

# DECISION TO CHOOSE FAST FOOD RESTAURANTS OF THE YOUNG PEOPLE IN HO CHI MINH CITY, VIETNAM

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**Abstract.** *This study has specific objectives of Identifying and Measuring the impact level of the factors that affect the decision to choose fast food restaurants of the young people in Ho Chi Minh City, Vietnam (HCMC), by surveying 225 young consumers living in HCMC. The SPSS 20 tool was used through the Cronbach's Alpha, EFA, multiple linear regression analysis. The result shows four factors positively affect the decision of choosing fast food restaurants of the young people in HCMC in the order of decreasing level: (1) Price, (2) Products, (3) Store location, and (4) Space. The results also show that there is no difference in the decision by gender but there are differences by occupation and income. From that, several managerial recommendations have been proposed for managers of fast-food stores to develop appropriate marketing strategies that impact on young people.*

**Keywords:** Decision to choose, Fast food restaurants, The young people in HCMC

**Introduction.** Vietnam ranks 14<sup>th</sup> among the most populous countries in the world, with more than 94 million people and a young population dominating structure, the characteristics of the young people in Viet Nam in general and HCMC in particular are high start-up spirit; busy lifestyle; need of convenience; low income; wanting to save time to study, work. Therefore, the demand for fast food at reasonable prices is the urgent need. In addition, young people are keen, daring, and fun to approach new things, even in cuisine. Therefore, the fast food market of our country has great potential development.

Young people tend to choose food stores to meet their own urgent needs: fast-processed food or immediately sold, being able to carry away, time saving and reasonable prices. In other words, young people do not fully choose fast-food restaurants with well-known brands such as McDonald's, Domino's Pizza, Burger King, etc. According to a recent FT Confidential Research survey, "The rate of Vietnamese consumers to these stores has dropped dramatically in the past few years. Instead, customers buy fast food at convenience stores, which account for 86% (Nielsen, 2016). The number of in-house fast-food restaurants continues to grow at 27% (Euromonitor, 2016). It is noteworthy that the fast food market is also fierce competition when young people are attracted and fascinated in fast food areas of supermarkets, hypermarkets such as Lotte Mart, Emart, The study of decision to choose fast food restaurants of the young people in HCMC becomes necessary.

## LITERATURE REVIEW AND RESEARCH MODEL

### Concept and theory

#### *Consumer behavior*

According to Kotler & Armstrong (2014), consumer behavior refers to end-user buying behavior - individuals and households purchase goods and services for personal consumption. Meanwhile, according to the American Marketing Association, consumer behavior is the interaction between environmental stimuli and human perceptions and behaviors which change their lives. In other words, consumer behavior includes the thoughts and feelings that people have and the actions they take in the process of consumption. Factors such as opinions from other consumers, advertising, price information, packaging, product appearance ... can affect the customer's feelings, thoughts and behaviors.

#### *Factors affecting consumer behavior*

According to Kotler & Armstrong (2014), factors affecting consumer behavior include Culture (including Culture, Culture branches, Social Classes), Society (Groups and Social Networks, Family, Role and status), Individual (Age and stage of life cycle, Occupation, Economic situation, Lifestyle, Personality and Ego), Psychology (Motivation, Perception, Learning, Beliefs and attitudes), Marketing mix (Advertising, Price, Distribution channels)

#### *Behavioral Theory – TPB*

The proposed behavioral theory is the development and improvement of the Theory of Reasoned Action by Ajzen and Fishbein (1975) and is the commonly used theory when it comes to predicting a particular behavior of any individual, it could be the act of choosing to buy products or services; elective behavior, etc. The relationship between decision and behavior has been given and empirically tested in a wide range of studies in a wide range of areas including business administration, marketing, psychology. The two main factors influencing the decision are individual attitudes and subjective norms. In particular, individual attitudes are measured by belief and appreciation for the outcome of that behavior. Ajzen (1991) defined subjective norms as the perception of influencers that the individual should behave or not perform certain behaviors. (1) Attitude Toward Behavior (AB) is defined as positive or negative emotions that are affected by psychological factors and situations, (2) Subjective Norm (SN) or sense of community influence is defined as "perception of social pressure on whether or not to act, (3) Perceived Behavioral Control (PBC) reflects the ease or difficulty of performing behavior and whether the behavior is controlled or restricted. All three factors affect behavioral intention.

#### *The young people*

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), young people are between the ages of 15 and 24. This topic is aimed at young people aged 18 to 24 for two reasons: (1) People in their 18s are equipped with certain common knowledge, (2) Young people in this age group have the highest concentration of health, young people, dare to do; have aspiration to rise strongly and conditions to express that will, aspiration through learning, labor, creativity. Young people are confident, dynamic and enthusiastic age, growing up in the era of information technology boom and have conditions to update new trends, cuisine is no exception. In Ho Chi Minh City - an economic center with a population of about 10 million people, the working environment is in harmony with the busy lifestyle, facing with limited time and finance, fast food is very attractive, especially for young people today. In general, young people go to fast food stores with international and domestic brands to dine because it gives them a sense of luxury. In addition, young people choose fast food stores because of the comfortable space for sitting and eating with friends, colleagues, lovers,... at noon, on birthday or at weekend. Buzzmetrics's Social Media survey (2015) shows that discount promotions are also a factor that attracts young people. In times of negative economic, young people are turning to fast food stores to meet not only the convenience, compact, less time consuming, but also reasonable prices to continue to work, study later. This is the fast food sector in convenience stores, supermarkets and hypermarkets.

**Some research related to the topic.** The study by Mason & Associates (2013) identified success factors in fast food restaurants conducted in the United States, calculating the Attribute Important Index Score (AIS) of the factors affecting the decision to choose fast food restaurants of students. The results achieved were as follows: Price (AIS = 246), Service speed (AIS = 217), Store location (AIS = 208), Food quality (AIS = 203) and Cleanliness (AIS = 201).

Matiza & Oni (2014) studied the factors influencing the choice of fast food restaurants for rural consumers of American fast food franchises. Research results determine that the national origin of the franchise brand does not play a special role in the decision-making process of consumers. Instead, price, convenience and store location are key factors that motivate rural consumers to choose fast food restaurants. Research also recognizes the following important factors influencing their decision-making choices: time, customer service, and brand loyalty.

Harrington et al (2015) studied key factors affecting choice of fast food stores and the role of gender, age and frequency of fast food consumption. This study examined the relationship between the seven factors that influence the decision to choose a fast food restaurant: quality, space, marketing, price, diet, location of a food shop, fast and promotional activities. Age, sex and frequency of fast food intake also influence relationships with these factors.

The study by Afrin & Ramalingam (2016) was conducted in the city of Chennai, India to find out what factors influence consumers' choice of fast food restaurants. Research results indicate that the product is the main factor in addition to the following factors: product diversity, price, store location, customer service, service attitude, opening hours and service speed influence the decision to choose a fast food restaurant here.

The Clever & Felix's (2016) study explored the factors that influence the choice of a fast food restaurant. The authors point out that good food as well as food taste are the leading factors influencing consumers' decision to choose fast food restaurants. In addition, solving customer complaints and price are other factors that attract customers to fast food restaurants.

A study by Priyadarshini (2016) on fast-food restaurants in Coimbatore, India showed three main reasons for choosing fast food restaurants: convenience, price and food taste.

A study was conducted by Nguyen Thi Hong Nhu (2014) on the factors influencing the decision to choose fast food restaurants in Can Tho city. The results show that the factors that influence the choice of fast food restaurants are: Attitude and service style, location and scale, price, customer care, habits and preference use, brand image.

A summary of previous research result is presented in Table 1.

