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“Fast-Food Fascination among Young Generation of Bangladesh: A study in Dhaka City”

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Abstract: In modern marketing, 3-F's (food, fashion & fun) influence the buying behavior of customers a lot. In Bangladesh, beside traditional foods there are various types of foods that marketers focus on. But fast foods are the foods that attract a lot to have and spend more. These are the foods that are prepared and served quickly. The fast-food industry had its beginnings around the mid-twentieth century and it grew tremendously during the last three decades of the twentieth century because of its huge demand to the customers, especially to the young generation. Though young people are getting health conscious, they prefer to have fast food as because it is tasty, colorful, quick, convenient or portable and enjoying food

Keywords: 3-F, Fast-food, QSR, Market penetration pricing, TQM

Introduction

Food is one of the basic needs. We eat food because food contains nutrients that are needed by our body. But now-a-days it is becoming a fashion to taste different kinds of foods. Because our mind is changing day by day and our eating habits are also changing. We want to try something different. Different tastes, food presentation, handy foods used to draw our attention a lot. In general sense, we eat food in order to survive and grow. But in present day, people especially young adults take the taste of different foods to have fun.

Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients and served to the customer in a packaged form for take-out/take-away. The term ‘fast food’ was recognized in a dictionary by Merriam–Webster in 1951. Restaurants have been around in some form for most of human civilization. But they usually catered to travelers. This trend continued until relatively recently. “McDonald's was the first restaurant to use the assembly-line system, But White Castle was the first fast-food chain, founded in 1921 in Wichita, Kansas” (Wilson, V. Tracy, 2009).

The term fast food is referred to as QSR (Quick Service Restaurant). It was only in the year 1951 that the term fast food came into existence. “It is believed that the ancient Romans developed this concept of ready meal to serve the spectators who gathered at the colossium during sporting events. The ancient Romans had the Popinas which served foods like soaked bread, stews and olives” (Christine,

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2011). So, the concept of quick serving or readily cooked meals existed even before there was a McDonald's or a KFC or a White Castle.

At present many people eat fast food instead of home made food. The reason is that fast food is fast, cheap and convenient ("Fast Food" 2009). This fast food culture started in Bangladesh in the late eighties and became very popular. The large fast food outlets started commercial operation in Bangladesh in 1990s and did well to draw the attention of the people of Dhaka, especially, of the young generation and the corporate people who were pioneers of the new trend. At first the fast food shops started in the Baily Road, a posh locality of the time. After that a number of fast food shops opened in Dhaka city, especially, in the commercial and residential areas of Gulshan, Banani, Dhanmondi and Uttara. In Bangladesh, popular fast-food chains include Helvetia, BFC, Western Grill, Shawarma House etc. Foreign chain includes KFC, A&W, Pizza Hut, Nando's restaurant. Many people believe that fast food is synonymous with the American lifestyle and it originates from the US. However, fast food is European in origin with a considerable history. It affects a community in many aspects. It is mainly geared towards the younger end of the market. Fast food can be clearly distinguished from snack/confectionery items by its perishable nature.

Objectives

The objectives of the study can be expressed in short as follow:

- To understand the trend of having fast-food.
- To identify the reasons of preferring fast-food by young generation.

Research Methodology

This research is based on both primary and secondary source. In collecting primary data, survey method was conducted. In this case, 5- Point Likert scale for each statement was used in the research for obtaining the data from the respondents. "Likert scale is a measurement scale with five response categories ranging from "strongly disagree" to "strongly agree", which requires the respondents to indicate a degree of agreement with each of a series of statements related to the stimulus object" (Malhotra K. Naresh, 2006: p-258). The secondary sources of data include various websites, text book, research and newspaper articles written on Fast food.

"Primary data is the data originated by the researcher for the specific purpose of addressing the research problem. On the other hand, secondary data is the data collected for some purpose other than the problem at hand" (Malhotra K. Naresh, 2006: p-102).

