

# Consumer Attitude and Intention Relationship for Fast Food

Md Sazzad Mahmud<sup>1</sup> and Farhana Ahmed<sup>2</sup>

<sup>1</sup> Hochschule Worms, United International University

*Received: 4 February 2021 Accepted: 4 March 2021 Published: 15 March 2021*

---

## Abstract

The purpose of the research is to investigate the significance of different variables (health perception, hygiene, price) affecting consumer's attitudes, perceptions, or preferences towards fast foods, particularly of interest are street foods. For achieving these objectives, a sample size of 150 consumers has been taken from the universities students and general people. A structured questionnaire gave to participants, and the information of this study is analyzed using SPSS. The findings of the study showed that people are very conscious about health, so consumers' attitude towards health perception significantly influences street food consumption. The study concludes that young people think fast food is dangerous for human health. The significant value of price and hygiene factors are high, so it shows that people are not affected by these factors as sometimes people have to have street foods due to time scarcity.

---

*Index terms*— health perception, consumer attitude, fast food, purchase intention.

## 1 Introduction

Fast foods are ready-made foods and beverages prepared and sold by vendors, especially on streets and other public places (Rane, 2011). Street foods, another variety of fast foods, are not only recognized for their distinctive tastes, convenience but also it is recognized as they reflected society's cultural and social heritage (Rane, 2011). Working life pressures along with time limitations have led to a growing amount of customers choosing street foods.

The evident benefits of fast food are lower cost, quick to serve, alternative of homemade food and easily available in any place (Goyal & Sing, 2007). Customers patronize junk foods because it fulfill their hunger, save time and give pleasure (Park, 2004). Due to the absence of fundamental infrastructure and facilities, street fast foods perceive as a significant public health danger (Rane, 2011). Consumers attracted by the comfort and low prices may ignore elements of sanitation or hygiene. These consumers do not understand adequate food processing methods and foodborne possibilities (Winarno & Allain, n.d.). Fast food market growth has been an impact on the development of society. Like the Western world, females in Bangladesh, particularly in the town of Dhaka, do not remain at home performing household duties but rather prefer paid jobs to strive for equality and financial independence (Farhana & Islam, 2011).

Food represents the traditions, socioeconomic and history of a country; also, it is a foremost aspect of any culture. Bangladesh has a rich, diversified culture that consists of various regions and states. Bangladeshis were more likely to have traditional food. However, traditional foods are now starting replaced by the consumption of fast food due to the hectic life of people in Bangladesh. Dual earner families spend a lot of time in their workplace because they do not have time and enough energy to prepare their meal at home. Thus they pretend to have fast food as it is a viable alternative. Street food plays a significant role for the lower and middle-income groups as it helps to accomplish the food requirements at affordable prices. Therefore, the importance of the study is to predict the relationship between health perception and fast food consumption. The study has designed to recognize the factors associated with the fast-food consumption of people of Dhaka.

## 2 II.

### 3 Research Objective

? To identify the influencing factors, perception, and preferences of fast food consumers. ? To find out the impact of hygiene and nutritional value of fast foods on purchasing decisions of consumers. ? To find how customers attached excellent significances to variables such as food quality, service quality, and cleanliness and how the most significant variables taste and quality of food products influence customers.

## 4 III.

### 5 Scope of the Study

The scope of this research recognizes after and during the study. The prime area of the study was to build up knowledge about consumer attitudes for consuming fast foods, particularly street foods. How to price, hygiene factor health perception is influenced street food consumption all these issues cover in this project report.

## 6 IV.

### 7 Limitation

The total duration of study is too short to carry out all the details about this project. In addition, this F study can be more accurate in the future. The sample size can increase. There was some financial constraint which is only limited to people belongs to Dhaka city so other cities will study in the near future. I have incurred some cost to conduct this research which is about approximately 1000 taka.

V.

