A STUDY ON CULTURE INFLUENCE ON CONSUMER DECISION MAKING: BURGER KING

Project Report

Submitted By

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Under the guidance of

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In partial fulfilment of the requirements for award of the degree of

Bachelor of Management Studies (International Business)

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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March 2023

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CERTIFICATE

This is to certify that the project entitled "Cultural influence on consumer

decision making – Burger King", has been successfully completed by Ms.

Aarsha Jerome, Reg. No. SB20BMS002, in partial fulfilment of the

requirements for the award of degree of Bachelor of Management Studies in

International Business, under my guidance during the academic year 2020-

2023.

Date: 19|4|23.

Mrs. Namitha Peter

INTERNALFACULTY GUIDE

Valued by

19/04/23.

DECLARATION

I, Aarsha Jerome, Reg. No. SB20BMS002, hereby declare that this project work entitled "Consumer influence on consumer decision making" is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE 19|4| 2023

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ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

Culture plays a significant role in shaping consumer behaviour and decision-making. Culture refers to the shared beliefs, values, customs, and traditions that characterize a group or society. These cultural factors influence the way people perceive and evaluate products, services, and brands.

In this report the researchers have attempted to understand the relationship between cultural influence, consumer behaviour and consumer decision making. The researcher used convenience sampling for the study which was mainly carried out among various individuals in and around Kochi. The sample size of the study is 152 and the data was collected using

Self- administrative questionnaire.

For example, Burger King may tailor its menu offerings and promotional campaigns to appeal to local tastes and cultural preferences. Additionally, social norms may play a role in determining when and how often individuals choose to eat at fast food restaurants like Burger King.

Overall, Burger King's success as a fast-food chain relies on understanding and catering to the consumer behaviour, decision making, and cultural influences that drive individuals to choose their restaurant over other options.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO STUDY

The term consumer behaviour has been defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour deals with the study of buying behaviour of consumers. Consumer behaviour helps us understand why and why not an individual purchases goods and services from the market. In other words consumer behaviour relates to what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future purchases and how they dispose of it. The American Marketing Association (AMA) defines consumer behavior as the dynamic interaction of cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives with various social and psychological variables at play.Culture is a total way of life of people living together. Culture refers to a set of values, ideas, artifacts, and other meaningful symbol that help individuals communicate, interpret, and evaluate as members of society. Culture is the sum total of learned beliefs, values, and customs that serve to direct the consumer behaviour of member of a particular society. Cultural values express the collective principles, standards, and priorities of a community. Cultural and its values are transmitted from one generation to another, and individuals learn values and culture through socialization and acculturation. Culture is a people's double edged reality. It is the material and non-material aspects of a people's way of life consisting of their tools, weapons, crafts and their shared ideas, norms, values, beliefs. Material1.2. culture encompasses the visible aspect of culture like folk behaviours, techniques, skills, housing, clothing, cuisine, tools, furniture and utensils. The non-material components of culture comprise the inner behaviours, attributes, ideas, desires, values, norms . The boundaries set by culture on behaviours are referred to as norms, derived from culture values and are the rules permitting or prohibiting certain types of behavior in specific situations. The core values of a society define how products are used, with regard to their functions form, and meaning. Culture provide people with sense of identity, it define the belief and value system and establish norms, roles, customs, rituals and artifacts, It is been acknowledged that each individual consumers perceives the world through his or her own cultural lens (Kailash and Srivastava, 2010). Culture is shared by members of a given society; culture is by its very nature dynamic and transmissible, socially learnt rather than innate; every individual is subject to his or her culture; culture affects our motives, brand comprehension, attitude and intention to use; culture creates meaning for everyday products; culture provides

people with sense of identity and understanding of acceptable behaviour within society. Culture as one of the influences on consumer behaviour, exists to satisfy the need of people within a society. For example, culture provides standards and rules about what to eat for breakfast, lunch and dinner; what to served to guest at a dinner party, a burial ceremony or wedding ceremony. Culture enables a people to determine what is viewed as a luxury and or considered as a necessity. In a similar manner, culture provides insights to suitable dress for specific occasion such as what to wear at home, to school, to work, to church, to mosque, to parties, and ceremonies. Culture also impact on our attitudes to things and issues such as our attitude to foreign products, the types of dresses a married woman should wear, women drinking alcohol secretly or in public and time consciousness.

1.1 STATEMENT OF THE PROBLEM

A solution that must be simplified and easy to understand and evaluate to conclude the situation in a simplified manner. Culture influences the ability to understand the situation as differences in culture may lead to providing different approaches to solve a problem. A person's culture has a huge influence on their thought processes and behaviours. Because it's so influential on how people perceive the world around them, their place in it, and how they make decisions, it tends to play a role in determining how and why we consume goods and services.

1.2 LITERATURE REVIEW

1.2.1 FOOD QUALITY

Food Quality is things that are influenced by the visual appeal of food, taste, health, temperature and freshness with appropriate service to customers. According to Mahafuz Mannan, Nusrat Chowdhury, Priodorshine Sarker, and Riasat Amir (2019) in their research, food quality has a significant effect on customer satisfaction. the effect of perceived value/price and food quality affect the level of customer satisfaction.

