

Research on Purchase Behavior, Satisfaction and Loyalty of Fast Food Restaurant

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ABSTRACT: *In recent years, Taiwan's economy has developed rapidly. Modern people work long hours and change their eating habits. Fast food has gradually become the leading trend. For this reason, this study chose fast food restaurant as research topic. The main purpose of this study is to find out how satisfied consumers are with fast food restaurants. The results of this study found that, overall, consumers' purchase behavior of fast food restaurants has no significant impact on satisfaction, while purchase behavior has a significant positive impact on loyalty, which also shows that consumers are not affected by the purchase of fast food restaurants. Whether they are satisfied or not, they will not continue to visit fast food restaurants; finally, fast-food restaurant satisfaction has no significant impact on consumer loyalty, which also means that dissatisfaction with fast food restaurants will not affect consumers' loyalty.*

KEYWORDS: *Purchase behaviour; Satisfaction; Loyalty*

I. INTRODUCTION

In recent years, Taiwan's economy has developed rapidly. Modern people work long hours and change their eating habits. The choice of meals is fast and convenient, and the chance of eating out has greatly increased. According to the survey data of the Accounting Office of the Executive Yuan, from 1991 to 2007, consumer spending on eating out increased by 2.97 times in 17 years. [14, 15]. The catering industry is becoming increasingly prosperous and competitive. In response to the internationalization and liberalization of the market, the chain fast food restaurants can purchase a large amount of goods due to the standardization of the catering operation process and reduce the purchase cost. Therefore, both in terms of turnover and number of stores, they far exceed other categories. [16] In recent years, McDonald's Taiwan has continued to innovate services, such as the fast and convenient "drive-thru", "24-hour business", the new type of "McCafe", and "you-made" services. In today's many fast food industries, consumers will compare and choose various fast food industries, and they are increasingly demanding high-level services. All fast food industries hope to retain customers through services, so as to enhance the market. Occupation, the quality of service has become the key to survival. In order to cater to the curiosity of modern people who like to pursue new things and pay attention to health issues, product innovation is necessary. The competition in the fast food industry will only become more and more fierce in the future, and the service strategies of each company are also very different. How to attract consumers to buy is bound to be one of the biggest issues for fast food chain owners.

In addition to providing products that consumers love, the fast food industry must also have a good service process for packaging, such as a friendly smile, shortened process time, accurate products and checkout,

etc., in order to make consumers feel comfortable. Enjoy the product with satisfaction (10). (4) pointed out that satisfaction will positively affect customer loyalty, giving customers good service quality can lead to high customer satisfaction, and then positively affect loyalty through high satisfaction.

For each consumer, in the process of consumption, how to improve their purchasing behavior or intention, for each business owner, is to understand the factors, find the beginning of creating opportunities, achieve a good reputation, and build a good signboard, but when various emphasis and satisfaction are inconsistent, gaps are prone to exist. Dissatisfaction with this service in the minds of customers will lead to the loss of important customers. How to improve and enhance the opportunity of consumer buying behavior in the process and retain live customers. Therefore, this study intends to explore how fast-food restaurant can improve or strengthen consumers' purchasing behavior to create consumer satisfaction and then generate their loyalty. This is the goal that the industry is constantly striving for., this is the biggest motivation and purpose, and it is worth discussing the major issues of this fast food restaurant.

II. LITERATURE REVIEW

2.1 Fast food industry

(12) believed that fast food should have two conditions of simple and limited menu and standardized products and services. (11) defined the fast food industry as: the catering industry that uses standardized food preparation, service, equipment, management systems and labor-saving techniques to provide a limited food menu. (1) definition of fast food: The menu is limited to the main core products, and the food is usually finished or semi-finished, and the low unit price of food and beverages is usually not reserved or reminded.

2.2 Purchase behaviour

(18) believed that consumers' purchase intention will be affected by objective price, cognitive quality, cognitive value and commodity attributes. Purchase intention is a factor that affects purchase decisions, and it is also the possibility of consumers' intention to purchase products. The generation of demand comes first., let consumers pay attention or collect information, evaluate various possible targets, generate purchase intentions, and finally decide on purchase behavior and post-purchase cognition. (9) defined purchase intent as a measure of the possibility of consumers purchasing a product, and higher purchase intent means greater purchase probability. (5) defines purchasing behavior: "Consumer purchasing behavior is how individuals, groups, and organizations select, buy, use, and dispose of products; through services, ideas, and experiences, and by themselves to satisfy needs."