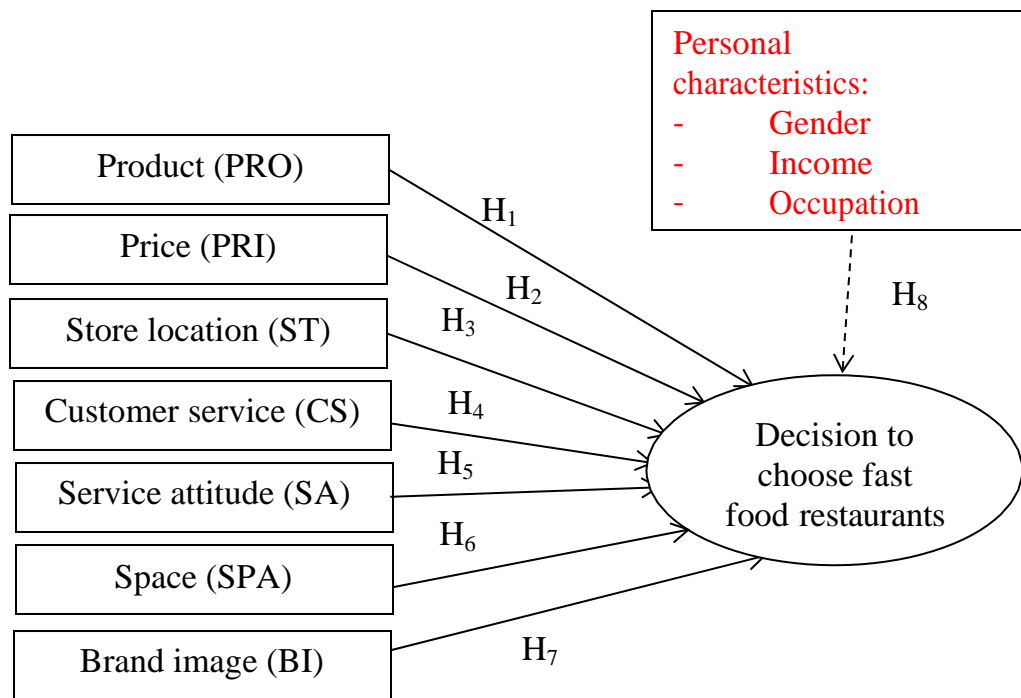
**Table 1: Summary of previous research results**

Factor	Researcher						
	Mason et al. (2013)	Matiza & Oni (2014)	Harrington et al. (2015)	Afrin & Ramalingam (2016)	Clever & Felix (2016)	Priyadarshini (2016)	Nguyen Thi Hong Nhu (2014)
Price	x	x	x	x	x	x	x
Product	x		x	x	x	x	
Store location	x	x	x	x			x
Service speed	x	x		x			
Cleanliness	x						
Convenience		x				x	
Customer service		x		x	x		x
Brand loyalty		x					
Space			x				
Diet			x				
Promotion			x				

activities							
Service attitude				x			x
Business hours				x			
Good food for health					x		
Habits and consumer preferences							x
Brand image							x

**Research models and research hypotheses**

From the basis of Peter & Olson (2010) and Kotler & Armstrong (2014) Consumer Behavior Theory, as well as the study of the factors influencing the decision to choose a fast food restaurant, The characteristics of fast food restaurants and the characteristics of young fast-food consumers in HCMC stores, inherited and developed from Afrin & Ramalingam (2016) model, added to the "brand image" by Nguyen Thi Hong Nhu (2014) and the "space" element of Harrington et al. (2015), the proposed model is shown in Figure 1.



**Figure 1: Model of factors influencing decision to choose fast food restaurants of the young people in HCMC**

- H<sub>1</sub>: The suitable products positively influences the decision to choose a fast food restaurant.
- H<sub>2</sub>: Reasonable prices positively influences the decision to choose a fast food restaurant
- H<sub>3</sub>: Convenient store location positively influences the decision to choose a fast food restaurant
- H<sub>4</sub>: Good customer service positively influences the decision to choose a fast food restaurant
- H<sub>5</sub>: Good service attitude positively influences the decision to choose a fast food restaurant.
- H<sub>6</sub>: Spacious, cool space positively influences the decision to choose a fast food restaurant
- H<sub>7</sub>: Famous brand image positively influences the decision to choose a fast food restaurant
- H<sub>8a</sub>: There is a difference in the decision to choose fast food restaurants in HCMC by gender.
- H<sub>8b</sub>: There is a difference in the decision to choose fast food restaurants in HCMC by income.
- H<sub>8c</sub>: There is a difference in the decision to choose fast food restaurants in HCMC by occupation..

## RESULTS AND DISCUSSION

### Sample description

**Table 2: Sample characteristics**

Sample characteristics		Frequency	Ratio (%)
Gender	Male	94	41.8
	Female	131	58.2
Academic level	Secondary school	13	5.8
	High school	27	12.0
	Intermediate	33	14.7
	College	147	65.3
	After university	5	2.2
Occupation	Student	77	34.2
	Worker	13	5.8
	Trade	8	3.6
	Officer	72	32.0
	Officials and civil servants	37	16.4
	Manager	6	2.7
	Other	12	5.3
Income per month	Less than 3 million	97	43.1
	From 3 million - under 5 million	82	36.4
	From 5 million - less than 10 million	34	15.1
	Over 10 million	12	5.3
The type of fast food restaurants that is usually come	Fastfood restaurants	54	24.0
	Convenience shop	91	40.4
	Supermarkets, hypermarkets	78	34.7
	Others	2	0.9
Times to go to fast food restaurants perweek	Less than 2 times	44	19.6
	From 2 times - 4 times	93	41.3
	From 4 times - 6 times	32	14.2
	More than 6 times	56	24.9
Time to go to fast food restaurants	Morning	16	7.1
	Noon	89	39.6
	Afternoon	58	25.8
	Night	62	27.5

(Source: Synthesis from authors' study)

The survey was conducted in September 2017. 250 questionnaires were distributed, after eliminating 25 unsatisfactory responses (respondents were not included in the survey, an inadequate statement or answer card), the remaining was 225 samples, reaching a rate of 90%. The data was entered, encrypted, cleaned and analyzed using SPSS 23 software. The sample statistic results were presented in Table 2

### ASSESSING THE RELIABILITY OF THE SCALE

Cronbach's Alpha is used to test the reliability of the scale.

The results of the first Cronbach's Alpha analysis indicate that the variables being rejected are  $PRI_3$ ,  $SA_5$ , and  $BI_3$  because they are correlated with total variables less than 0.3. It can be seen that the survey subjects in this study are young, low income, specifically the average monthly income below 3 million accounts for 43.1%. Therefore, choosing their fast food restaurants is not affected by the price difference ( $PRI_3$ ) or the luxury feeling brought by the restaurants ( $BI_3$ ). At the same time, this can also be seen as a proof of Maslow's order of magnitude. In addition, most fast food restaurants are self-service ones. Therefore, that young people do not pay attention to the staff ( $SA_5$ ) is understandable.

The results of the second test (Table 3), the scales met the criteria (Cronbach's Alpha coefficient  $\geq 0.6$  and the correlation coefficient - correction sum  $\geq 0.3$ ). Therefore, it is used for the subsequent EFA.

