

Factors Affecting on Consumer Buying Behaviour in Fast Food Market: Theory of Planned Behavior Model

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Introduction

Fast food restaurants are becoming widespread all over the world, both in developed and developing countries like Sri Lanka and there has been number of socio-economic and cultural factors that influence the fast food consumption. Increasing fast food intake, especially among younger generation has led to number of serious implications such as increased incidents of obesity and non-commutable diseases. Ashakiran and Deepthi (2012) reported that there is a trend of dramatic increase of the obesity and obesity associated serious health problems such as type 2 diabetes, heart disease and certain cancers. Studying the fast food consumption behaviour of the consumers is very important to have interventions in promoting healthy eating behaviours. There are several comprehensive theories developed to study the consumer behaviour and among those the Theory of Planned Behavior (TPB) is very popular model. The TPB posits that a person's behavioural intention is based upon three antecedents attitude, subjective norm, and perceived behavioural control (Azadbakht et al.,2013).Attitude signifies the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question. The subjective norm summarizes the belief of other people concerning how the individual should behave in the situation and perceived behavioural control summarizes the factors, either internal or external that can help or hinder the performance of the behaviour. Accordingly TPB model was adopted in this research to study the fast food consumption behaviour of the consumers in three selected district of Sri Lanka.

Methodology

A Sample of 200 consumers who are in age between 15-40 years were recruited from 3 districts Kurunegala, Kandy and Badulla. Primary data were collected in a consumer survey carried out by interview with the aid of structured questionnaire. The questionnaire was developed based on the Theory of Planned Behaviour (TPB) model (Figure 1) and it was pre-tested to check the reliability. First part of the questionnaire was included questions to obtained information about the demographic information of consumers. Second part of questionnaire was structured in such way to collect the information pertaining to the construct of the TPB variables attitude, perceived behavioural control, and subjective norm.

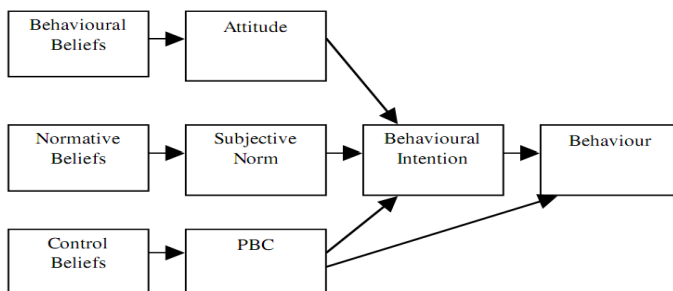


Figure 1. Theory of planned behaviour (TPB) model

Attitude was assessed using six behavior beliefs questions with six outcome expectancies. Subjective norm was assessed using six motivations to comply questions with six normative

beliefs. Perceived behaviour control was assessed using eight beliefs power questions with eight belief strength. Ultimately, cross products were summed in every construct and average values (percentage) were taken separately. Intention to consume fast food was measured with seven items using 7-point likert scale. Simple descriptive statistics were used to analyse the demographic data. The TPB proposes linear relationships between model elements. Those relationships were presented by two regression models as below.

$$\begin{aligned} \text{Model A} &\longrightarrow \text{BI} = \beta_0 + \beta_1 \text{ATT} + \beta_2 \text{SN} + \beta_3 \text{PBC} \\ \text{Model B} &\longrightarrow \text{BEH} = \beta_1 \text{BI} + \beta_2 \text{PBC} \end{aligned}$$

Where,

β_0 = Constant

BEH = Behaviour

SN = Subjective Norm

BI = Behavioural Intention

ATT=Attitude

PBC =Perceived behaviour control

Results and Discussion

According to the descriptive analysis, 54 percent of the sample population was constituted with female and 50 percent of the respondents were with the education qualification over advance level. Distribution of the profession of the respondent indicates that 35 percent of them were student and 40 percent was business men. About 40 percent of the respondent have indicated that they are not income earners and about 35 percent earn between Rs. 10,000 – 30,000 as monthly income. Per week spending over the fast food consumption indicates that majority (64 percent) of respondent spend below Rs. 250, about 29 percent spends between Rs. 250 -500 and only 7 percent spends more than Rs. 500 per week for fast food.

As depicted in the Table 1, the p-value of the overall model is 0.000, so the overall model is significant. The attitude (ATT) and perceived behavior control (PBC) were significantly influenced the consumer’s intention on fast food consumption at 5% confidence level while the subjective norm was not significant at 5% confidence level in shaping the consumers’ intention on fast food consumption. Accordingly, to manipulate the consumer intension to purchase fast food, their attitudes and the perceived controls should be adjusted in such way. If it is to reduce the fast food purchase intension, it would be necessary to adjust their attitude which would need a comprehensive and continuous effort. Further, the perceived behavioural controls can be strengthen so that it would discourage the purchase intension.

Table 1. Results of the regression analysis for model A.

Determinants	Co efficient	P value
Constant	0.2285	0.680
ATT	0.137666	0.000**
SN	0.008525	0.782
PBC	0.001072	0.000**
R-sq 75.7	R-sq(adj) 75.4	

** Significant at 95% confidence interval

AS given in the table 2, the p-value of the model B is 0.000, so the overall model is significant. The resulted R-sq (adj) value is somewhat low as 31% which indicates that there are other influential factors other than behaviour intension and perceived behavioural control. However, Behavior intension and PBC is significant predictor of behavior at 5% confidence level. This implied that when it comes to determine the behaviour of consumer, their behavioural intension and behavioural controls are important so that if it is to alter the behaviour those factors should be manipulated.

Table 2. Results of the regression analysis for model B.

Determinants	Co efficient	P value
Constant	-0.7678	0.001
BI	0.013257	0.000**
PBC	0.006369	0.031**
R-sq 31.9	R-sq(adj) 31.3	

** Significant at 95% confidence interval

Conclusions

Theory of Planned Behaviour model can be successfully used in studying the factors affecting on consumer buying behaviour in fast food market. Attitudes, subjective norms and perceived behavioural control variables have influence on consumer's intention on fast food. However attitude and perceived behaviour control variables have positive and significant influences on consumer's intention on fast food whereas the Subjective norm has positive but not significant influence on consumer behaviour in fast food. Further the behaviour of consumer has significantly influenced by the behavioural intension and perceived control behaviour.

References

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