

Fast food operations attitudes and perception: aged versus teens and females versus males comparative study

By

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Abstract

More than two decade ago American fast food entered the Egyptian market .since then the number of fast food and organized chain restaurant in Egypt multiplied. Fast food restaurants had been increasing their share of the growing away – from – home market until the middle of the 1990s. Egyptian consumer especially those who live in large urban areas, have accepted western style fast food restaurants that serve French fries and other

popular dishes as away of life .inspired by the success of the symbolism of McDonald's and KFC many local fast food restaurants have been appeared in the Egyptian market such as GAD, MO 'men, Tika which have successfully developed local versions of the western fast food system.

Consumer spending at full – service and fast food restaurants will continue to grow over the remainder of this decade and the next. Spending could rise by 18 % at full – service restaurants and by 6 % for fast food between 2000 and 2020. Children will cause per person spending to rise by another 1 to 2 % in each of these segments.

Current and future changes in the way –from – home market could reflect changes in the diet of Egyptian consumers and what people are eating away from home, because fast food tends to have different quantities of fat and calories than meals prepared at home. Also consumer perception and attitudes must be different from male to female and would be differences between age segments.

This study aims to identify customers' perception and attitudes differences according to gender and age.

The researcher found that there are differences between customers according to gender:

- Male prefer to eat out of home with friend but female prefer to eat out of home with their families.
- There are differences between customer in reasons drive them to eat out. For males, like the taste of food, it is fast and ready, it is a habit. But for females Price, Close to your home, No time to cook.
- Males found (Portion of size) are average. (Menu variety, innovation of food, fresh ingredients) are good. (Appropriate temperature, pleasing appearance, flavor of food) are very good. But for females appropriate temperature is poor. (Menu variety, innovation of food, and flavor of food) are average. (Fresh ingredients, pleasing appearance, portion of size) are good.
- Male found that (equipment, appearance of employee, open 24 hours) are good. (Speed of service) is average. (Courtesy of employee) is very good.

- But for females (equipment, appearance of employee, speed of service) are average. (Courtesy of employee, open 24 hours) are good.
- Males found food price is very good but females found it average.
 - Males found that (cleanness, parking service) are good. (Location, attractiveness of dining room decoration) are very good.
- But for females (parking service) is average. (Attractiveness of dining room decoration) is good. (Location, cleanness) are very good.

The researcher found that there are also differences between customers according to age:

- Teens prefer to eat out of home with their friends but aged likes to eat out of home with their families.
- Teens prefer to eat inside the restaurant dining room but aged prefer take away.
- Reasons drives teens to eat out are (price-famous-energetic atmosphere-habit-fast and ready). But for aged (close to home-fast and ready-closed to shopping areas-traveling).
- Teenagers perceived fast food quality more positively than aged.
- Teens and aged found place is good but parking service is very poor.

So, fast food managers must pay attention for these differences between (males and females), (aged and teens) to adapt with customer needs and to decrease customers' complaints.