1.2.2 PRICE

Price is the value of an item that can be expressed with the nominal value of money for the item. According to Bedman Narteh (2018) in his research says that Price has a significant effect on Customer Satisfaction. In his research, he said that price choices affect the bargaining power of customers and the volume of bank customer transactions that make customers satisfied.

1.2. 3 LOCATION AND ENVIRONMENT

Location is a place where the company operates or where the company carries out activities in order to produce goods and services that are concerned with the economic aspect." According to Herry Achmad Buchory and Djaslim Saladin (2010) who argued that the environment is one of the most important factors and is taken into account in business activities. This environment is very influential on business strategic planning. According to Muhammad Ali, Chin-Hong Puah, Norazirah Ayob, and Syed Ali Raza (2019) in their research, they say that the physical environment has a significant effect on Customer Satisfaction. In his research said that the physical environment such as lighting, music, comfortable place decorations, can attract more customers to eat at the place, so that these things increase the level of customer satisfaction.

1.2.4 SERVICE QUALITY

Service quality as the customer's feeling when they evaluate their experience in an organization or company. According to Prameswari Purnamadewi Dhisasmito, and Suresh Kumar (2020) in their research, they say that Service Quality has a significant effect on Customer Satisfaction. That providing good service to coffee shops can increase customer or customer satisfaction.

1.2.5 CUSTOMER SATISFACTION

Customer satisfaction is an assessment of products or services from customers in providing pleasure in consumption levels. According to Muhammad Ali, Chin-Hong Puah, Norazirah Ayob, and Syed Ali Raza (2019) in their research, they say that Customer Satisfaction has a significant effect on Customer Loyalty. In this study, indicating satisfied customers, the greater the indication of loyal behavior .

1.2.6 LOYALTY CUSTOMER

Loyalty Customer is a value that is felt by consumers to make a pleasant experience for customers which can result in an increase in satisfaction levels. Increasing the level of satisfaction, furthermore it can ensure customer loyalty. According to Prameswari Purnamadewi Dhisasmito, and Suresh Kumar (2020) in their research, they say that Customer Satisfaction has a significant effect on Customer Loyalty. With customer satisfaction, customers will buy back to the coffee shop which signifies customer loyalty.

1.3 SIGNIFICANCE OF THE STUDY

Understanding the importance of consumer behaviour is critical for any marketer. By learning how and why people choose one product or service over another, marketers can: identify which products or services people want – and just as importantly, identify which products and services they don't want.

1.4 SCOPE OF STUDY

Consumer Influence is a concept which involves many stages, from arising needs to the purchase decision. The scope of consumer behaviour may describe the decision process and individual engagement in evaluating, acquiring, and using goods and services.

1.5 RESEARCH OBJECTIVES

- The objective of cultural influence in decision making with respect to Burger King is to understand how different cultural factors might affect the company's operations and decision-making processes. This could include things like understanding how local cultural norms and values might impact the way people perceive Burger King as a brand, or how cultural preferences for certain types of food or eating habits might impact the menu offerings and marketing strategies of Burger King in different regions or countries.

- By taking cultural factors into account, Burger King can better tailor its products and marketing efforts to specific markets, and ensure that its brand resonates with local customers. This could help the company to build stronger relationships with customers, improve brand loyalty, and ultimately drive sales and revenue growth.

- In addition, by understanding and respecting local cultural norms and values, Burger King can avoid any missteps or cultural faux pas that might damage the brand's reputation or cause offense to local customers. This could help to build trust and credibility with customers, and improve the company's overall standing in the market.