**Table 3: Cronbach's Alpha reliability scores**

Variable	Average scale if eliminating variable	Scale variance if eliminating variable	Correlation coefficient - correction sum	Cronbach's Alpha if eliminating variable
Product (PRO), Cronbach's Alpha = 0.853				
$PRO_1$	15.88	6.520	0.679	0.819

PRO <sub>2</sub>	15.99	6.326	0.748	0.800
PRO <sub>3</sub>	16.18	7.105	0.630	0.832
PRO <sub>4</sub>	16.24	6.880	0.626	0.833
PRO <sub>5</sub>	16.16	6.912	0.646	0.828
Price (PRI), Cronbach's Alpha = 0.694				
PRI <sub>1</sub>	11.45	3.570	0.571	0.566
PRI <sub>2</sub>	11.15	3.995	0.546	0.592
PRI <sub>4</sub>	11.14	4.110	0.467	0.636
PRI <sub>5</sub>	11.50	4.028	0.354	0.716
Store Location (ST), Cronbach's Alpha = 0.756				
SL <sub>1</sub>	15.24	5.409	0.543	0.705
SL <sub>2</sub>	15.17	5.903	0.452	0.737
SL <sub>3</sub>	15.20	5.551	0.571	0.695
SL <sub>4</sub>	15.24	5.909	0.483	0.726
SL <sub>5</sub>	15.53	5.420	0.565	0.696
Customer service (CS), Cronbach's Alpha = 0.743				
CS <sub>1</sub>	15.52	6.206	0.469	0.711
CS <sub>2</sub>	15.28	5.738	0.626	0.652
CS <sub>3</sub>	15.22	6.189	0.429	0.729
CS <sub>4</sub>	15.24	5.895	0.583	0.669
CS <sub>5</sub>	14.81	6.563	0.436	0.722
Service attitude (SA), Cronbach's Alpha = 0.660				
SA <sub>1</sub>	11.89	2.872	0.504	0.546
SA <sub>2</sub>	11.86	3.360	0.368	0.640
SA <sub>3</sub>	11.57	3.264	0.496	0.561
SA <sub>4</sub>	11.67	3.231	0.404	0.617
Space (SPA), Cronbach's Alpha = 0.733				
SPA <sub>1</sub>	15.29	5.501	0.566	0.658
SPA <sub>2</sub>	15.02	5.696	0.466	0.699
SPA <sub>3</sub>	15.16	5.849	0.508	0.682
SPA <sub>4</sub>	14.96	6.151	0.494	0.688
SPA <sub>5</sub>	15.44	5.953	0.444	0.706
Brand image (BI), Cronbach's Alpha = 0.698				
BI <sub>1</sub>	9.96	3.668	0.621	0.545
BI <sub>2</sub>	9.99	3.580	0.576	0.570
BI <sub>4</sub>	9.76	4.630	0.337	0.715
BI <sub>5</sub>	9.71	4.081	0.413	0.678
Decision to choose fast food restaurants (CD), Cronbach's Alpha = 0.748				
CD <sub>1</sub>	15.59	5.628	0.583	0.676
CD <sub>2</sub>	15.37	5.966	0.575	0.681
CD <sub>3</sub>	15.36	5.669	0.576	0.679
CD <sub>4</sub>	15.56	6.221	0.465	0.720
CD <sub>5</sub>	15.42	6.727	0.368	0.752

(Source: Analysis of research data of the authors)

## EXPLORATORY FACTOR ANALYSIS - EFA

### Analyzing exploratory factors of independent variables

32 observed variable of 7 independent variables from the proposed study model are included in the EFA. Results of the fourth EFA: Barlett's test show sig. = 0.000 < 0.05; KMO coefficient = 0.816 > 0.5 which is eligible for factor analysis. Twenty-nine observed variables are extracted from seven factors at Eigenvalues = 1,163 > 1 and he extracted variance is 59.503% > 50%, which accounts for 59.503% the variance of the data. At the same time, factor loadings  $\geq 0.5$ . Therefore, the observed variables in the scale meet the requirement of convergence level and discrimination level between the factors. The Cronbach's Alpha coefficient shows that the reliability of the seven new scales is satisfactory (Table 4).

**Table 4: Results of the EFA of the 4th independent variables**

Variable	Factor loadings						
	1	2	3	4	5	6	7
PRO <sub>2</sub>	0.833						
PRO <sub>5</sub>	0.756						
PRO <sub>1</sub>	0.739						
PRO <sub>4</sub>	0.694						
PRO <sub>3</sub>	0.655						
SL <sub>2</sub>		0.714					
SL <sub>3</sub>		0.702					
SL <sub>1</sub>		0.615					
SL <sub>5</sub>		0.582					
SL <sub>4</sub>		0.543					
PRI <sub>4</sub>			0.713				
PRI <sub>2</sub>			0.708				
PRI <sub>1</sub>			0.670				
PRI <sub>2</sub>			0.653				
CS <sub>2</sub>				0.812			
CS <sub>4</sub>				0.656			
CS <sub>1</sub>				0.644			
CS <sub>3</sub>				0.507			
SPA <sub>3</sub>					0.740		
SPA <sub>4</sub>					0.674		
SPA <sub>5</sub>					0.596		
SPA <sub>1</sub>					0.537		
BI <sub>2</sub>						0.848	
BI <sub>1</sub>						0.841	
BI <sub>5</sub>						0.590	
SA <sub>3</sub>							0.743
SA <sub>4</sub>							0.641
SA <sub>1</sub>							0.637
SA <sub>2</sub>							0.599
Eigenvalue	6.931	2.719	1.894	1.662	1.485	1.402	1.163
Extracted variance (%)	23.901	9.376	6.530	5.731	5.120	4.833	4.010
Cronbach's Alpha	0.853	0.756	0.753	0.722	0.699	0.715	0.660

(Source: Analysis of research data of the authors)

Therefore, the results of the EFA have eliminated three variables: PRI<sub>5</sub> (I choose fast food restaurants which discount when purchasing in a large amount), CS<sub>5</sub> (I choose fast food restaurants with attractive service) and BI<sub>4</sub> (I choose fast food restaurants with a lot of community activities). What young people need is the need to eat in a timely manner to save time for resting and preparing for the next effective working shift. In addition, when using in small quantities but with frequencies of regular use from 2 to 4 times a week, accounting for 41.33% and more than 6 times a week accounts for 24.89%, they want the price which is suitable for the income, restaurants that are near the work place, so the discount and additional services when buying in a large amount are no longer important. Community-based activities are too ideal because the actual need does not allow for what is too great for the community. In general, after eliminating unsuitable variables, the total number of observed variables in the remaining model is 29 variables. The seven groups of factors which were extracted after the EFA corresponded to the original seven concepts and without much disturbance, so these groups of factors would remain unchanged as group a.

**Table 5: Name and symbol of the factors after the EFA**

Factor	Name	Symbol	Variable
1	Product	PRO	PRO <sub>1</sub> , PRO <sub>2</sub> , PRO <sub>3</sub> , PRO <sub>4</sub> , PRO <sub>5</sub>
2	Restaurant location	SL	SL <sub>1</sub> , SL <sub>2</sub> , SL <sub>3</sub> , SL <sub>4</sub> , SL <sub>5</sub>
3	Price	PRI	PRI <sub>1</sub> , PRI <sub>2</sub> , PRI <sub>4</sub> , PRI <sub>2</sub>
4	Customer service	CS	CS <sub>1</sub> , CS <sub>2</sub> , CS <sub>3</sub> , CS <sub>4</sub>
5	Space	SPA	SPA <sub>1</sub> , SPA <sub>3</sub> , SPA <sub>4</sub> , SPA <sub>5</sub>
6	Brand image	BI	BI <sub>1</sub> , BI <sub>2</sub> , BI <sub>5</sub>
7	Service attitude	SA	SA <sub>1</sub> , SA <sub>2</sub> , SA <sub>3</sub> , SA <sub>4</sub>

(Source: Analysis of research data of the authors)

### Analysis of exploratory dependent variable factors

The results of the dependent variable analysis (Appendix 8) show that the coefficient KMO = 0.758 and Barlett's test has sig. = 0.000 < 0.05 indicating the research data are appropriate for the EFA; The five observed variables were extracted into one factor at Eigenvalues = 2.507 > 1 and the total variance of 50,133% means 50,133% the variability of the data were interpreted and the variables had a factor loadings  $\geq 0, 5$ . The Cronbach's Alpha coefficient shows the reliability of the new scale (Table 4.5). Thus, the "the decision to choose fast food restaurants" includes 5 observed variables CD<sub>1</sub>, CD<sub>2</sub>, CD<sub>3</sub>, CD<sub>4</sub>, CD<sub>5</sub>.

