Chapter 5

Observation and Conclusions
1) Summarizing the Findings

1.1) Brief Results of Hypothesis Testing

- There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Brand Name*. Therefore, it is concluded that both Indian and Non-Indian agree that Brand Name is important while choosing a Fast Food Restaurant.

- There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Food Quality*. Therefore, it is concluded that both Indian and Non-Indian agree that Food Quality is important while choosing a Fast Food Restaurant.

- There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Easy Eating* are different. In this case with reference to Mean-Values in Group Statistics result it is concluded that for Indian students Easy Eating factor is more important than Non-Indian students while choosing a Fast Food Restaurant.

- There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Various Menu* are different. In this case with reference to Mean-Values in Group Statistics result it is concluded that for Non-Indian students Various Menu factor is more important than Indian students while choosing a Fast Food Restaurant.
• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Menu Price*. Therefore, it is concluded that both Indian and Non-Indian agree that Menu Price is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Enough Serving*. Therefore, it is concluded that both Indian and Non-Indian agree that Enough Serving is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to the *Parking*. Therefore, it is concluded that both Indian and Non-Indian agree that Parking is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to Decoration. Therefore, it is concluded that both Indian and Non-Indian agree that Decoration is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to *Delivery Service*. Therefore, it is concluded that both Indian and Non-Indian agree that Delivery Service is important while choosing a Fast Food Restaurant.
• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to Staff behavior. Therefore, it is concluded that both Indian and Non-Indian agree that Staff Behavior is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to Hygiene. Therefore, it is concluded that both Indian and Non-Indian agree that Hygiene is important while choosing a Fast Food Restaurant.

• There is no difference in the Mean-Values of Indian and Non-Indian respondents with reference to Speedy Service. Therefore, it is concluded that both Indian and Non-Indian agree that Speedy Service is important while choosing a Fast Food Restaurant.

1.2) Brief Results of Conjoint Analysis

• The results of the conjoint technique in this study shows Service-Related Factors as the most important factor for Indian students considered when choosing Fast Food Restaurant and at the same time it shows that Decoration is the most important factor for Non-Indian students.

• This factor (Service-Related Factor) is followed by Decoration, Food-Related Factors, Brand name, Price and Parking for Indian students while for Non-Indian students Service-Related Factors are the second most important
factor, which is followed by Brand Name, Food-Related Factors, Price and Parking.

- In the relation to the Part-worth (Utility) of Service-Related factors as the most important factor for Indian Students, which results from the Conjoint Analysis, Delivery Service has the highest utility followed by Speedy Service, Hygiene and Staff Behavior.

- For Non-Indian students, Service-Related Factors has the second Importance Value and Delivery Service has the Highest Utility like Indian Student but, it’s first followed by Hygiene, After that Speedy Service and ultimately Staff Behavior.

- Decoration is the first Importance Value (Relative Importance) for Non-Indian students and the second Importance Value for the Indian students with the same Utility (Part Worth) results.

- As for Brand Name, KFC exhibited the highest Part Worth with Other Brands, McDonald’s and Subway coming in the next amongst Non-Indian students. Amongst Indian students, other Brands, Subway and McDonald’s had the high Part Worth with KFC bearing the highest Utility.

- For Food-Related Factors, Quality demonstrated the most concern and various menu, Easy Eating as well as the Enough Serving followed next between Non-Indian students whilst amongst Indian students Various Menu
demonstrated the most concern and Quality, Enough serving as well as the Easy Eating followed next.

- In relation to the utility of price, the lower the price was the higher the Part Worth was amongst Indian students whilst Reasonable Price was of greatest concern between Non-Indian students and Expensive Price as well as the Cheap Price followed next.

- As for Parking, the Fast Food Restaurant with parking was the priority between both Indian and Non-Indian students.

1.3) Brief Results of Relative Findings

- According to the Brand Frequency Table, out of 377 Indian students 41.11% prefer McDonald’s whereas 16.98% prefer KFC, 15.92% are interested in Subway and ultimately amongst 25.99% of Indian Students Other Brands are their preferences.

- According to the Brand Frequency Table and Bar Diagram, out of 377 Non-Indian students 27.06% prefer McDonald’s whereas 30.50% prefer KFC, 22.55% are interested in Subway and ultimately amongst 19.89% of Non-Indian Students Other Brands are their preferences.

- There is a significant relationship between Gender and Frequency of visiting the Fast Food Restaurant. The number of Indian men who visit Fast Food Restaurant more that 11 times within one month is greater than the number of Indian females who visit the Fast Food Restaurant more than 11 times.
Whereas amongst Non-Indian students the relationship is exactly the opposite. The number of Non-Indian men who visit Fast Food Restaurant more than 11 times within one month is less than the number of Non-Indian females who visit the Fast Food Restaurant less than 11 times.

- That there is a significant relationship between Marital Status and Frequency of visiting the Fast Food Restaurant. Amongst both Indian and Non-Indian students, married students visit Fast Food Restaurant less than 5 times during a month.