1.6 CONCEPTUAL MODEL

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┌──────────────────┐
│ FOOD QUALITY     │────────────┐
└──────────────────┘             \
┌──────────────────┐              \
│ PRICE            │───────────────\
└──────────────────┘                \
┌──────────────────┐                 \   ┌─────────────────────────┐
│ LOCATION      &  │                  \  │ CULTURAL INFLUENCE IN   │
│ ENVIRONMENT      │──────────────────── │ CONSUMERS               │
└──────────────────┘                  /  │ (BURGER KING)           │
┌──────────────────┐                 /   └─────────────────────────┘
│ SERVICE          │                /
│ QUALITY          │───────────────/
└──────────────────┘              /
┌──────────────────┐             /
│ CUSTOMER         │            /
│ SATISFACTION     │───────────/
└──────────────────┘          /
┌──────────────────┐         /
│ LOYALITY         │        /
│ CUSTOMER         │───────/
└──────────────────┘
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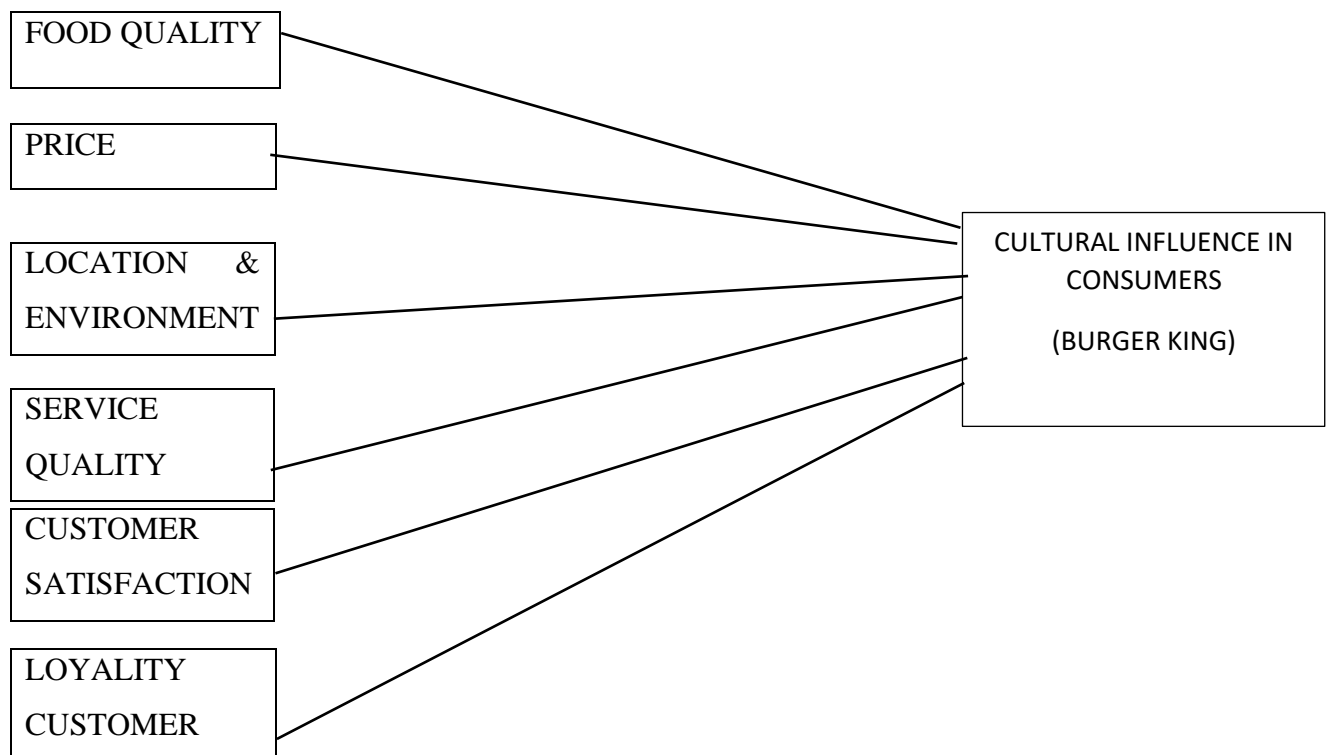
1.7 RESEARCH HYPOTHESIS

H1: Food Quality has a significant effect on Customer Satisfaction.

Food Quality is formed from five indicators, namely Burger King provides an attractive food menu display, Food from Burger King has a good taste, Burger King has a variety of interesting menu variations, Burger King uses fresh food ingredients , Burger King serves the right temperature of food. The results of the parameter estimation of the relationship between food quality and customer satisfaction show significant results where the positive direction is that it can be said that hypothesis 1 or H1 can be accepted.

  H2: Price has a significant effect on Customer Satisfaction. Price is formed from four indicators, namely Burger King has affordable food prices, The price of food from Burger King is reasonable, The payment system from Burger King is easy (ie cash or card), Burger King provides promos that interest in the product. The result of the parameter estimation of the relationship between price and customer satisfaction shows that it is not significant in a positive direction so it can be said that hypothesis 2 or H2 can be said to be rejected.

  H3: Location and Environment Customer Satisfaction.   Location and Environment is formed from five indicators, namely Burger King has adequate parking space, Burger King has comfortable seating arrangements, Burger King has an attractive children's play area, Burger King has a convenient location. Strategically, Burger has an attractive decoration. The results of the parameter estimation of the relationship between location and environment and customer satisfaction show significant results where the positive direction and it can be said that hypothesis 3 or H3 can be accepted.

H4: Service Quality has a significant effect on Customer Satisfaction.

  Service Quality is formed from four indicators, namely Burger King has courteous staff members, Burger King staff members have good knowledge of the food offered, Burger King can provide services according to health protocols, Burger King has excellent service friendly. The result of the parameter estimation of the relationship between service quality and customer satisfaction shows significant results where in a positive direction and it can be said that hypothesis 4 or H4 can be accepted.

H5: Customer Satisfaction has a significant effect on Customer Loyalty.

  Customer Satisfaction is formed from four indicators, namely I am satisfied with choosing Burger King , I am satisfied with the service provided by Burger King , Overall I am satisfied with Burger King, I am satisfied with the payment method of Burger King . While Customer Loyalty is formed from four indicators, namely I will visit Burger King in the future, I will recommend Burger King to others, I wil l try various types of food that are on the Burger King menu in the future, I think , Burger King is the best alternative in fast food.   The results of the parameter estimation of the relationship between service quality and customer satisfaction show significant results where in a positive direction and it can be said that hypothesis 5 or H5 can be accepted.

1.8 RESEARCH METHODOLOGY

1.8.1 DATA COLLECTION

The quantitative approach is used to collect primary data from consumers. The data is collected using self-administered questionnaire.