**Table 6: Results of EFA of dependent variables**

Variable	Factor loading	Eigenvalues	Extracted variance	Cronbach's Alpha
The decision to choose fast food restaurants		2.507	50.133	0.748
CD <sub>1</sub>	0.775			
CD <sub>2</sub>	0.766			
CD <sub>3</sub>	0.761			
CD <sub>4</sub>	0.660			
CD <sub>5</sub>	0.552			

(Source: Analysis of research data of the authors)

### ASSESSING THE MODEL AND RESEARCH HYPOTHESE

After analyzing the EFA, seven factors were included in the model test. Factor value is the mean of the observed variables of the component. Pearson correlation analysis was used to examine the suitability of incorporating components into the regression model. The results of the regression analysis will be used to test hypotheses H<sub>1</sub> to H<sub>7</sub>.

#### Determination of Pearson correlation coefficient

Correlational analysis was performed to examine the linear relationships between independent variables and dependent variables. The correlation matrix in Table 4.6 presents the Pearson (r) correlation coefficients between study variables and the significance level of each factor.

The Pearson Correlation Coefficient (Table 7) shows that all correlations between variables ranging from 0.15 to 0.763 satisfy the condition of  $-1 < r < 1$  and the significance level of the system is very small (sig. = 0.000 < 0.05), independent variables are closely correlated. At the same time, the correlation coefficients of independent variables and dependent variables are not so high, so it is unlikely that multi-collinearity will occur. This demonstrates that independent variables with distinct values are more likely to account for dependent variables. The correlation matrix also showed that the Price variable (r = 0.763) had the strongest impact on the dependent variable – the decision to choose fast food restaurants, the Brand image variable (r = 0.211) had the least effect on the dependent variable – the decision to choose fast food restaurants.

**Table 7: Pearson correlation coefficient matrix**

		CD	PRO	SL	PRI	CS	SPA	BI	SA
CD	Pearson correlation	1	0.578**	0.463**	0.763**	0.322**	0.563**	0.211**	0.289**
	Level of significance		0.000	0.000	0.000	0.000	0.000	0.001	0.000
PRO	Pearson correlation		1	0.420**	0.409**	0.404**	0.397**	0.218**	0.297**
	Level of significance			0.000	0.000	0.000	0.000	0.001	0.000
SL	Pearson correlation			1	0.275**	0.476**	0.227**	0.362**	0.400**
	Level of significance				0.000	0.000	0.001	0.000	0.000
PRI	Pearson correlation				1	0.186**	0.507**	0.155*	0.155*
	Level of significance					0.005	0.000	0.020	0.020
CS	Pearson correlation					1	0.280**	0.240**	0.380**
	Level of significance						0.000	0.000	0.000
SPA	Pearson correlation						1	0.214**	0.198**
	Level of significance							0.001	0.003
BI	Pearson correlation							1	0.214**
	Level of significance								0.001
SA	Pearson correlation								1
	Level of significance								

\*\* Level of significance of correlation coefficient was at 0.01 (in both tails).

\* Level of significance of correlation coefficient was at 0.05 (in both tails).

(Source: Analysis of research data of the authors)

### Linear regression analysis

The Pearson correlation coefficient test showed that seven independent variables could be included in the model to explain the dependent variable. The authors analyze the linear regression with the Enter method to test the consistency of the seven factors affecting the dependent variable that determine the choice of fast food restaurants in the city.

Table 8 shows that the adjusted  $R^2$  is 0.708, meaning that 70.8% of the variation in CD (Decision to choose a fast food restaurants) is explained by the variability of 7 independent variables PRO, PRI, SL, CS, SA, SPA and BI. In addition, the Durbin-Watson test  $d = 1,860$  ( $1 < d < 3$ ) showed no correlation between residuals.

**Table 8: Level of explanation of the model**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Estimated error	Durbin – Watson coefficient
1	0.847 <sup>a</sup>	0.717	0.708	0.32198	1.860

a. Independent variable: (Constant), PRO, PRI, SL, CS, SA, SPA  
 b. Dependent variable: QD

(Source: Analysis of research data of the authors)

To test whether the model can be modeled for real or not, it is necessary to test the fit of the model by ANOVA.

**Table 9: Relevance of the model: Analysis of ANOVA variance**

Model	Total square	Degree of freedom (df)	Average squared	F	Sig.	
1						
	Regression	57.076	7	8.154	78.647	0.000 <sup>b</sup>
	Residual	22.497	217	0.104		
	Total	79.573	224			

a. Dependent variable: QD  
 b. Independent variable: (Constant), PRO, PRI, SL, CS, SA, SPA

(Source: Analysis of research data of the authors)

In the analysis of ANOVA variance (Table 9) shows: Sig value. of F (= 78,647) has a very small significance level (Sig. = 0.000 < 0.05). This means that the linear regression model given is consistent with the data collected.

**Table 10: Statistical analysis of regression coefficients**

Model		Unstandardized coefficient		Standardized coefficient	t	Sig.	Multicollinearity	
		B	Standard error	Beta			Tolerance	VIF
1	(Constant)	-0.273	0.211		-1.295	0.197		
	PRO	0.195	0.042	0.209	4.696	0.000	0.658	1.520
	SL	0.191	0.047	0.185	4.039	0.000	0.621	1.609
	PRI	0.500	0.040	0.544	12.426	0.000	0.679	1.472
	CS	-0.007	0.041	-0.007	-0.167	0.867	0.679	1.474
	SPA	0.161	0.044	0.161	3.662	0.000	0.674	1.484
	BI	-0.023	0.033	-0.028	-0.717	0.474	0.845	1.183
	SA	0.048	0.043	0.045	1.109	0.269	0.781	1.281

(Source: Analysis of research data of the authors)

Table 10 shows the sig. value of the four independent variables: PRO, SL, PRI, and SPA less than 5%, it concludes that these four independent variables are significant in the model. Meanwhile, three independent variables: CS, BI, and SA have sig. value of 0.867, 0.474 and 0.269 which are greater than 5%, these three variables are not significant in the model. In addition, with a significance level of  $\alpha = 5\%$ , look up the table:  $t_{0,025}(217) = 1,971$ . Because the t-values of PRO, SL, PRI and SPA are 4,696; 4,039; 12,426; 3,662 which are larger than 1,971, we conclude that the product, location, price and space actually influence the choice of fast food restaurants in HCMC.

In addition, Table 10 also shows that the variables have a VIF value of less than 2, meaning that there is no multicollinearity between independent variables in the model.

Therefore, regression equation for variables with unstandardized coefficients is:

$$CD = -0.272 + 0.195 * PRO + 0.191 * SL + 0.500 * PRI + 0.161 * SPA$$

In which:

CD: Decision to choose fast food restaurants of young people in Ho Chi Minh City

PRO: Product

SL: Restaurant location

PRI: Price

SPA: Space



According to the above equation, the decision of choosing a fast food restaurant in HCMC is influenced by four factors: product, price, restaurant location and space. The model also shows that the regression coefficients are positive (+), reflecting the factors in the regression model which all have a positive effect on their choice of fast food restaurants; therefore, accepting the hypotheses H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>6</sub> proposed in the original theoretical model (Figure 1).

