, thus, they change preferences so often.

4. On Proposed Marketing Program

That the proposed marketing program would build a foundation for customer loyalty through forging of good relations between the restaurants and customers and facilitating a good fit between customers' ever-changing needs/wants and company capabilities.

5. Recommendations

In view of the findings obtained and conclusions drawn in the study, the following recommendations are hereby given:

Since the marketing mix strategies are influential to the buying behavior of the customers, the fast food restaurant managers are advised to make their products stand out from their competitors with special features. Consider offering products in different flavors, with different ingredients. Also, this study revealed that customers perceive that fast food products do not contain full healthy nutrients. To solve this, they need to find ways on how to cook a

meal healthier and still be the joint selling food at reasonable price. Offer a special section on the menu featuring items with labeled “healthy or light” Enhance the menus with foods highlighting lower fat, lower cholesterol, and lower sodium.

Since the customers are price sensitive, the fast food stores are encouraged to become the low-cost leader for the food product segment. When implementing the promotional strategy of the marketing mix, the restaurant must decide what their selling model looks like, what advertising strategies they will use to support their promotional mix and how they will communicate with their target audiences about restaurant news and product or service updates.

Since customers perceived that they are not given too much attention, the researcher suggests that the fast food management should start creating a personalized service. Personalized all communication, personalized all email addresses, identify them by name. If the customers get an individualized and quality attention it is possible that there is a very big chance that they will return to the stores and dine in there again.

The fast food restaurant managers are advised to provide a solid foundation for creating customer loyalty. Have the right portfolio of customer segments, attract the right customers, tier the service and deliver high level of satisfaction. They need to tie their customers more closely to their firm by deepening relationship via bundling or cross-selling services.

The future researchers may use the findings of this study who might get inspired to undertake another study concerning consumer behavior and product and service qualities that were not covered in this study. The future researchers may take on the study about other food businesses such as fine dining restaurant.

Acknowledgment

The researcher would like to acknowledge the support of the panel members, experts, and professionals that made this research study possible.

References

1. Acheron, R.M. 2015. Freshman students' attitudes and behavior towards advanced grammar and composition teaching. *Asia Pacific Journal of Multidisciplinary Research*, 3(4): 85-92.
2. Acheron, R.M., Del Mundo, L.C., Restar, A.S.N. and Villanueva, D.M. 2018. Travel and Tour Preferences of Millenials. *Journal of Economics and Management Sciences*, 1(2): 141-151.
3. Baker, M. 2002. A Composite Model of Buyer Behavior. *Journal of Consumer Behavior*, 1(1): 85-109.
4. Bowen, J.T. and Chen, S.L. 2001. The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5): 213-217.
5. Brosekhan, A. and Velayutham M. 2013. Consumer Buying Behavior- A Literature Review. *IOSR Journal of Business and Management*, 9: 08-16.

6. Chu-Mei Liu and Kuang-Jung Chen. 2000. A look at fast-food competition in the Philippines. *British Food Journal*, 102(2): 122-133.
7. Clopton, S.W. 1984. Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes. *Journal of Marketing Research*, 21(1): 39-53.
8. Essoo, N. and Dibb, S. 2004. Religious influences on shopping behaviour: An exploratory study. *Journal of marketing management*, 20(7-8): 683-712.
9. Gajjar, N.B. 2013. Factors Affecting Consumer Behavior. *International Journal of Research in Humanities and Social Sciences*. 1(2): 10-15.
10. Garbarino, E. and Strahilevitz, M. 2004. Gender differences in the perceived risk of buying online and the effects of receiving a site recommendation. *Journal of Business Research*, 57(7): 768-775.
11. Kardes, F.R., Cline, T.W. and Cronley, M. L. 2011. *Consumer behavior: Science and Practice*. South-Western Cengage Learning, 230 p.
12. Khaniwale, M. 2015. Consumer Buying Behavior. *International Journal of Innovation and Scientific Research*, 14(2): 278–286.
13. Kivela, J., Inbakaran, R. and Reece, J. 2000. Consumer research in the restaurant environment. Part 3: analysis, findings and conclusions. *International Journal of Contemporary Hospitality Management*, 12(1): 13-30.
14. Kotler, P. and Armstrong, G. 2009. *Principles of Marketing*. Pearson Education, 13th Edition, New Jersey, 160 p.
15. Lovelock, C. and Wirtz, J. 2007. *Services Marketing*. 6th Edition. Pearson Education Inc, Prentice Hall.
16. National Restaurant Association. 1994. *Fast Food Restaurant Survey*. Fast Food Restaurant Association of the Philippines.
17. Radulescu, V., Cetina, I. and Orzan, G. 2012. Key factors that influence behavior of health care consumer, the basis of health care strategies. *Contemporary Readings in Law and Social Justice*, 4(2): 992-1001.
18. Rowley, J. 2005. Building brand webs: Customer relationship management through the Tesco Clubcard loyalty scheme. *International Journal of Retail and Distribution Management*, 33(3): 194-206.
19. The Philippine Star, 1997. www.philstar.com.
20. Tse, A.C.B., Sin, L. and Yim, F.H.K. 2002. How a crowded restaurant affects consumers' attribution behavior. *International Journal of Hospitality Management*, 21(4): 449-454.
21. Walker, J.R. and Lundberg, D.E. 2001. *The restaurant*. New York, John Wiley and Sons, INC.

22. Zeithmal, V., Rust, R. and Lemon, K. 2002. The Customer Pyramid: Creating and Serving Profitable Customers, California Management Review, 43(4): 118-142.

What to avoid when buying fast food: Does it come in plastic packaging? Watch out for hidden plastics such as polyethylene lined card, and make sure non-plastic packaging comes from sustainable and preferably recycled sources. Many fast food brands utilise a franchising model whereby a franchisee pays a fee and percentage of profits to the franchisor in return for being able to use its branding and business model. This means that many fast food restaurants are actually run as independent businesses. It is still too soon to tell whether this represents a real shift in behaviour or just a greenwashing campaign. Want to know more? If you want to find out detailed information about a company and more about its ethical rating, then click on a brand name in the Score table.