Primary: For my survey primary data have been used as a questionnaire to collect the data.filled questionnaires were taken.

Secondary: The secondary data has been collected from data through internet sources.

1.8.2 SAMPLING METHODOLOGY

1.8.2.1 POPULATION

Population is a collection of the elements which has same or other characteristics in common. The number of elements in the population is the size of the population.

1.8.2.2 SAMPLE SIZE

The sample of the research is confined to Burger King customers. Keeping in view the limitation of the time and resources. The sample size taken is 152 respondents.q+uestionnaires were distributed to the respondents and enough time was given to fill questionnaire to reduce sampling errors.

1.8.2.3 SAMPLE AND SAMPLING TECHNIQUE

The sample of this study 152 respondents. Most of them are customers of Burger King who belong to different income and age groups. The study uses convience sampling techniques which is a type of non-probability sampling techniques .It involves selecting the sample population from a pool of conveniently available respondents.

1.8.2.4 TOOLS USED FOR DATA COLLECTION

The questionnaire is carefully designed to meet the requirements of the research.

1.8.2.5 DATA ANALYSIS TECHNIQUE

The entire data has been analysed using SPSS software package.The tools used in the analysis in SPSS are as follows:

- Cross Tabulation and Chi-square
- Independent Sample T-test
- One way ANOVA

1.9 LIMITATIONS OF THE STUDY

- Reliability is important aspect in research; the reliability of the study may depend authenticity of the information provided by the respondents.
- The method of data collection, analysis and interpretation may have their own limitations.
- Cost and time constraints may affect the effectiveness of the study though every attempt will be made to keep the spirit of the objectives and research Methodology intact.

CHAPTER 2
INDUSTRY, COMPANY, PRODUCT PROFILE

2.INDUSTRY PROFILE

The restaurant industry is a sector of the marketplace that prepares food and beverages to be consumed by people on-site or through curbside pick up services, catering, or banquets. It's used to describe an industry that focuses on supplying food services in cafés, restaurants, bars, and similar settings.

Restaurants can be standalone restaurants, fast food restaurants, chain restaurants, pop up restaurants, and formal restaurants. If a business allows customers to come in, order food, and eat on-site, it's likely part of the restaurant industry.

The restaurant industry is considered one part of the hospitality industry. Common job titles for these kinds of businesses include different types of chefs, waiters, restaurant manager, inventory control manager, bar staff, and customer service personnel.

Being in the hospitality industry, restaurants can take advantage of hospitality software. This is how they can stay on top of daily tasks like menu engineering and the bar opening and closing checklist.

Restaurants are something that we're all familiar with. They have a deep history as they've represented changes in dining culture and taste preferences over time.

They're also a place to go for everything from a large celebration to a quick lunch. However, when it comes to the restaurant industry, not many people are familiar with its specifics.

The restaurant industry includes professional restaurants and bars along with various other food service establishments. They allow customers to come in, order food, and eat on-site. The restaurant industry is in the same category as the hospitality industry.

2.1 How Has the Restaurant Industry Changed?

Over the years, the restaurant industry has gone through many changes, as have restaurant industry trends. This is partly due to technology, consumer lifestyle changes, and an increCase in female leadership roles within the industry. The norm for today's restaurant industry has only existed for a short period of time.

The following are examples of how the restaurant industry has changed:

2.1.1 OPEN CONCEPT KITCHENS

More and more restaurants are choosing an open concept kitchen approach. This means that they want to show they have nothing to hide. Both casual and formal restaurants are incorporating this idea into their business strategy.

With this concept, restaurants are more concerned about their presentation and the appearance of staff. From the kitchen staff to the hostesses, everything and everyone must be in excellent shape. This is due to increased exposure to customers.

2.1.2 EFFICIENCY AND SPEED

In terms of the restaurant experience, efficiency and speed have a whole new meaning. From the reservation-making process to ordering and payment processing. Customers have high expectations. They want things done quickly, efficiently, and correctly the first time around.There are new apps for restaurant staff that are created every week that help with efficiency. By staying up-to-date on the latest restaurant technology, restaurateurs ensure delivering top-notch services to their customers.

2.1.3 SOCIAL MEDIA

Social media has changed practically every industry out there. The restaurant industry is no exception to this. Professional food critics aren't the only deciding factor for new restaurants and whether they'll make it or not. In fact, the public's voice through social media has a huge sway on O2O efforts.The people's opinion is important, and it goes a long way. Google My Business and Yelp are just the beginning of what can help or hurt a restaurant's reputation. Bloggers, social media influencers, and ordinary people share their opinions online. Social media is also a great way to promote your loyalty program.

2.1.4 WELL INFORMED GUESTS

Guests that visit restaurants these days are well-informed. They know more than ever about what's happening at your restaurant. Guests are knowledgeable about food cost, food safety, quality produce, and the price they should be paying.They will also have opinions about other details like restaurant decor.

2.1.5 FREQUENCY

Back in the day, going out to eat was something that was saved for special occasions. However, these days, the frequency of going out to eat has increased quite a bit.This is due to lifestyle changes and people who are more food-savvy than ever. Restaurants can benefit from this by changing their menus, adding new items, and reevaluating their menus to see how they can stand out more.