In terms of the influence of the factors that determine the choice of fast food restaurants of young people in HCMC, it is found that:

Price is the most influential factor with the standardized beta of 0.544 positive impact and reaches statistical significance to the choice of fast food restaurant of young people in HCMC.

Product is the second most influential factor with the standardized beta of 0.209 positive impact and reaches statistical significance to the choice of fast food restaurant of young people in HCMC.

Restaurant location is the third most influential factor with the standardized beta of 0.185 positive impact and reaches statistical significance to the choice of fast food restaurant of young people in HCMC.

Space is the fourth most influential factor with the standardized beta of 0.166 positive impact and reaches statistical significance to the choice of fast food restaurant of young people in HCMC.

**Table 11: Summary of test results for hypotheses**

Hypotheses	Level of sig.	Testing result
H <sub>1</sub> : The right product has a positive impact on the decision to choose a fast food restaurant.	0.000	Accepted
H <sub>2</sub> : Reasonable prices have a positive impact on the decision to choose fast food restaurants.	0.000	Accepted
H <sub>3</sub> : Favorable restaurant location has a positive impact on the decision to choose fast food restaurants.	0.000	Accepted
H <sub>4</sub> : Good customer service has a positive impact on the decision to choose fast food restaurants.	0.867	Rejected
H <sub>5</sub> : Good service attitude has a positive impact on the decision to choose fast food restaurants.	0.269	Rejected
H <sub>6</sub> : Space has a positive impact on the decision to choose fast food restaurants.	0.000	Accepted
H <sub>7</sub> : Famous brand image has a positive impact on the decision to choose fast food restaurants.	0.474	Rejected

*(Source: Aggregated by the authors)*

Rejecting the hypotheses H<sub>4</sub>, H<sub>5</sub>, H<sub>7</sub> for the meaning of 0.867; 0.269; 0.474 because their value is greater than 0.05. In addition, the survey found that the majority of young people having low income go to fast food restaurants 2 to 6 times which accounts for more than 50%, but the fast food restaurants are mainly self service. Therefore, it can be concluded that customer service, service attitude does not affect the decision to choose fast food restaurants of young people in HCMC compared with other theories.

In addition, the study removed the branding image - a testimony for latest survey of FT Confidential Research - the research division of The Financial Times in the UK when declaring the percentage of Vietnamese consumers going to international fast food chains such as Lotteria, KFC, Burger King, etc., it has decreased remarkably in the last two years.

In fact, the first fast food restaurant in HCMC was KFC when it entered Vietnam in 1997 and had to accept losses for seven consecutive years. Or as Burger King brand in Vietnam in 2012 with the goal of opening 60 stores in the first five years in Vietnam, but so far only 16 stores are open. This proves that brand image is not the key factor affecting young people in the decision to choose fast food restaurants.

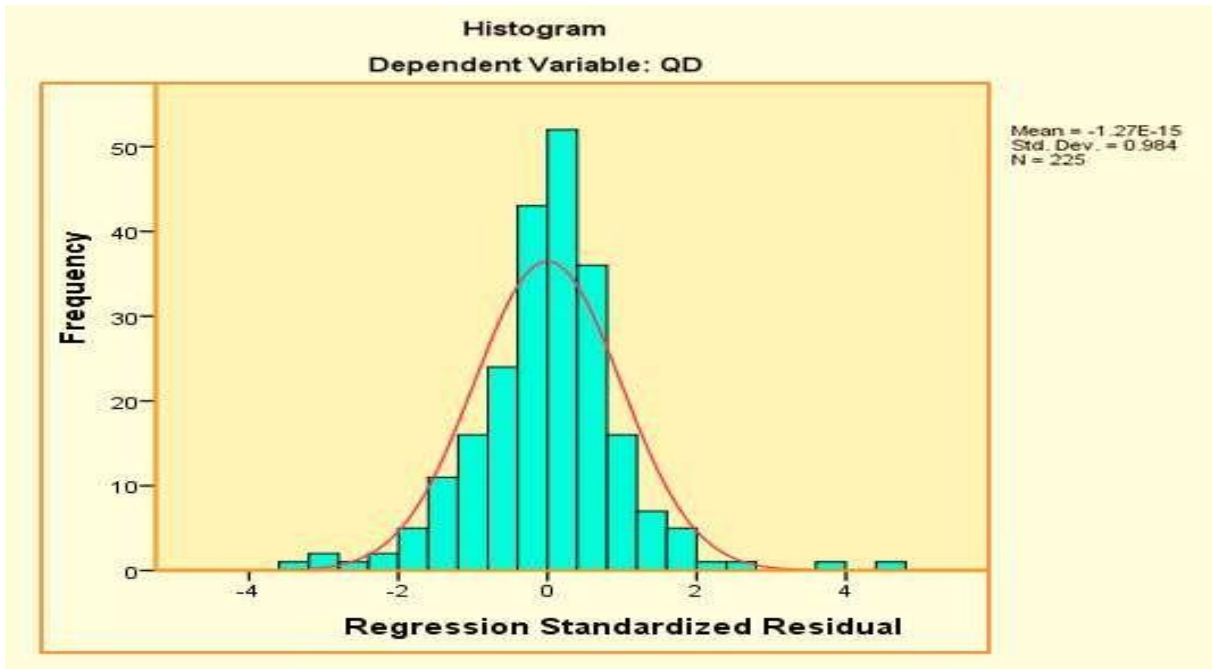
#### **Testing regression assumptions**

##### ***Assuming there is no correlation between residuals***

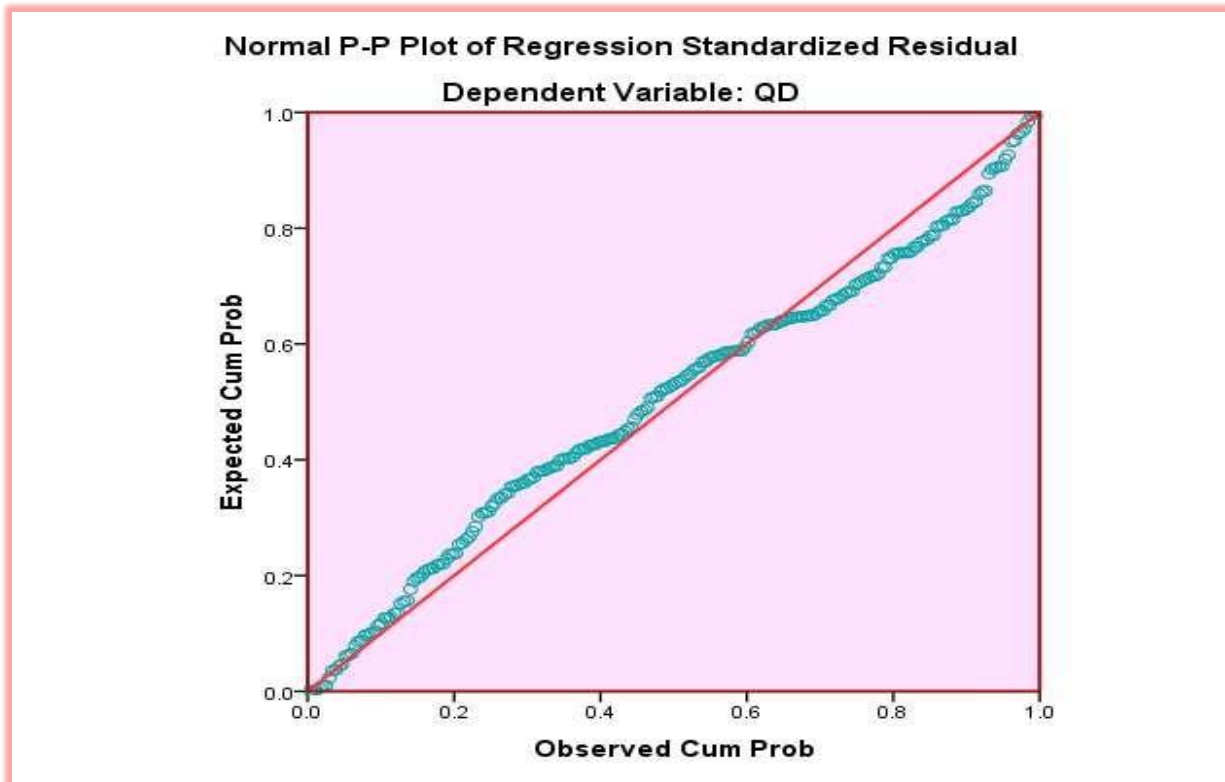
The results in Table 8 show that the Durbin - Watson coefficient is 1.860 ( $1 < d < 3$ ). Consequently, it can be concluded there is no correlation between residuals.