2.3 Satisfaction

(8) pointed out that the only constant principle of business management is to meet the needs of consumers, which can improve customer satisfaction and lead to high customer loyalty, and customers have loyalty to the company, which means that customers will repurchase Behaviors such as willingness and word-of-mouth recommendation will also increase the profitability of enterprises in the future. (5) believes that satisfied customers are the company's assets, because satisfied customers will make repeated purchases and increase the company's profitability. (9) pointed out that customer satisfaction comes from the expectations of consumers

before purchasing the product, and the actual purchase or use of the product's functional characteristics or service performance. , the gap between the two will produce positive and negative satisfaction.

2.4 Loyalty

{2} believe that loyalty refers to consumers' preference for a certain brand, and they do not consider other brands at all when purchasing. {7} two scholars believe that customer loyalty is the attitude and behavior of customers to the products and services they like and will repurchase and patronize in the future. {19} pointed out that loyalty represents the behavioral intention of customers for products and services, and is an important factor affecting the actual purchase behavior of customers.

III. METHODOLOGY

3.1 Research Framework

Based on the above motives, purposes and literature review, research framework is constructed, as shown in Figure 1.

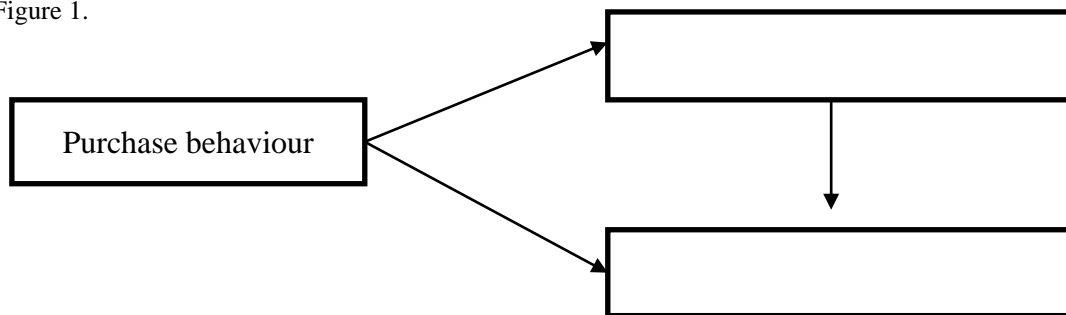


Figure1: Research Framework

3.2 Research hypotheses

H1: Consumer purchase behaviour has a significant impact on satisfaction.

H2: Consumer purchase behaviour has a significant impact on customer loyalty.

H3: Consumer satisfaction and loyalty have a significant impact.

3.3 Measurement of research variables

This research analyzed the three variables, and the measurement of each variable is as follows.

3.3.1. Purchase behaviour Dimension

Based on {6} purchase behavior scale, it is combined with 11 items in the direction of consumption behavior, channel demand and final decision as the quantitative standard for research evaluation.

3.3.2. Satisfaction dimension

Modified according to {3} customer satisfaction scale, and combined with a total of 11 items in the direction of service quality, environmental facilities and price and promotion, as the quantification of research evaluation Criteria that consider the value that consumers receive after a particular transaction and the actual experience of the service they receive during the transaction.

3.3.3. Loyalty dimension

According to {17} Loyalty Scale, there are 7 items in total. As a quantitative standard for research evaluation, it is believed that loyalty is the willingness to rely on the other party to believe that the other party is

honest and reliable.

3.3.4. Basic information and consumption characteristics variables

According to this study, consumers' basic data and consumption characteristics variables, including gender, grade, how many times they eat fast food restaurants in a month on average, which way they usually choose to eat when they buy fast food restaurants, and what time period they usually choose Consumption and other variables are mainly to understand the distribution of sample structure.

3.4 Pre-test questionnaire reliability analysis

In terms of reliability, this study uses internal consistency as the detection standard, and uses Cronbach's alpha coefficient to measure the internal consistency of the dimensions. The Cronbach's α of service quality and satisfaction are 0.948, 0.951 and 0.945, respectively, and the reliability is within the acceptable range.