Table 1: Likert Scales on Response

Response	5-Point Rating
Strongly disagree	1
Disagree	2
Neither agree nor disagree	3
Agree	4
Strongly agree	5

For the preparation of the paper, factor analysis process has applied by using SPSS. “Factor analysis is a class of procedures primarily used for data reduction and summarization” (Malhotra K. Naresh, 2006: p-560). SPSS is originally called Statistical Package for the Social Sciences. It is a computer program used for statistical analysis. In this factor analysis process, KMO and Bartlett’s test, Rotated component matrix, Scree plot, Eigenvalue, Correlation matrix were applied.

Sample Design and Sampling Size for data Collection

The target population of field survey includes the respondents, age between 13 to 32, those who can afford to have fast-food, used to go to fast-food restaurant frequently, used to go with family, go for occasionally, go rarely, who are health conscious. The sample includes (Table-2) university students (Ahsanullah University of Science & Technology, Dhaka University, Eastern University), age between 18-25, school or college going teenagers (Dhanmondi Govt. Boys, City College, Mastermind), age between 13 to 17 and various business people, service holders and others (Faculties of SOB Department of AUST, EFA-Advertising Agency, Jamuna Bank), age between 25 to 32. Samples are taken from various universities, schools, colleges, shopping-malls (New-Market, Bashundhara City Complex), restaurants (BFC, FFC, Shawarma House, Helvetia, KFC, Pizza Hut, A&W, Nando’s), corporate houses, business firms etc.

Table 2: Different categories of respondents

Categories	No. of Respondents
University students, age between 18 to 25	50
School & College going students, age between 13 to 17	40
Service holders/Business people/others, age between 25 to 32	35
Total	125

Source: Primary Data

Limitation

The limitation of the data collection process is the unwillingness of the respondents to talk for a long period of time. The data collection process also includes the problems of coordination lacking and communication problems.

Literature Review

Schlosser Eric (2001). Fast food is now served at restaurants, supermarkets, stadiums, airports, zoos, schools and universities, on cruise ships, trains, petrol stations and even in hospital cafeterias. They spend more on fast food than on movies, books, magazines, newspapers, videos and recorded music – combined.

Tithe Farhana (2011). Swiss, Helvetia, Dominoes Pizza, BFC, launched to establish local brands, were doing well in the most crowded city of Bangladesh. International food chains, Pizza Hut and KFC, came into business in 2002 and 2006 respectably and soon changed the lifestyle and food habits of the consumers by transforming these outlets into gathering places for passing leisure time with friends or relatives. These two chains have been highly praised for their satisfactory customer care, maintenance of hygiene, quality and affordable price.

Mike (2008) observed that regular fast food consumption was most common with women who work 40 or more hours per week. Alternately, it is found that regular fast food consumption was the least common with women attending the college and those living in a college campus. A large percentage of teenagers and young adults are eating fast food frequently.

Why Teenagers like Fast food (2008), many teenagers do not have big pocket. So, it is good to get something tasty to eat and still have some money left for a movie later.

Witmer, D. (2003), Teenagers prefer to eat fast food because it's more convenient due to the fast process and preparation of food. The price is also affordable and there is a variety of fast foods to choose from.

Analysis and Interpretation

Respondents were asked to tick all those criteria (out of ten), which they consider for having fast-food.

Table 3: Factors considered for having fast-food

1. Preference	2. Food-taste
3. Location	4. Atmosphere
5. Quality	6. Price
7. Performance	8. Promotion
9. Service	10. Brand value

Table 4: Response Percentage of having fast-foods by different categories of customers

Fast-food Restaurant	School & College students (13-17) and University students (18-25)	Service holder/Business people/others, age between 25 to 32	Kids with parents	Senior citizen
BFC	50%-60%	20%-30%	10%-15%	5%
FFC	45%-50%	35%	15%	5%
Helvetia	40%-55%	25%-30%	10%	3%-5%
Shawarma House	40%	30%	10%-12%	5%
Western Grill	35%	30%	30%	3%
KFC	45%	40%	15%-20%	10%
Pizza Hut	40%-45%	40%	15%	5%
Nando's	50%-55%	35%	10%-15%	5%