2.2 COMPANY PROFILE

[9:08 AM, 4/17/2023] Aarsha Jerome: Burger King (BK) is an American-based multinational chain of hamburger fast food restaurants. Headquartered in Miami-Dade County, Florida, the company was founded in 1953 as Insta-Burger King, a Jacksonville, Florida–based restaurant chain. After Insta-Burger King ran into financial difficulties, its two Miami-based franchisees David Edgerton (1927–2018) and James McLamore (1926–1996) purchased the company in 1959 and renamed it "Burger King".[5] Over the next half-century, the company changed hands four times and its third set of owners, a partnership of TPG Capital, Bain Capital, and Goldman Sachs Capital Partners took it public in 2002. In late 2010, 3G Capital of Brazil acquired a majority stake in the company, in a deal valued at US$3.26 billion. The new owners promptly initiated a restructuring of the company to reverse its fortunes. 3G, along with partner Berkshire Hathaway, eventually merged the company with the Canadian-based doughnut chain Tim Hortons, under the auspices of a new Canadian-based parent company named Restaurant Brands International.

[9:09 AM, 4/17/2023] Aarsha Jerome: The 1970s were the "Golden Age" of the company's advertising, but beginning in the early 1980s, Burger King advertising began losing focus. A series of less successful advertising campaigns created by a procession of advertising agencies continued for the next two decades. In 2003, Burger King hired the Miami-based advertising agency Crispin Porter + Bogusky (CP+B), which completely reorganized its advertising with a series of new campaigns centered on a redesigned Burger King character nicknamed "The King", accompanied by a new online presence. While highly successful, some of CP+B's commercials were derided for perceived sexism or cultural insensitivity. Burger King's new owner, 3G Capital, later terminated the relationship with CP+B in 2011 and moved its advertising to McGarry Bowen, to begin a new product-oriented campaign with expanded demographic targeting.

Burger King's menu has expanded from a basic offering of burgers, French fries, sodas, and milkshakes to a larger and more diverse set of products. In 1957, the "Whopper" became the first major addition to the menu, and it has become Burger King's signature product since. Conversely, Burger King has introduced many products which failed to catch hold in the marketplace. Some of these failures in the United States have seen success in foreign markets, where Burger King has also tailored its menu for regional tastes. From 2002 to 2010, Burger King aggressively targeted the 18–34 male demographic with larger products that often carried correspondingly large amounts of unhealthy fats and trans-fats. This tactic would eventually damage the company's financial underpinnings, and cast a negative pall on its earnings. Beginning in 2011, the company began to move away from its previous male-oriented menu and introduce new menu items, product reformulations and packaging, as part of its current owner 3G Capital's restructuring plans of the company.

As of December 31, 2018, Burger King reported that it had 17,796 outlets in 100 countries. Of these, nearly half are located in the United States, and 99.7% are privately owned and operated, with its new owners moving to an almost entirely franchised model in 2013. Burger King has historically used several variations of franchising to expand its operations. The manner in which the company licenses its franchisees varies depending on the region, with some regional franchises, known as master franchises, responsible for selling franchise sub-licenses on the company's behalf. Burger King's relationship with its franchises has not always been harmonious. Occasional spats between the two have caused numerous issues, and in several instances, the company's and its licensees' relations have degenerated into precedent-setting court cases. Burger King's Australian franchise Hungry Jack's is the only franchise to operate under a different name, due to a trademark dispute with a similarly-named restaurant in Adelaide, South Australia and a series of legal cases between the two.

CHAPTER 3
DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

Respondents Characteristics		Number of respondents	Percentage
Gender	Female	119	78.3
	Male	33	21.7
age	<18	11	7.2
	18 -25	42	27.6
	>25	99	65.1
occupation	Student	42	27.6
	Self Employed	27	17.8
	Worker	51	33.6
	Unemployed	32	21.1

3.2 CHI-SQUARE TEST AND CROSS TABULATION

3.2.Test of difference between platform used to purchase burger king based on gender

H0: There is no significant relationship association between platform used to purchase burger king based on gender

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly associated. Here, it is used to verify an association between platform used to purchase burger king based on gender.

Table 3.2.1(a) table showing association between platform used to purchase burger king based on gender.

Crosstabulation

Gender * Will you purchase Burger King often?
Crosstabulation

Count

		Will you purchase Burger King often?			Total
		Yes	No	Maybe	
Gender	Female	29	59	31	119
	Male	7	15	11	33
Total		36	74	42	152

Table 3.2.1(b) table showing the result

Chi-Square Tests

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.695[a]	2	.706
Likelihood Ratio	.677	2	.713
Linear-by-Linear Association	.547	1	.460
N of Valid Cases	152		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.82.

Analysis of data using Chi-square test revealed that the frequency of relation between association between platform used to purchase burger king often based on gender is 0.706 which is > .05. Hence, it is not significant.

3.3 ASSOCIATION BETWEEN PLATFORM USED TO purchase burger king often BASED ON vegetarian

H0: There is no significant relationship between association between platform used to purchase burger king often based on vegetarian.