##### ***Assuming the residuals have a normal distribution***

The frequency spectra of the histogram standardized residue (Figure 2) shows that the normal distribution of the residuals is approximately standard, the average value of the Mean observations is -1.27E-15 (near zero) and the constant variance is 0.984 (close to 1). Thus, the hypothesis assumes that the normal distribution remain unbroken. Figure 3 P-P frequency shows the points of the random dispersion around the diagonal (expected line), assuming the normal distribution of the residuals is satisfied.



**Figure 2: Frequency of Histogram standardized residual**  
(Source: Analysis of research data of the authors)



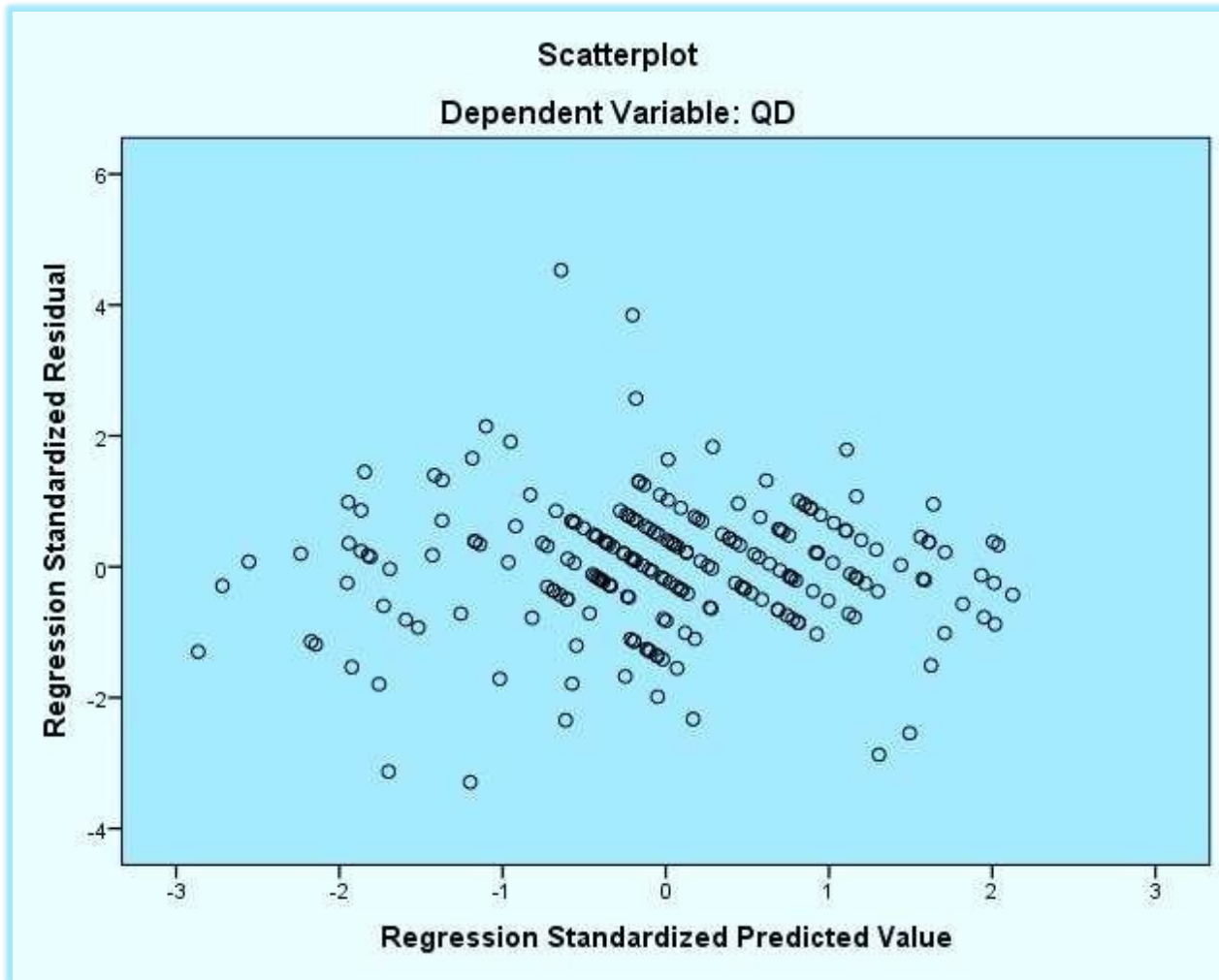
**Figure 3: P-P Plot frequency of the residual**  
(Source: Analysis of research data of the authors)

**Assumption does not occur multicollinearity**

The regression results (Table 10) show that the tolerance values of the independent variables are greater than 0.5; Variance inflation factor (VIF) is less than 2. Thus, it is possible to confirm that there is no multicollinearity.

**Assumptions about linear relations**

The standardized residual dispersion indicates that the residual values are dispersed randomly in an area around the line that passes through zero, without any rule or shape. Therefore, the assumption of linear correlation is not violated.



**Figure 4: Standardized residual dispersion**

(Source: Analysis of research data of the authors)

**Assumption of the variance of the standard error**

Spearsman's Rho correlation test showed that the correlation coefficient between absolute values and variables was not statistically significant (sig. < 0.05). Thus, the assumption of the variance of the standard error is not violated.

**Table 12: Spearsman's Rho correlation matrix**

		QD	SP	VT	GC	KG	AbsRe
QD	Correlation coefficients	1.000	0.543**	0.446**	0.755**	0.557**	-0.092
	Level of significance	.	0.000	0.000	0.000	0.000	0.170
SP	Correlation coefficients		1.000	0.406**	0.403**	0.384**	-0.066
	Level of significance		.	0.000	0.000	0.000	0.324
VT	Correlation coefficients			1.000	0.262**	0.249**	0.018
	Level of significance			.	0.000	0.000	0.787
GC	Correlation coefficients				1.000	0.501**	0.130
	Level of significance				.	0.000	0.057
KG	Correlation coefficients					1.000	0.053
	Level of significance					.	0.427
AbsRe	Correlation coefficients						1.000
	Level of significance						.

AbsRe: Absolute value of the residual

(Source: Analysis of research data of the authors)

## TESTING THE DIFFERENCES OF DECISION TO CHOOSE THE FAST FOOD RESTAURANTS UNDER THE PERSONAL CHARACTERISTICS

### Determining gender differences

The independent T-Test gives us the difference between men and women in choosing a fast food restaurant.

Conducting hypothesis testing  $H_0$ : "The variance between men and women is the same".

According to the variance identity check, the hypothesis  $H_0$ , ie the constant variance. Therefore, we use the t-test result on the first line (Equal variances assumed).

Based on the sig. value by checking t, we see the sig. value is  $0.483 > 0.05$ , indicating that there is no difference between men and women in the decision to choose a fast food restaurant. Hypothesis  $H_{8a}$  is rejected.