Source: Primary data

The mentioned data were collected from the managers of different fast-food restaurants. Table-4, whereby it has been considered that most of the school, college, university students and service holders, business people used to have fast-food compare to other group of customers.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.562
Bartlett's Test of Sphericity	Approx. Chi-Square	100.050
	df.	46
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. KMO and Bartlett's test of sphericity are used to test hypothesis" (Malhotra K. Naresh, 2006: p-561). The result of KMO test is .562. When it is over 0.5, it will be acceptable. Hence it can be said that factor analysis is appropriate. On the other hand, Bartlett's test of sphericity has the chi-square score 100.050, degrees of freedom is 46 and this test is significant at 0.000. This all point that the null hypothesis is rejected.

Table 6: Total Variance Explained
 (Extraction Method: Principle Component Analysis)

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.900	18.998	18.998	1.900	18.998	18.998	1.607	16.067	16.067
2	1.649	16.485	35.483	1.649	16.485	35.483	1.599	15.993	32.060
3	1.113	11.125	46.608	1.113	11.125	46.608	1.455	14.548	46.608
4	.994	9.940	56.548						
5	.974	9.737	66.285						
6	.873	8.731	75.016						
7	.808	8.082	83.098						
8	.626	6.255	89.354						
9	.580	5.799	95.153						
10	.485	4.847	100.000						

The Eigenvalue is over 1 when there are 3 components or factors. The Cumulative percentage of variance also shows 46.608% for three factors. So it is reasonable to take three factors (components), the scree-plot states the same result.

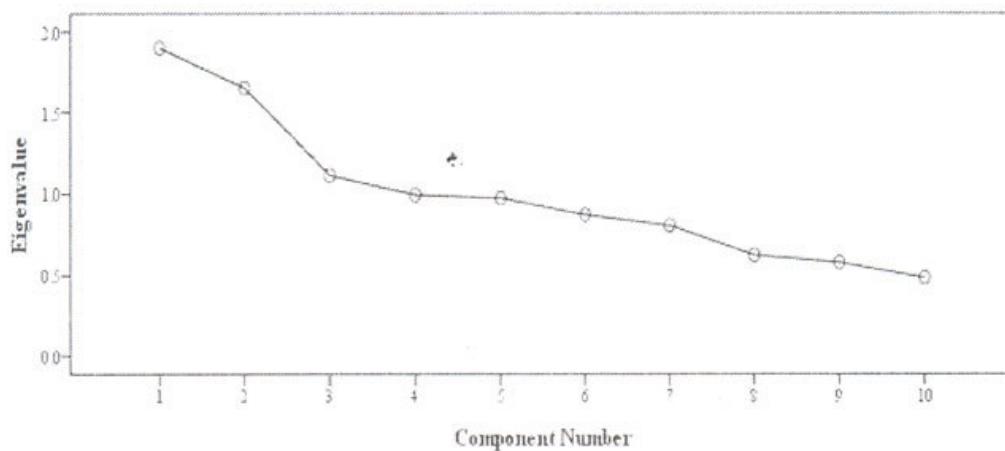


Figure 1: Scree Plot of Component Analysis

This is a graphical presentation based on principle component analysis, where the total variance is explained and there are ten components, where the first three components indicate that the Eigenvalue is over 1.

Table 7: Rotated Component Matrix^a

Variables	Component		
	1	2	3
Preference	.548	.580	-.153
Location	.628	-.184	.216
Quality	-.031	.781	-.073
Performance	.001	.122	.592
Service	.090	.013	.795
Food-taste	.360	-.095	.408
Atmosphere	.584	-.128	-.084
Price	-.347	.590	.121
Promotion	-.084	.469	.277
Brand value	.551	.103	.365

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations

Table - 7 shows that three factors or components are considered on which fascination can be measured. Factor-1 includes Location, Atmosphere and Brand value. Factor-2 consists with Preference, Quality, Price and Promotion. And factor-3 includes Performance, Service and Food-taste.