IV. Results

4.1 Description of the sample structure

A total of 139 questionnaires were sent out in this study. After deducting the incomplete questionnaires, 137 were recovered effectively, with a recovery rate of 98.56%. The distribution of the samples was 67 males, accounting for 48.9% of the total sample, and 70 females, accounting for 48.9% of the total sample. 51.1% of the total sample; there are 51 consumers in grades, accounting for 37.2%, 34 people in the fourth grade, accounting for 24.8%, and 33 people in the third grade, accounting for 24.1%; on average, how many times do they eat fast food Meals in a month? With 0-5 times, a total of 104 people, accounting for 75.9%, followed by more than 11 times, a total of 21.2 people, accounting for 21.2%; usually when buying fast food, 77 people will choose take-out, accounting for 56.2%, followed by inside There are 41 people who use it, accounting for 29.9%; in the end, they usually choose that time period for consumption, with dinner as the most, with 61 people, accounting for 44.5%, followed by dinner, with 39 people, accounting for 28.5%.

4.2 Reliability and validity analysis

In the purchase behavior scale, through the above detection steps, a total of one factor was extracted, and the cumulative explained variance was 65.882%. The first factor is related to the overall consumer purchase intention, which is called "purchase behavior". The Cronbach's alpha of the factor dimension is greater than 0.70, indicating that the scale has appropriate reliability.

In the satisfaction scale, through the above detection steps, a factor was extracted, and the cumulative explained variance was 70.152%. This factor is related to consumers' overall service satisfaction and is called "satisfaction". The Cronbach's alpha of the factor dimension of satisfaction is greater than 0.70, indicating that the scale has appropriate reliability.

In the loyalty scale, through the above detection steps, a factor is extracted, and the cumulative explained variance is 75.398%. This factor is related to the willingness of consumers to continue to consume, so it is called "loyalty". The Cronbach's alpha of the factor dimension of satisfaction is greater than 0.70, indicating that the scale has appropriate reliability.

4.3 Data analysis results

4.3.1. General analysis of service quality and satisfaction

(1). Current situation of consumers' purchase behaviors for fast food restaurants

The survey and analysis results of consumers' purchase behavior of fast-food restaurants show that the order of the first three items is:

I will use the price as the dining evaluation standard (M=4.116); I will dine because of the recommendation of my relatives and friends (M=4.036); I will choose a fast food restaurant with a larger brand (M=4.007); I will decide to go When I dine, I trust my own judgment (M=4.007). It can be seen that the price is used as the evaluation standard of the meal, the recommendation of relatives and friends, and the larger brand is still the main reason for the purchase behavior of fast food restaurants.

The order of consumers' ranking of the last three items is: I will eat according to my own experience and knowledge of fast-food restaurants (M=3.751); Eating fast-food restaurants is convenient for me (M=3.766); Fast food restaurants are very convenient in the market, even if there are new restaurants, I will choose the fast food restaurants I used to eat often (M=3.839) 歐 It can be seen from this that fast food restaurants use their own experience and knowledge of fast food restaurants to dine. Eating fast food restaurants is convenient for consumers. Even if there are new restaurants, they will choose the fast food restaurants I used to eat often. The service quality of other aspects is slightly lower, but still maintained above the average of 3.7.

(2).Consumer satisfaction with fast food restaurants

The results of the survey analysis of consumers' satisfaction with fast-food restaurants show that the order of the first three items is: do you think the service attitude of the fast-food restaurant's service staff is good (M=3.795); the overall fast-food restaurant dining process is satisfactory (M=3.751); fast food restaurant facilities are satisfactory (M=3.722). It can be seen that the good service attitude of service staff, satisfactory dining process and satisfactory restaurant facilities are the main reasons for consumers' high satisfaction score for fast food restaurants.

The order of the last three items of consumer satisfaction with fast-food restaurants is: do you think the service quality of fast-food restaurants will not vary from person to person (M=3.489); fast-food restaurants provide complete software and hardware facilities (M= 3.562); service efficiency of fast food restaurant service staff (M=3.613). It can be seen that the satisfaction of fast food restaurants in terms of service quality does not vary from person to person, the provision of software and hardware facilities and the efficiency of service personnel services is slightly lower, but still maintains an average of 3.4 or more.