## 8 Literature Review a) Health perception of fast food

Healthy eating is especially crucial for kids and young people for healthy growth and cognitive development (Shepherd, Harden, Rees, & Brunton, 2005).The majority of young consumers (95%) take considered fast food is harmful to the human body. However, young consumers consume fast food frequently (92%), suggesting that fast food health data does not necessarily affect their intake (Musaiger, 2015).Frequent fast-food consumption is merely an indicator of a usually unhealthy lifestyle (less restricted eating behavior, preferences for fat and sweet foods, and a sedentary lifestyle). These factors that are the true culprits of weight gain and enhanced risk of diabetes (Stender, Dyerberg, & Astrup, 2007). Fast food and junk foods do not contain sufficient quantities of protein and healthy carbohydrates; for that reason blood sugar levels can drop abruptly after eating, leading in grumpy, tired feelings and a desire for sugar (Ashakiran & R, 2012).

The new food mantra-JUNK FOOD-has substituted healthy, nutritious foods. Several surveys suggest people like fast food because of its taste, however it has little amount of nutrition. According to researchers, adolescents who commonly eat fast food have lower dietary quality compared to those who are less frequent fast-food consumers(French, Hannan, Fulkerson, & Neumark-Sztainer, 2001).We discovered that adolescents educated about healthy and nutritional habits, but this understanding did not translate into food behavior (D. ??esnick, 1986).

A recent study, which is alarmingly consistent, demonstrates that foods generated by industry, such as fast food, contain compounds that contribute to youth obesity and high cholesterol (Mattsson & Helmersson, 2007). With the rate of childhood obesity rising at an alarming pace, adolescent obesity has become a significant public health concern over the previous two centuries (Allen, Taylor, & Kuiper, 2007)

## 9 b) Hygiene factor of fast food

Food security is a social obligation of companies because food is a product where consumption is not just an issue of choice. Still, eventually a matter of life and death for that hygiene factor is one of the prime issues of a fast-food restaurant (Ababio & Adi, 2012). Restaurant hygiene is vital not only to guarantee your staff and customers ' health and security but also because it plays a key part in creating the restaurant's brand image. Customers want to dine in a tidy restaurant serving hygienic food. Hygiene is likely the second most foremost element of operating a restaurant; the first element is maintaining food quality. Lack of hygiene in a restaurant is the worst kind of advertising that a restaurateur can invite on his own. Legal demands, restaurant cleanliness, and general hygiene, appear to be among the main variables in the quality assessment of customers' restaurants (Aksoydan, 2007). If any eating place failed to satisfy the food hygiene and cleanliness norms anticipated by consumers, then they would evaluate the eating place as providing them the poor quality of service (Zeitham, Berry, & Parasuraman, 1990).

## 10 c) Fast food Price

Local restaurant companies impose huge markup for sustenance. The quantity you pay for a single meal, with extra service charge and VAT, can provide a one-week grocery to a middle-class family (Hassan, 2018). In one research, most learners said they own about Three thousand taka in pocket cash per month and have spent

---

96 around One thousand three hundred takas on fast food i.e., in Fast food, each month spent 43.3 percent of their  
97 pocket money. In addition, about half of the pocket money learners used for fast food, which added cost to the  
98 students ' parents (Bipasha & Goon, 2013). Given the health risks of future generations, the state has placed  
99 an additional 10% obligation on Fast food, which is also known as junk food (Newagebd.net, 2017). Street food  
100 is the most inexpensive and convenient meal choice, however young people need to pay high amount when they  
101 intend to go to a decent fast food café (Aloia, Lear, Gasevic, Lear, & Teo, 2013).

## 102 **11 d) Group conformance**

103 One study states that the tendency of young people to associate 'unhealthy food' with desirable ideas like  
104 friendship, enjoyment, and relaxation (Stead, McDermott, MacKintosh, & Adamson, 2011). Although healthy  
105 eating habits are so important in adolescence, young people's lifestyles, affected by their desire to meet social  
106 norms, may not encourage adolescents to eat in a manner that increased their need for nutrition in the time  
107 (Neumark, Story, Perry, & Casey, 2003). They choose fast food instead of homemade food, as they were mainly  
108 going for fun, changed the environment, and socializing to visit fast food stores (Aloia, Lear, Gasevic, Lear, & Teo,  
109 2013). A recent research released in the Academy of Food and Nutrition Journal examined the impacts of social  
110 norms on eating behavior. Researchers discovered that if they told their colleagues that they had eaten more,  
111 individuals ate more food. They ate healthier when their peers told to eat nutritious foods (sports.yahoo.com,  
112 2014).