The groups and variables assigned to the factors are given bellow –

(Factor-1)	(Factor-2)	(Factor-3)
Social pleasure	Lifestyle support	Eating pleasure
1. Location	1. Preference	1. Performance
2. Atmosphere	2. Quality	2. Service
3. Brand value	3. Price	3. Food-taste
	4. Promotion	

Findings

It can be said that there are three goals or reasons that young adults attempt to balance when deciding what and where to eat. Because now-a-days it's becoming a trend to have fun with enjoying food. In recent years, they have switched to fast food because of social pleasure, lifestyle support and eating pleasure.

The first factor that consumers attempt to balance when deciding what and where to eat is the social pleasure. Consumers gain pleasure and acceptance when eating and interacting socially. Fast food dining also enables people to renew and strengthen friendships. They also dine in restaurants to sometimes celebrate special occasions. So, good place to have group discussion for college/university projects, gossip and even birthday celebration. For years, business associates have gathered at fast food restaurants for a combination of socialization blended with business interaction.

The second factor indicates that lifestyle has become so fast that naturally they are practicing dining out. Similarly, we are marching towards a faster lifestyle; it is quite natural that our food habits will change. Lifestyle support also indicates that young people can choose what they want. They can mix and match with plenty of choices - coke with French fries, coleslaw with burger. If they don't like to choose, most fast food restaurants have packaged value meals with different price. And that's why; fast food industry makes a bunch of advertisements and promotions in order for people to buy their food items. Since lifestyle is shifting, young people are also becoming more and more dependent on the outside world; definitely they have to rely (prefer) on fast food shops.

The third factor indicates that many teenagers do not have big pocket. So, it is good to get something tasty to eat and still have some money left for other purpose. They usually give priority on serving method and quick actions. They also want the place safer to hang out. Satisfying or even delighting customers is the goal of excellent customer service. Because customers for different types have different needs.

Recommendations

As a lot of young people prefer to have fast-food, the fast-food providers may use the following recommendations to satisfy them.

- Young generation prefers fast-food as it is tasty, colorful, quick, convenient or portable, should serve healthy and quality foods.
- While having fast-foods, various price cut facility, discount, bonus or complementary items or gifts can be offered to them.
- As young people are very trendy, fast-food providers can serve various new food items beside existing items.
- Bangladeshi fast-food chains can attract lots of young people through applying market penetration pricing, which is a helpful pricing strategy to attract a large number of customers at affordable price (Kotler Philip & Armstrong Gary, 2010: p-313).
- As they give priority on brand value, other fast-food restaurants should create them brand by creating point-of-difference and providing suitable atmosphere, outlets, key service, variations, and presentations.

- Should practice TQM (Total Quality Management) in order to draw the attention of young people. It is a process to constantly improve the quality of products, services and business process (Kotler Philip & Armstrong Gary, 2010: p-230).

Conclusion

Today's world is "fast food world". Fast food is becoming very popular because they are readily available, easy to cook, convenient and mostly known for their yummy taste. Fast-food is fast and fast is generally seen as good. Enough people are willing to accept it as food. It is convenient, apparently fast, generally close at hand, of uniform and predictable "quality" everywhere. It may not be all that healthy but it is something that makes young adults enjoy to have. In the busy and hectic schedule of modern times, people have no time to prepare nutritious food during the day. They have to walk out early in the morning and spend most of the time at workplaces. Thus, they have to depend on the instant foods that are available in restaurants and hotels. Finally, it can be said that fast-food is the prime choice of youngsters for the delicious and tempting taste.