(3). Current status of consumer loyalty to fast food restaurants

The results of the survey analysis of consumers' satisfaction with fast-food restaurants show that the order of the first three items is: even if fast-food restaurants raise prices, I am willing to continue eating (M=4.065); if anyone asks me to recommend, I am willing to recommend Fast food restaurant (M=4.065); I would not switch to another fast food restaurant even if the consumption is cheaper in other fast food restaurants (M=4.058). It can be seen that increasing prices, willingness to continue to recommend and other fast food restaurants are cheaper and will not switch to other fast food restaurants. The main reasons for consumers' high loyalty scores to fast food restaurants are.

The order of the last three items of consumers' loyalty to fast-food restaurants is: fast-food restaurants

are my important choice for dining (M=3.985); I would like to continue to visit fast-food restaurants (M=3.992); Others advertised the merits of fast-food restaurants (M=3.992). It can be seen that the loyalty of consumers in the fact that fast food restaurants are an important choice for dining, willing to continue to visit fast food restaurants, and willing to promote the advantages of fast food restaurants to others is slightly lower, but still maintains an average of 3.9 or more.

4.3.2. Narrative Statistics and Correlations

According to the correlation analysis in Table 1, there is a significant negative correlation between "purchasing behavior" and "satisfaction". That is to say, when consumers purchase more enthusiastically, their satisfaction will be lower. In addition, "purchasing behavior" is positively correlated with "loyalty", that is to say, when the consumer's purchasing behavior is stronger, it will show higher loyalty. Finally, "Satisfaction" and "Loyalty" were significantly negatively correlated, that is to say, the higher the customer satisfaction, the lower the loyalty.

Table 1 Pearson Correlation Analysis

Research Variables	1	2	3
1.Purchase Behavior	1.00		
2.Satisfaction	-.135 ⁺	1.00	
3.Loyalty	0.870**	-0.052	1.00

Note: * means p<0.05; ** means p<0.01

4.4 Regression Analysis

In order to understand the relationship between consumers' purchase behavior, satisfaction and loyalty of fast-food restaurants, regression analysis was used to test it. When the criterion variable was satisfaction and the predictor variable was purchase behavior, the regression analysis results found that purchase behavior is related to satisfaction. There is no significant effect (β value is -0.135), indicating that there is no linear relationship between the two variables; secondly, when the criterion variable is loyalty, and the predictor variable is purchase behavior, the regression analysis results found that purchase behavior has a significant impact on the relationship between the two variables. Loyalty has a significant effect (β value is 0.870), indicating that there is a linear relationship between the two variables; finally, the criterion variable is loyalty, and the predictor variable is satisfaction. Loyalty has no significant effect (β value is -0.052); details are shown in Table 2.

Table 2 Regression Analysis of Purchase Behavior and Satisfaction

Validation variable	Satisfaction	Loyalty	Loyalty
Predictor variable	Model 1	Model 2	Model 3
Purchase Behavior	-0.135	0.870**	-
Satisfaction	-	-	-0.052
F-valve	2.499	418.517	0.360

Note: * means p<0.05; ** means p<0.01

V. CONCLUSION AND SUGGESTIONS

5.1. Conclusion

The empirical estimation and verification of this study found that among the items of purchasing behavior, the item "I will use the price as the evaluation standard for meals" has the best score. It shows that when consumers go to a fast food restaurant to buy, the price is one of the important factors to consider. Therefore, in the price part, after considering the cost factor, the price is set from the consumer's point of view, so that consumers feel that the price is acceptable to them price, and then recommend their friends and family to go to the fast food restaurant to enjoy a good time together. From the satisfaction items, the item "good service attitude of fast food restaurant service staff" has the best effect. It shows that customers value good service quality, and the service attitude of the fast-food restaurant service staff is one of the key items that customers value. It shows that customers are satisfied with the service attitude of the service staff and the dining process after continuing to consume in the fast-food restaurant. Or restaurant facilities are satisfactory, become long-term customers of fast food restaurants, support them to want to share with relatives and friends, and recommend them to spend together, further become loyal customers. From the loyalty items, the item "willing to continue dining even if the fast food restaurant raises the price" has the best effect. It shows that consumers increase their prices in fast-food restaurants, and are willing to continue to consume meals in fast-food restaurants. This also shows that although consumers take price as one of their important considerations in the purchase behavior item, but in the fast-food restaurant. In the loyalty part, if fast-food restaurants increase the price of products, they are also willing to continue to eat.