- There is a significant relationship between Degree Classification and Frequency of visiting the Fast Food Restaurant. Amongst both Indian and Non-Indian Students the higher the education goes the less they dine out at Fast Food Restaurants.

2) Theoretical and practical implications

This research illustrates the usefulness of conjoint analysis in determining the utility values of restaurant attributes. The utilities are subjective measures to each respondent, who without the assistance of conjoint analysis would not know them. Yet in reality consumers make decisions based on the implicit utilities they attach to each factor. The study demonstrates how marketers can use this powerful research technique to reveal and measure the hidden needs of the customers. It also shows that utilities can vary for the same factor under different circumstances (i.e. the purpose of going to a restaurant) for the same individual customer. In other
words, utility scores are situational. This approach has important implication for future marketing researches. The marketers who know the customers well can be used as a powerful and effective source of customer information. This is particularly important when information is needed speedily and cost-effectively.

The research findings provide much needed information for restaurant operators in India. The segmentation of customers into different groups according to the purpose of going to a restaurant has much practical application. Many restaurants tend to cater for some special customer groups by finding a suitable market niche for their operations. Yet even if they want to develop their business strategies, they have no relevant data to work against. Many managerial decisions to make improvements are based on hunch or on past experience. They cannot reliably predict the likely outcome arising from their decision and action.

In developing concepts of new restaurants that will cross national boundaries, the application of this kind of pan-cultural model will help to establish global marketing strategies. In addition, the conjoint analysis was proven as the appropriate method for hospitality and tourism research in predicting consumers’ choice among multi-attribute alternatives. Herein, the adoption of the conjoint analysis will stimulate future research on predicting consumer behavior in the hospitality and tourism academia.
3) Future researches

The study surveyed college students and exhibited that they are very sensitive to the Service-Related Factors and Decoration when they select Fast Food Restaurants. The study would be expanded to see the view of a general population to determine if the findings are confined to the college student group, or if it is common to the general public.

This sort of study understanding customers’ perceptions or behaviors on hospitality products and services would be expanded to other cultures across nations. Comparing the selection criteria for a variety of hospitality products and services, such as hotels, restaurants and recreational facilities, of countries with a similar level of economic development would be suggested for future research. As this sort of research is necessary for international brands to penetrate into other countries, such as Asia and Eastern Europe, understanding consumers’ opinions and behavior would be needed both for the place where the international brands are housed, and where the brands are going to expand.

Combining other research techniques such as cluster analysis, multi-dimensional scaling, the application of using conjoint analysis offers extremely interesting academic as well as business research opportunities.
4) Limitations of Study

This study found college students’ perceptions of fast food restaurant selection, because college students are major customers of fast food and are easy to approach for a study, but this study still cannot represent the general public’s opinion. As stated in the future research, the comparison of selection criteria of fast food restaurants could be expanded to the whole population of a country to determine general populations’ perceptions.

The other issue relates to the choice of respondents. They should be representative of the population. The sample size should be large enough to give meaningful data analysis. Hope in this study the sample has been representative of the whole population of Indian and Non-Indian students!

A word of caution in using conjoint analysis is the limitation on the selection of factor and factor levels. Even with the help of orthogonal array design, the number of profiles can still be very large. The researcher needed to choose the appropriate factors and factor levels. If important factors are omitted then the application of the conjoint analysis findings would be greatly impaired. Therefore proper research planning is vitally important before administrating the conjoint profile cards on the respondents.
5) Final Discussions and Conclusion

In this study, college students’ perceptions of the fast food restaurant selection criteria were explored between Indian and Non-Indian students using a conjoint analysis. Cross-cultural research combined with the use of a conjoint analysis reflects the novelty and valuable contribution of the methodologies to the academia with the philosophy, application and interpretation relevant to the Fast Food industry for a heuristic purpose.

The first research objective was to explore the attributes that college students perceive to be important in the selection of fast food restaurants. The findings of the study revealed that the most important attribute in fast food selection, for Indian students is Service-Related Factors and Decoration is the second important attribute while for Non-Indian students Decoration is the first important value and the Service-Related Factors are the second important attribute. In the relation to the Part-worth (Utility) of Service-Related factors as the most important Attribute for Indian Students, which results from the Conjoint Analysis, Delivery Service has the highest utility followed by Speedy Service, Hygiene and Staff Behavior. The explanation of the outcome is that Indian college students have become more service-sensitive rather than other factors particularly Price in despite of researcher’s presupposition.

The second research objective was to determine if any cultural differences or similarities exist in the importance placed on the criteria used to select fast food
restaurants between Indian and Non-Indian college students. Concerning food-related factors, Non-Indian students preferred high-quality food, while Indian students preferred the variety of menus.

As its demonstrated in the conjoint analysis results, price is the last Importance Value before Parking for both, Indian and Non-Indian college students. But concerning price, for Indian students cheap price has the first utility while for Non-Indian students reasonable price has the first utility. In respect to Brand Name the first preference of both, Indian and Non-Indian students is KFC which is followed by Other Brands for both. The disparity can be explained in that customers’ purchasing behavior of goods and services reflect the lifestyles of their respective countries.