## 113 **12 e) Fast food vs. Homemade food**

114 Today, more females are employed than in the past. In the US, about seventy-five percent of all mothers are  
115 in the labor force, and unmarried mothers are more likely than married mothers to work (DeWolf, 2017). This  
116 scenario leaves adults with less time to prepare food, reflected in the rise in food intake away from home. Many  
117 research has shown that most working people have too little time at home. Therefore they are demanding an  
118 appropriate product like fast food that fits their lifestyle (Shaharudin, Mansor, & Elias, 2011). People residing  
119 in the town tend to eat fast food compared to individuals living in rural regions. The cause of the shift is the  
120 time variable; they don't have much time at home to prepare meals. Also, society evolves, economic activities  
121 also grow, which prevents individuals from preparing food at home (Islam & Ullah, 2010). Also, great taste is  
122 another significant reason for choosing junk food. Street foods tend to contain high amount of sugar, oil, and salt  
123 which make junk foods more mouthwatering (Ashakiran & R, 2012).

## 124 **13 f) Intention to eat fast food**

125 According to Ajzen (1991), the intention is a determining factor in actual behavior; therefore, it can be taken  
126 as a proxy for actual purchase behavior. Other researchers also supported such a proposition and took intention  
127 as a precursor to actual buying behavior, specifically for food purchases (K Nam, 2019). Other food behavior  
128 researchers also adopted a similar approach while evaluating the food purchase behavior of consumers (Rahman  
129 and Noor, 2016).

130 Therefore, the study adopts "Intention" as the outcome variable, determined by several independent variables  
131 discussed in the previous section.

## 132 **14 VI.**

## 133 **15 Methodology & Sampling**

134 To examine the consumer attitude towards street foods survey method is applied. A total of 150 participants  
135 included in the survey, with 50 from United International University, 30 from Brac University, and Ahsanullah  
136 University and 40 from general consumers. The survey was conducted from June to September 2019 among 150  
137 participants in Dhaka.

138 The study instruments were both primary and secondary data; I have taken information from secondary sources  
139 like-several journals, articles. The primary data for this study gathered through a structured questionnaire from  
140 fast-food customers, specifically from students of Dhaka City.

141 I have used the quantitative data method. "Quantitative methods emphasize objective measurements and the  
142 statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or  
143 by manipulating preexisting statistical data using computational techniques" (Babbie & Muijs, 2010).

144 It was examined and analyzed with the SPSS research method after information collection. The information  
145 was analyzed using both descriptive and inferential statistics in descriptive statistics, simple percent, tabulation.  
146 Mean, the standard deviation is involved in describing the factors and situation. Three regression analyzes  
147 developed using factor analysis and dependent variables. The literature reviews recognized three dependent  
148 variables such as 1. Hygiene factor of fast food, 2. Fast food Price and 3. Health perception of fast food. This  
149 research not only defines the variables influencing consumer preferences but attempts to clarify the variables  
150 influencing the consumer's attitude toward street food. SPSS is the set of software programs which is used for  
151 statistical data by various kinds of researchers.

**16 VII.****17 Analysis & Result**

In this table, R is the value of the multiple correlation coefficients between the predictor and the outcome. When price, health perception, hygiene use as predictors, this is a simple correlation between intention and price, health perception, hygiene (.285).

In model summary, the value given under the R square tells that how much variance in the dependent variable (intention) is explained by the model. In this case, the value of R square is .081. This means our model (which includes price, health perception, and hygiene) explains 8.1% of the variance in intention.

The table, it shows that the adjusted R square =0.081, which means that the linear regression explains 8.1% of the variance in data.

It says that there is no autocorrelation if the Durbin Watson statistic should be between 1.5 and 2.5. In this table, it is identified that the Durbin Watson statistic is 1.976, which is between 1.5 and 2.5, and therefore, the data is not auto-corrected. In our model, we can see that the beta value of health perception is high (.240) than other factors, so health perception has more influence on consumer attitude toward street foods due to the associated beta value. The significant value of health perception is low than the Alpha value (0.05) which indicates that health perception has a remarkable relationship with intention.