Chi-square test compares the means of two non-parametric variables in order to determine whether there is a statistical evidence that the associated population means are significantly associated. Here, it is used to verify an association between platform to purchase burger king often based on vegetarian.

. Table 3.2.2(a) table showing association between platform used to purchase burger king often based on vegetarian.

Crosstabulation

Are you a vegetarian? * Will you purchase Burger King often?
Crosstabulation

Count

		Will you purchase Burger King often?			Total
		Yes	No	Maybe	
Are you a vegetarian?	Yes	5	6	3	14
	No	31	68	39	138
Total		36	74	42	152

Table 3.3.1(b) table showing the result

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
0 Pearson Chi-Square	1.265[a]	2	.531
Likelihood Ratio	1.170	2	.557
Linear-by-Linear Association	.995	1	.318

N of Valid Cases	152		

a. 2 cells (33.3%) have expected count less than 5. The

minimum expected count is 3.32.

Analysis of data using Chi-square test revealed that the frequency of relation between association between platform used to purchase burger king often based on vegetarian is 0.531 which is > .05. Hence, it is not significant.

A-NOVA TEST

 RESULT One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test.

 3.4 RELATIONSHIP BETWEEN PURCHASE OFTEN AND CONSUMER DECISION MAKING ON BURGER KING

Table 3.4.1 (a) Table showing the A-Nova test result of relationship between

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
.Burger king products have a reasonable price.	Between Groups	.487	2	.243	.391	.677
	Within Groups	92.776	149	.623		
	Total	93.263	151			
Burger King had good service with customer.	Between Groups	1.218	2	.609	1.191	.307
	Within Groups	76.249	149	.512		
	Total	77.467	151			

I believe burger King deserves my loyalty	Between Groups	5.183	2	2.592	5.140	.007
	Within Groups	75.133	149	.504		
	Total	80.316	151			
Over the past years, my loyalty to burger King has grown stronger	Between Groups	7.204	2	3.602	5.787	.004
	Within Groups	92.737	149	.622		
	Total	99.941	151			
Promotional activities stimulate me to go to burger King	Between Groups	2.746	2	1.373	2.508	.085
	Within Groups	81.570	149	.547		
	Total	84.316	151			
Burger King provides good value-for-money	Between Groups	.577	2	.289	.615	.542
	Within Groups	69.923	149	.469		
	Total	70.500	151			
I would not recommend burger King to others	Between Groups	2.091	2	1.045	1.507	.225
	Within Groups	103.383	149	.694		
	Total	105.474	151			

Analysis of data using A-NOVA test revealed that the frequency of relation between association between platform used to purchase burger king often based on consumer decision making is 0.677, 0.307 , 0.85 ,0.542 , 0.225 which is > .05. Hence, it is not significant.

PERCENTAGE ANALYSIS

3.5 HOW WOULD YOU RATE THE VALUE FOR MONEY?

Statistics

How would you rate the value

for money?

N	Valid	152
	Missing	0
Percentiles	100	5.00

table showing the result

How would you rate the value for money?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	2	1.3	1.3	1.3
	Dissatisfied	5	3.3	3.3	4.6
	Neutral	67	44.1	44.1	48.7
	Satisfied	64	42.1	42.1	90.8
	Highly Satisfied	14	9.2	9.2	100.0
	Total	152	100.0	100.0	

Here the result is Neutral

3.6 WHAT DO YOU LIKE MOST ABOUT BURGER KING?

table showing the result

What do you like most about Burger King?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reasonable price	48	31.6	31.6	31.6
	Quantity	23	15.1	15.1	46.7
	Quality	74	48.7	48.7	95.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	7	4.6	4.6	100.0
	Total	152	100.0	100.0	

Here the result is Quality

3.7 How would you rate your experience in burger King?

table showing the result

How would you rate your experience in burger King?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	4	2.6	2.6	2.6
	Neutral	48	31.6	31.6	34.2
	Satisfied	11	7.2	7.2	41.4
	Highly Satisfied	89	58.6	58.6	100.0
	Total	152	100.0	100.0	

Here the result is highly satisfied.

3.8 When you want to have a meal in a fast food restaurant, will Burger King come to your mind as the first choice?

table showing the result

When you want to have a meal in a fast food restaurant, will Burger King come to your mind as the first choice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	19.7	19.7	19.7
	No	51	33.6	33.6	53.3

| | Maybe | 71 | 46.7 | 46.7 | 100.0 |
| | Total | 152 | 100.0 | 100.0 | |

Here the result is Maybe.

3.9 How much do you usually spent on one meal in Burger King?

table showing the result

Table 3.4.4(a) table showing the result
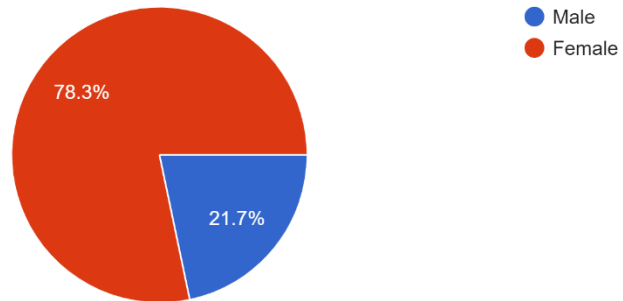
How much do you usually spent on one meal in Burger King?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<200	35	23.0	23.0	23.0
	200-500	90	59.2	59.2	82.2
	above 500	27	17.8	17.8	100.0
	Total	152	100.0	100.0	

Here the result is 200-500.