### Determining the difference by income

Derived from hypothesis  $H_0$ : "Income variance is the same". According to the variance identity test, Levene statistics with sig. value is  $0.460 > 0.05$  with a 95% confidence that we can accept the hypothesis  $H_0$ , ie the constant variance.

Results of ANOVA analysis showed sig. value  $0.008 < 0.05$  meaning that there are differences between the different income levels.  $H_{8b}$  hypothesis is accepted.

### Determining the difference by occupation

Derived from hypothesis  $H_0$ : "Occupation variance is the same". According to the variance identity check, Levene statistics with the sig. value is  $0.443 > 0.05$  with a 95% confidence so we can accept the  $H_0$  hypothesis, variance remains unchanged.

Results of ANOVA analysis showed sig. value is  $0.009 < 0.05$  meaning there are differences between different occupations. Hypothesis  $H_{8c}$  is accepted.

## RESULT DISCUSSION

This study was conducted to identify the factors influencing the decision to choose fast food restaurants in HCMC, thereby enhancing the ability to attract young people to fast food restaurants in this market. The research results show that four factors influencing the decision of choosing fast food restaurants in HCMC from big to small are price ( $\beta = 0.544$ ), product ( $\beta = 0.209$ ), location ( $\beta = 0.185$ ) and space ( $\beta = 0.161$ ). In summary, the results of this analysis are consistent with those of previous studies.

**Table 13: Comparison of study results**

Factor	Researcher						
	Mason et al.	Matiza & Oni	Harrington et al.	Afrin & Ramalingam	Clever & Felix	Nguyen Thi Hong Nhu	Authors
Price	x	x	x	x	x	x	x
Product	x		x	x	x		x
Restaurant location	x	x	x	x		x	x
Customer service		x		x		x	
Service attitude				x	x	x	
Space			x				x
Brand image						x	

*(Source: Aggregated by the authors)*

However, the level of influence of factors is different due to different contexts and objects. In addition, the results of testing the difference in the decision to choose a fast food restaurant according to the individual characteristics of the young showed no difference in the decision to choose a fast food restaurant of young people at HCMC by gender but there is difference by occupation and income.

The results are important for fast food marketers in HCMC. Because the understanding of customer behavior will provide the foundation for marketing such as product placement, new product development, complex marketing decisions, etc. These key marketing activities will be more effective when put on the basis of an understanding of customer behavior, specifically here is the youth. With different professions, different income, the decision to choose their fast food restaurants will be different. Therefore, managers should consider what market segment they can best serve in finite resources. For example, price, the only element in the marketing mix that generates revenue, while other elements embody the cost, is a very flexible element because it can be changed quickly. And young people do not always understand the change in the price. They may infer that the dish is poor quality, using inventory material, is about to expire, so the businessmen must determine the appropriate pricing strategy. But it is to ensure that the food must taste delicious, suitable for the taste of

today's young people. Of course, adding new dishes to enrich the menu will also attract customers, however, this will cause some of the increased costs which require fast food restaurant operators to think, consider financial possibilities. Similarly, the expansion of the restaurant chain in convenient, easy to travel locations is considered a great challenge for businessmen. In the end, space, the least influential factor in choosing young people's fast food restaurants. But when thinking, the investment for clean, prominent and different restaurant space will be successful when targeting customers who are young because they are the people who love the new and dynamic things.

**CONCLUSION AND ADMINISTRATIVE IMPLICATIONS**

**Conclusion.** The study was started from Peter & Olson (2010) and Kotler & Armstrong (2014)'s Consumer Behavior Theory of Consumer Research, as well as studies on the factors influencing choice of fast food restaurants, the characteristics of fast food restaurants and the characteristics of young fast food consumers in HCMC restaurants, the author built a model containing a dependent variable named the decision to choose fast food restaurants and 7 independent variables which are product, price, restaurant location, customer service, service attitude, space and brand image.

The research method used in this study is qualitative research and quantitative research. Qualitative research was conducted in the form of interviews with 10 pairs of people, aged 18 to 24, who visited fast food restaurants in Ho Chi Minh City and based on the established draft scale , conducting a group discussion with the purpose of discovering and confirming the main factors influencing decision of choosing fast food restaurants in HCMC. Preliminary qualitative research was conducted after the author had adjusted the scale and implemented in HCMC with a sample size of 50 by direct interview technique. All 40 observed variables tested in the preliminary study were satisfactory and were used for the formal study. The official quantitative study yielded a valid sample of 225. Scales were verified by Cronbach's Alpha reliability coefficient, exploratory factor analysis - EFA, Pearson correlation analysis, and regression analysis. Details are as follows:

The results from the first Cronbach's Alpha analysis showed that the three variables were excluded: GC<sub>3</sub>, TD<sub>5</sub> and HA<sub>3</sub> as a result of correlation with total variance of less than 0.3. The second test result, 32 observations of the seven independent variables from the research model were met (Cronbach's Alpha coefficient ≥ 0.6 and coefficient correlation - correction sum ≥ 0.3), which is included in the next EFA analysis.

Through four turns of exploratory factors, three variables are eliminated: GC<sub>5</sub>, DV<sub>5</sub> and HA<sub>4</sub>. The results of the fourth EFA showed that 29 consistent observed variables were extracted into seven factors included in the Pearson correlation analysis and regression analysis.

The regression equation for variables with unstandardized coefficient is:

$$CD = -0.272 + 0.195 * PRO + 0.191 * SL + 0.500 * PRI + 0.161 * SPA$$

Results of model tested through correlation analysis and regression indicate the four factors that positively affect the decision of choosing fast food restaurants in HCMC in order from large to small are: price (β = 0.544), product (β = 0.209), location (β = 0.185) and space (β = 0.161). Hypotheses H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>6</sub> are accepted and H<sub>4</sub>, H<sub>5</sub>, H<sub>7</sub> are rejected.

In addition, the results of testing the difference in the decision to choose a fast food restaurant according to the individual characteristics of the young showed no difference in the decision to choose fast food restaurants of young people at Ho Chi Minh City by gender but there was a difference by occupation and income.

**Managerial recommendations.** Based on the results obtained, the authors give a number of administrative implications that help businesses in the fast food market have new innovations which are suitable for the needs of young people in HCMC. Specifically:

**Price.** Price is the most influential factor in the decision of choosing fast food restaurants in HCMC with standardized beta of 0.544 and average value of 3.86. In particular, PRI<sub>4</sub> and PRI<sub>2</sub> are highly valued (mean values of 3.94 and 3.93 respectively). Consequently, fast food restaurant managers should set pricing policies and products that are appropriate for their positioning strategy for young, mostly low-income customers. According to Nielsen (2015), Vietnamese customers are generally sensitive to price changes and prefer to buy promotions. Consequently, promotions and incentives are not to be missed. For example, managers can take advantage of pricing strategy over time, particularly on special occasions, holidays, Lunar New Year, or at lunchtime, while still ensuring product quality. In addition, the results of this study show that young people are more interested in fast food restaurants than at other stores. Because in today's competitive environment, young people are constantly faced with a wide range of choices, so they have the opportunity to compare them inevitably.