**18 ANOVA a****19 Model****20 VIII.****21 Discussion**

By conducting this research, I want to explore the consumer attitudes towards street foods also their perception and preferences about street food. This research gives an insight into the factors that influence consumer's perception about their purchasing decision of street foods. These customers, presently patronizing fast food, do so because they consider it convenient, time-saving, delicious, and great for change and fun, as well as environmental preference. This research support fast-food consumption is related to consumers' attitudes about price, health, child preference, and atmosphere in fast food facilities. The connection between price and quality is also a significant factor regarded by fast-food customers. Pricing should be to provide customers with the correct quantity of value at a competitive cost while ensuring appropriate profit margins for street food vendors.

This research states that health perception is a very influential factor in choosing fast food. In my previous discussion, I referred that the majority of young consumers considered fast food as harmful to the human body, and this fact supported by my data analysis.

This study examined that how hygiene factors influences consumer fast food consumption. Lack of hygiene in fast food can be lead to an awful perception about the eating place. In my data analysis, the result of the hygiene factor is not significant because sometimes we choose to have street food for the pressure of group conformance or forcefully we have to eat this or we may be in a hurry. Hence, we have to eat street foods.

Price is another independent variable in my research, and the result of price factor is not significant in our data analysis which proves that price may not be affected in fast food consumption as fast food is a readymade food, so people may be in time urgency when they buy fast foods, so the price doesn't affect their purchase decision.

Figure 1:

---

	Sum of Squares	df	Mean Square	F	
1	Regression	10.406	3	3.469	4.31
	Residual	117.413	146	.804	
	Total	127.819	149		

a. Dependent Variable: Intention

b. Predictors: (Constant), Price, Health\_perception, Hygien

”Coefficients a

	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t
1	(Constant)	.782	.495		1.58
	Health_perception	.399	.132	.240	3.01
	Hygiene	.157	.102	.124	1.53
	Price	.077	.081	.077	.958

a. Dependent Variable: Intention

Figure 2:



190 [Lane] , D M Lane . [http://onlinestatbook.com/2/analysis\\_of\\_variance/intro.html](http://onlinestatbook.com/2/analysis_of_variance/intro.html)

191 [Winarno and Allain] , F Winarno , A Allain . <http://www.fao.org/3/u3550t/u3550t08.htm>

192 [Dewolf (2017)] , M Dewolf . <https://blog.dol.gov/2017/03/01/12-stats-about-working-women>

193 2017. March 1. U.S. Department of Labor Blog

194 [Resnick ()] *Adolescents' views on food and nutrition*, D Resnick , M . 1986. Elsevier Inc. p. .

195 [Goyal and Sing ()] 'Consumer perception about fastfood in India: an exploratory study'. A Goyal , N Sing .

196 *British Food Journal* 2007. p. .

197 [Nondzor and Tawiah ()] 'Consumer Perception and Preference of Fast Food: A Study of Tertiary Students in

198 Ghana'. H E Nondzor , Y S Tawiah . *Science Journal of Business and Management* 2015. p. .

199 [Musaiger ()] *Consumption, Health Attitudes and Perception toward Fast Food among Arab Consumers in Kuwait: Gender Differences*. *Global journal of health science*, P A Musaiger . 2015. p. .

200

201 [Aloia et al. ()] 'Differences in and fast food eating behaviours between Indians living in high-and low-income

202 neighbourhoods of Chandigarh'. C R Aloia , S A Lear , D Gasevic , S A Lear , S Y Teo . *India. Nutrition*

203 *Journal* 2013.

204 [Mattsson and Helmersson ()] 'Eating fast food: attitudes of high-school students'. J Mattsson , H Helmersson .

205 *International Journal of Consumer Studies* 2007. p. .

206 [Hassan ()] *Eating out isn't that great! The Daily Star*, A Hassan . 2018.

207 [Allen et al. ()] *Effectiveness of Nutrition Education on Fast Food Choices in Adolescents*, K N Allen , J S Taylor

208 , R Kuiper . 2007. SAGE Publaciation. p. 337.

209 [Park ()] 'Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea'.