RESPONSES

Gender
152 responses

Legend:
- Male
- Female

78.3%

21.7%

Age
152 responses

Legend:
- <18
- 18-25
- >25

65.1%

7.2%

27.6%
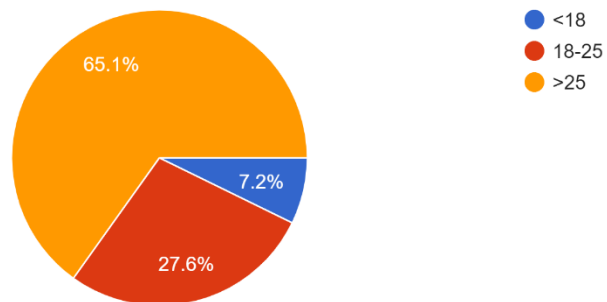
Occupation

152 responses

- Student
- Self Employed
- Worker
- Unemployed

33.6%

21.1%

17.8%

27.6%

Why do you think an individual buys Burger King?

152 responses

Budget friendly	56 (36.8%)
Good taste	105 (69.1%)
Speed	20 (13.2%)
Food	29 (19.1%)
	3 (2%)
just to see how it tastes	1 (0.7%)
No idea	1 (0.7%)

0   25   50   75   100   125
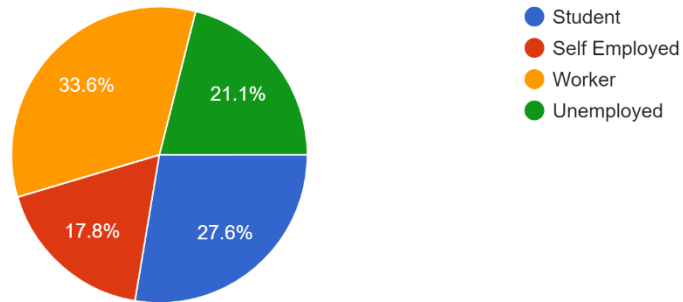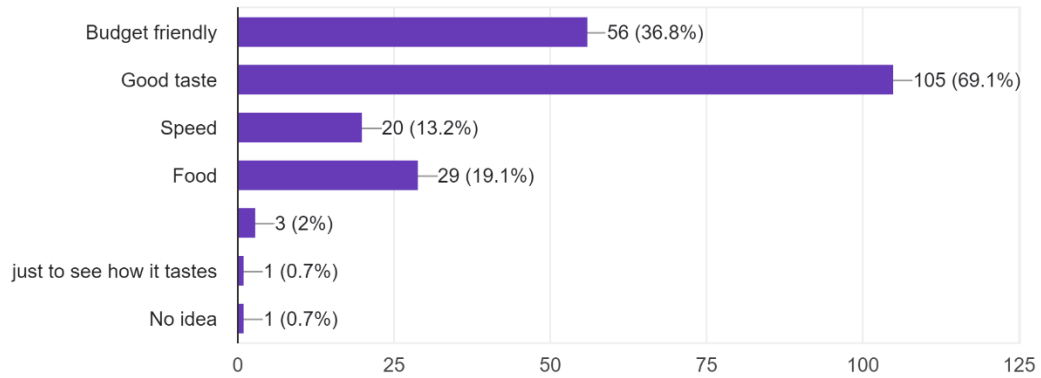
Are you a vegetarian?

152 responses

- yes
- No

90.8%

9.2%

Why do you think an individual does not buy Burger King?

152 responses

Category	Count
Budget	47 (30.9%)
Taste	22 (14.5%)
No requirement	79 (52%)
	3 (2%)
Nil	1 (0.7%)
Because its labeled as junk/f…	1 (0.7%)
Ambiance	1 (0.7%)
Junk food category	1 (0.7%)
Depends on choice	1 (0.7%)
Health conscious	1 (0.7%)
Does not like junk.food	1 (0.7%)
Health concerns as it is proc…	1 (0.7%)
No idea	1 (0.7%)
Regular consumption is har…	1 (0.7%)
Ambience n rush , less choices	1 (0.7%)
Preference	1 (0.7%)
Different brand	1 (0.7%)
Better burgers elsewhere	1 (0.7%)
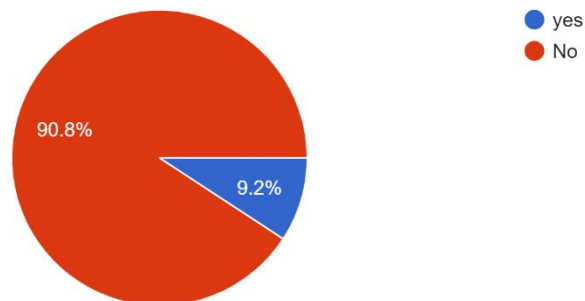
What is your preferred circle when you go for dining?