The results of this study found that, overall, consumers' purchase behavior of fast-food restaurants has no significant impact on satisfaction, while purchase behavior has a significant positive impact on loyalty, which also shows that consumers are not affected by the purchase of fast-food restaurants. Whether they are satisfied or not, they will not continue to visit fast-food restaurants; finally, fast-food restaurant satisfaction has no significant impact on consumer loyalty, which also means that dissatisfaction with fast-food restaurants will not affect consumers' loyalty.

5.2 Suggestions

5.2.1. Strengthen customer buying behavior strategies:

If the fast food industry can think from the perspective of consumers, understand the connotation of consumers buying fast food catering, and provide a better consumption experience environment, such as: service enthusiasm, diversification of catering products, discounted products to promote meals, for meals Points of understanding, dining experience, etc., make it consistent with the overall experience and expectations of fast-food restaurants, increase the trust and recognition of fast-food restaurants, and create more loyal consumers; in addition, strengthen the "emotional experience" aspect, In addition to being fast and convenient, dining at fast-food restaurants can also create a sense of home, making fast-food restaurants your second home in the city. In addition to having something to eat in your original home, fast-food restaurants can also be eaten anytime, anywhere. Help you prepare a hot meal. In addition, in the spare time of work, you may come to fast-food restaurants for dinner with friends, and spend happy hours together to encourage consumers who come to the store to use the Internet (such as company FB, IG) to share his joy in the fast food restaurant; come to the

product design collocation, if you can discuss with customer representatives when designing, improve customer satisfaction, establish word of mouth and recommend for the company for free, so that customers can come here for a long time to consume and create more loyal consumers. Strengthen the "mobile experience" aspect: increase tangible consumption experience and interaction to stimulate consumption motivation. For example: Holidays or specific holidays can be used to hold events, such as Family Day or uncle I love fast food restaurant punch-in event. After the event, souvenirs related to the fast food restaurant will be awarded, and photos of the event will be posted on the company's FB and IG to help attract young consumers to participate, and then like to come here for consumption. In terms of "connected experience", a connected experience with fast-food restaurants' as the main axis can be established. For example, consumers wearing yellow T-shirts or polo shirts come to the store to make purchases, give a certain percentage of discounts, and post reports in newspapers, magazines, etc. Put up placards in human figures, play videos or invite celebrities to give speeches, such as: the origin of ingredients, production resumes and the concept of fast-food restaurants...etc. Under the instillation of the situation and concept, let customers feel that coming to a fast food restaurant for consumption has become a part of their daily life.

5.2.2. Improve customer satisfaction:

In terms of "price concessions", it is suggested that fast food restaurant operators can use promotions or discount coupons to make consumers feel that dining is worth the money, and constantly improve safety measures in environmental fields, so that parents can bring their little friends When you come to dine, you can buy with peace of mind and eat happily. This is a very considerate service of a fast food restaurant. In addition, the service staff can conduct questionnaires or interviews with consumers through the waiting time of customers to understand the customers' true thoughts on fast food restaurants, try to satisfy consumers, spend some ingenuity and creativity, and select special and unique commemorative products. Retain old customers. In terms of "environmental facilities", there are many types of facilities, and the instructions for use are clearly marked.

5.2.3. Improve customer loyalty:

It is recommended to hold a series of activities related to fast food restaurants on a weekly or monthly basis, so that customers can better understand the importance of fast food restaurants in the fast food industry during meals and activities. Friendship, cohesion of centripetal force, everyone becomes good friends. In addition to eating healthy, eating energy, and eating friendship, everyone is envious. Naturally, they will pass on word of mouth or recommend them to relatives and friends, join fast food restaurants, get to know fast food restaurants, and sell fast food restaurants for free.

5.3 Research Limitations

The questionnaire distribution method of this research is mainly based on online questionnaires, and college students are the main research objects. For customers of other ethnic groups, it is difficult to ask their opinions. The subjects may be affected by the external environment, emotions, subjective cognition, attitude when filling out. Or external factors, there may be reservations or differences in understanding the answers to the questionnaire questions, resulting in errors. It is suggested that the follow-up study can include more fast food franchisees and consumers or expand the sample to other regions in Taiwan to widen the coverage of the study. The research can be further inferred to obtain more results, or to be applied in other industries.

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