210 C Park . *International Journal of Hospitality Management* 2004. p. .

211 [Ababio and Adi ()] 'Evaluating Food Hygiene Awareness and Practices of Food Handlers in the Kumasi

212 Metropolis'. P F Ababio , D D Adi . *Internet Journal of Food Safety* 2012. p. .

213 [Farhana and Islam ()] 'Exploring Consumer Behavior in the Context of Fast Food Industry in Dhaka City'. N

214 Farhana , S Islam . *World Journal of Social Sciences* 2011. p. .

215 [Islam and Ullah ()] 'Factors Affecting Consumers' Preferences on Fast Food Items In Bangladesh'. N Islam , G

216 M Ullah . *The Journal of Applied Business Research* 2010. p. .

217 [Neumark et al. ()] 'Factors influencing food choices of adolescents: findings from focus-group discussions with

218 adolescents'. D Neumark , M Story , C Perry , M A Casey . *Journal of the American Dietetic Association*

219 2003. p. 929.

220 [Boutelle et al. ()] 'Fast food for family meals: relationships with parent and adolescent food intake, home food

221 availability and weight status'. K N Boutelle , J A Fulkerson , D Neumark-Sztainer , French , S Story . *Public*

222 *Health Nutrition* 2006. p. .

223 [Bipasha and Goon ()] 'Fast food preference and food habits among students of privete university in Bangladesh'.

224 M S Bipasha , S Goon . *South East Asia Journal of public Health* 2013. p. .

225 [Freedman ; French et al. ()] 'Fast food restaurant use among adolescents: associations with nutrient intake,

226 food choices and behavioral and psychosocial variables'. S Freedman ; French , P Hannan , J Fulkerson , D

227 Neumark-Sztainer . *International Journal of Obesity* 2009. 2001. 17 p. . (Retrieved from Statistical models:

228 Theory and practice)

229 [Stender et al. ()] 'Fast Food: Unfriendly and Unhealthy'. S Stender , J Dyerberg , A Astrup . *International*

230 *Journal of Obesity* 2007. p. .

231 [Ashakiran ()] *Fast Foods and their Impact on Health*, & R Ashakiran , D . 2012. p. 9. Krishna Institute of

232 Medical Sciences University

233 [Shaharudin et al. ()] *Food Quality Attributes among Malaysia's Fast*, M R Shaharudin , S W Mansor , S J Elias

234 . 2011. 198.

235 [Aksoydan ()] 'Hygiene factors influencing customers' choice of dining-out units'. E Aksoydan . *Journal of Food*

236 2007. p. .

237 [National Center for Health Statistics Centers for Disease Control and Prevention (2006)] 'National Center for

238 Health Statistics'. <https://www.cdc.gov/nchs/data/hus/hus05.pdf#074> *Centers for Disease Con-*

239 *trol and Prevention* 2006, july.

240 [Retrieved from UCLA institute for (2014)] *Retrieved from UCLA institute for*, [http://www.newagebd.](http://www.newagebd.net/article/16805/govt-imposes-supplementary-duty-on-junk-food)

241 [net/article/16805/govt-imposes-supplementary-duty-on-junk-food](http://www.newagebd.net/article/16805/govt-imposes-supplementary-duty-on-junk-food) 2014. April 2. 2017. (Re-

242 trieved from sports)

243 [Rane ()] 'Street Vended Food in Developing World: Hazard Analyses'. S Rane . *Indian J Microbiol* 2011.

## 21 DISCUSSION

---

- 244 [Babbie and Muijs ()] *The Practice of Social Research*, E R Babbie , D Muijs . 2010. London: Wadsworth  
245 Cengage.
- 246 [Stead et al. ()] ‘Why healthy eating is bad for young people’s health: Identity, belonging and food’. M Stead ,  
247 L Mcdermott , A M Mackintosh , A Adamson . *Social Science & Medicine* 2011. ELSIVIER. p. 1131.
- 248 [Shepherd et al. ()] *Young People and Healthy Eating: A Systematic Review of Research on Barriers and*  
249 *Facilitator*, J Shepherd , A Harden , R Rees , G Brunton . 2005. Oxford University Press. p. .