**Table 14: Mean of the Price scale**

Variable	Mean
PRI <sub>1</sub> : I choose to go to fast food restaurants with the same price as other stores	3,63
PRI <sub>2</sub> : I choose to go to fast food restaurants with the price coming with the quality	3,93
PRI <sub>4</sub> : I choose to go to a fast food restaurants that are suitable with my income	3,94
Mean of the Price scale	3,86

(Source: Analysis of research data of the authors)

**Product.** In spite of the fact that customers only take an average of 3 to 5 minutes to have the dishes that they have requested but the results of this research prove that young people are still interested in the taste of the dish. This shows the taste of the food is the appeal to attract young people to visit the store. This result also agrees with Afrin & Ramalingam (2016). Even today, young people are concerned about food hygiene. In other words, the needs and aspirations of today's youth for food in restaurants are not only fast, tasty but also clean. Therefore, the problem for businessmen is to provide food according to a fast processing process, diversifying the menu, constantly bringing special dishes to attract the attention of the young people who are dynamic and always attracted by the new. If foreign fast food restaurants such as Lotteria, KFC, McDonald's, etc. are imported into the Vietnamese market with "global thinking, local action", it is necessary for fast food restaurants to diversify their menu through a combination of available ingredients, changing flavors, and so on to create new dishes with the taste of youth, and still meeting their needs and desires for fast, delicious and clean dishes. Vbread's bakery, for example, combines with traditional herbal sauces, which can be used both for vegetarian and non-vegetarian, making it not only convenient but also delicious, clean and distinct. Even convenience stores have succeeded in updating foods that meet the needs of the vast majority of young people - those with low incomes such as pasta but incorporating very attractive ingredients as eggs, sausages, fish balls,... or onigiri, spring rolls, ... which are very vietnamese. Should fast food restaurants provide nutritious food information to young people or create a menu for each day of the week to increase competitiveness and make a difference? As hygienic factors are highly valued (4.12 vs. 4.02), suggesting that young people also expect healthier lifestyles, so restaurants offering healthier foods is the way to maintain young customers. However, the shops have to access raw materials which are strictly tested with strict quality control procedures such as sources of meat are originated and processed in accordance with food safety procedures, vegetables always carefully selected and treated with ozone before delivery to the store, the ingredients contain no borax and no preservatives, ... Shop would certainly create confidence and good impression to customers if there is a display of food hygiene and safety certificate. In terms of perception, the quality of food is difficult to distinguish, so that young people decide to choose and use fast food in reputable restaurants is easy to understand. However, it is not that the managers are reluctant, because in fact there have been many cases of famous foreign brands of fast food such as Lotteria, KFC,... selling poor quality products, and unsafe food. It may be due to ingredient input that the inspectors objectively failed to detect. But whatever the cause, the managers of fast food restaurants should be responsible for strict quality control.

**Table 15: Mean of the Product scale**

Variable	Mean
PRO <sub>1</sub> : I choose to go to fast food restaurants having good taste	4.24
PRO <sub>2</sub> : I chose to go to fast food restaurants with hygiene	4.12
PRO <sub>3</sub> : I choose to go to fast food restaurants with a diverse menu	3.93
PRO <sub>4</sub> : I chose to go to reputable fast food restaurants	3.87
PRO <sub>5</sub> : I chose to go to a fast food restaurant with a more special product than other stores?	3.95
Mean of the Product scale	4.02

(Source: Analysis of research data of the authors)

**Restaurant location.** The results of this study indicate that the restaurant location has a positive impact on the decision of choosing fast food restaurants in HCMC with a standardized beta of 0.209. This result is similar to that of Zheng (2011). Even Parsa & Associates (2010) also found that choosing a location to open a restaurant determines the success or failure of the business. Therefore, fast food restaurant operators should make wise decisions in choosing where to target their target customers. Moreover, to create favorable conditions for customers to visit, the increase in the number of restaurants is key. In other words, the market penetration strategy - which sells more current products to existing target customers through expansion of the restaurant network should be applied. It would be advantageous for fast food restaurants to be located in easy-to-see places, and in the roads where young people travel (Sharkey et al., 2007). To capture the minds of young people, the restaurants must create attention. As a result, the restaurant is located in a convenient location, such as close proximity to crowded residential areas, commercial center buildings, where targeted audiences play an important role in stimulating purchasing behavior of young people. In addition, price enhancements, menus, shop design, etc. can encourage customers to visit more frequently, stay longer or buy more each time (Kotler & Armstrong, 2014). However, in the eyes of the youth, the convenience of the parking lot is not appreciated compared to other aspects. It means that their requirement of needing to park a car in front of the restaurant is acceptable. This is revealed by the mean value of 3.56.

**Table 16: Mean of the Restaurant location scale**

Variable	Mean
SL <sub>1</sub> : I appreciate the fast food restaurants in easy-to-see positions	3.85
SL <sub>2</sub> : I notice the fast food restaurant chain having a wide network	3.92
SL <sub>3</sub> : I pay attention to the fast food restaurants that are in convenient positions and easy to go to.	3.90
SL <sub>4</sub> : I chose to go to the fast food restaurant near my place	3.85
SL <sub>5</sub> : I choose fast food restaurants with convenient parking	3.56
Mean of the Restaurant location scale	3.81

(Source: Analysis of research data of the authors)

**Space.** The results show that space is the fourth most influential factor in the decision to choose fast food restaurants in HCMC with a standardized beta of 0.161 and an average mean of 3.75. This proves that young people go to fast food restaurants not only because of the food but they also want to enjoy the space of the restaurant. Therefore, fast food franchisees should invest in their stores by equipping them with adequate facilities - important factors not only to improve the quality of serving young people, but it also creates a comfortable, convenient and spacious space which is suitable for meeting friends, colleagues, ... and increases the ability to attract target customers. In addition, the beautiful restaurant decoration, eye-catching or impressive design is not appreciated by young people. However, if the fast food restaurants are eye-catching, consistent between the restaurants in the system, they will create credibility and professionalism in the eyes of customers, through which also helps promote the brand image of the store.

**Table 17: Mean of the Space scale**

Variable	Mean
SPA <sub>1</sub> : I choose to go to the fast food restaurants with beautiful, eye-catching layout.	3.68
SPA <sub>2</sub> : I choose to go to a fast food restaurants to meet my friends	3.95
SPA <sub>3</sub> : I choose to go to fast food restaurants with spacious space	3.81
SPA <sub>4</sub> : I choose to go to fast food restaurants with adequate facilities	4.00
SPA <sub>5</sub> : I choose to go to the fast food restaurants with impressive design	3.52
Mean of the Space scale	3.75

(Source: Analysis of research data of the authors)

**Difference by occupation and income.** The results show that the decision to choose fast food restaurants of young people is different according to income and occupation. Therefore, to design a customer-oriented strategy, the trader needs to answer two important questions. The first question is: What customer will we serve? This implies which customers we should focus resources on so that we can serve best and bring the highest return. The second question is: How can we serve the best target customers? For example, this study finds that the vast majority of young people are students, office workers - those facing financial and time constraints, deciding to choose fast food to save time to study and work, but this segment of customers is qualified so it is obvious that the price is a key factor but they will consider choosing fast food restaurants. Therefore, if the trader chooses this group as the target customer, it is necessary to focus on developing a menu that will provide the right price for the dish, ensuring that the food is made from clean, safe ingredients for the young people. In addition, this segment of customers is excited with new things so business owners can also customize the menu for the weekdays. This is also seen as an implication to avoid boredom and keep the guests away.

**Limitations of the study and further research direction.** Firstly, the research sampling method is non-probability - convenient sampling, which is only implemented in some districts in HCMC, so the representativeness is still low, the possibility of generalization for the crowd is not high. Therefore, the results of the study will be more general if the probability sampling method is used with a larger sample size, expanding the scope of the study in other provinces and cities in the country. Secondly, the study only considers the impact on the choice of fast food restaurants of the young people in HCMC on some components, which may also have other factors that influence the decision to choose the fast food restaurants of young people but are not mentioned in this study. Therefore, future research should extend the other elements to a more complete model. Thirdly, the subject of the survey chosen by the authors is young people. The authors has not expanded to study other subjects. This will also be the next research direction.

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