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Appendices

Appendix 1: Various Local & Foreign Fast-food Chains in Bangladesh and the Response of Young People

Fast-food restaurants	Most preferable food items	Frequent group of customers
Shawarma House (opened its Branch in 1992 at Elephant Road, hatirpul. at Banani in 2006. It serves pizza & shawarma which has been molded with traditional ingredients. The owner of Shawarma House is Mrs. Shabnum Shamim.	<ul style="list-style-type: none"> • Arabian Shawarma • Shawarma Wraps • Amiogo 	Mostly young customers, age between 14-27. Every age group of customers used to come, but near about 70% of them are young generation.
BFC (Best Fried Chicken), established in 1995. Md. Anisur Rahman Sinha (Ex Chairman of Bank Asia) is the owner of BFC.	<ul style="list-style-type: none"> • The banquet • Giant meal • Hot-wings combo • Nuggets combo 	Mostly young people, age range 16-28.
Helvetia, established in 1999. It is well known for its quality food and service.	<ul style="list-style-type: none"> • Double chicken broast • Single chicken broast • Chicken wings • Helvetia meal 	School/college going and university students used to come frequently. Near about 55% of them are university students on daily basis.
Western grill is a popular fast-food outlet, mainly specialized in chicken items.	<ul style="list-style-type: none"> • Chicken BBQ-meal • Chicken delight • Chicken lollipop • Grilled chicken breast 	Young people as well as kids with parents come frequently.
FFC (Fortuna Fried Chicken) is a locally owned fast-food outlet that is quickly turning into a national chain as it enjoys tremendous growth.	<ul style="list-style-type: none"> • Combo-2 (2pcs crispy chicken, bun, coleslaw or fries) • Combo-3 (Chicken burger-spicy or original) 	Different age group of customers used to come; among them near about 60% - 65% are young people.
Pizza Hut, the journey began in 1958 in USA. Transcom Foods Ltd. is the franchisee of Pizza Hut in Bangladesh, established in 2002. All foods served in the outlets in Bangladesh are 100% halal.	<ul style="list-style-type: none"> • Spicy Beef Pizza • Chicken Hawaiian Pizza • Veggie lover Pizza • Shrimp lover Pizza • Ultimate Adventure Pizza 	Different age group of customers used to come, but age between 15-30 are the frequent customers.
KFC (Kentucky Fried Chicken) KFC, pioneered by Colonel Harland Sanders, has grown to become one of the largest quick service food service systems in the world - with more than a billion "finger lickin' good". Came into business in Bangladesh in 2006.	<ul style="list-style-type: none"> • Tower zinger • Zinger burger • Crispy chicken • Twisted twister • Crushers 	Especially school/college/university going students as well as families used to gather.
A&W began in 1919 in Lodi, California. It's first outlet in Bangladesh in 15 th December 2004.	<ul style="list-style-type: none"> • Double deluxe cheese burger • Mozza burger • Firecracker burger • Firecracker wings 	Students, service holders, business people are the frequent customers, age between 20-30.
Nando's a South-African fast-food chain, founded in 1987. It has now opened in 30 countries of five continents around the world including Bangladesh since 2007.	<ul style="list-style-type: none"> • Peri-Peri Flame grill chicken • Quarter chicken • Peri-Peri Burger 	Different age group of customers used to come, in which 19-35 are the frequent age group of customers.

Source: Primary Data

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Appendix 2: Questionnaire Form on 5-Point Likert Scale

Name:				
Age:				
Occupation:				
1. Young customers prefer to have fast-food.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
2. Location is a matter in attracting more customers.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
3. Quality of food is important for having fast-food.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
4. The performance of fast-food restaurant in Bangladesh is gradually increasing.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
5. Providing better service is important in satisfying the customers of the fast-food restaurants.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
6. Tasty and colorful foods influence young people to have fast-food.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
7. Attracting more young people in fast-food restaurants depends on exterior and interior atmosphere.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
8. The price range of fast-food items is preferable.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
9. In Bangladesh, promotions offered by fast-food restaurants are effective to draw the attention of young generation.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>
10. Brand value is very important to choose the fast-food restaurant.				
Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neither agree nor disagree <input type="radio"/>	Agree <input type="radio"/>	Strongly agree <input type="radio"/>