152 responses

- Friends
- Family
- Yourself

Family: 61.8%
Friends: 32.2%
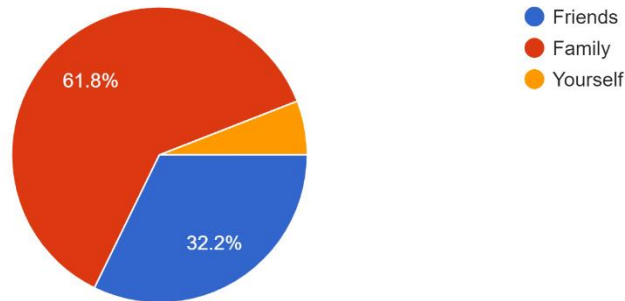
Will you purchase Burger King often?
152 responses

Legend:
- Yes
- No
- Maybe

27.6%

48.7%

23.7%
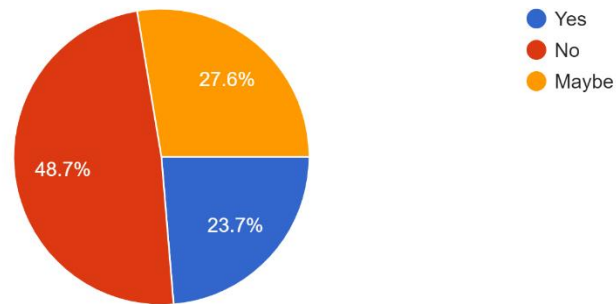
How would you rate the value for money?
152 responses

Legend:
- Highly Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Highly Satisfied

42.1%

9.2%

44.1%
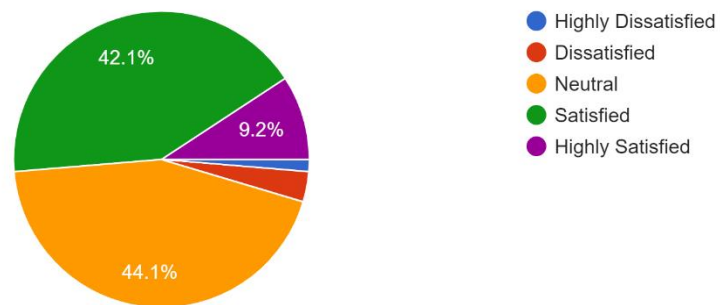
What is your favourite fast-food chain restaurant to get burgers?
152 responses
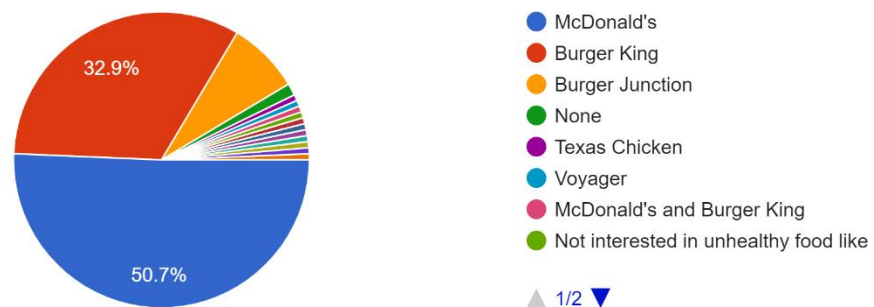
Legend:
- McDonald's
- Burger King
- Burger Junction
- None
- Texas Chicken
- Voyager
- McDonald's and Burger King
- Not interested in unhealthy food like

1/2

32.9%

50.7%

Would you consider a vegetarian burger cooked on the same grill as a meat patty to be of lesser or better quality than a vegetarian burger cooked at a fully vegetarian restaurant?
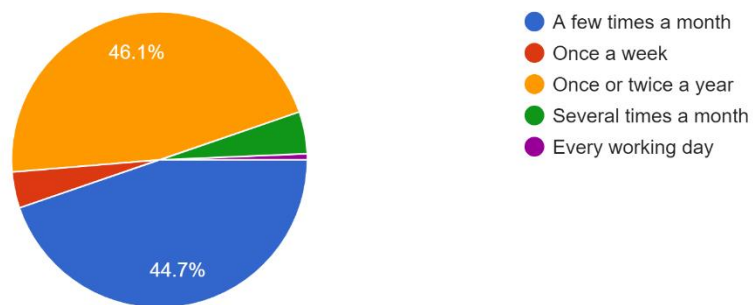
152 responses
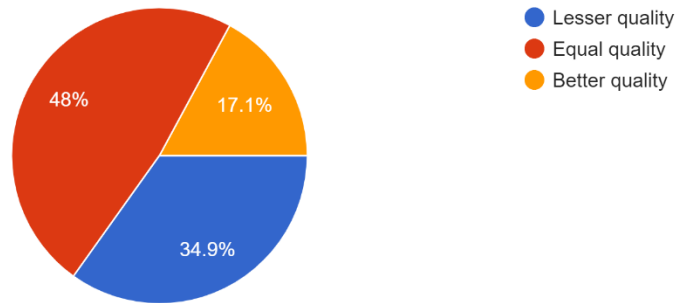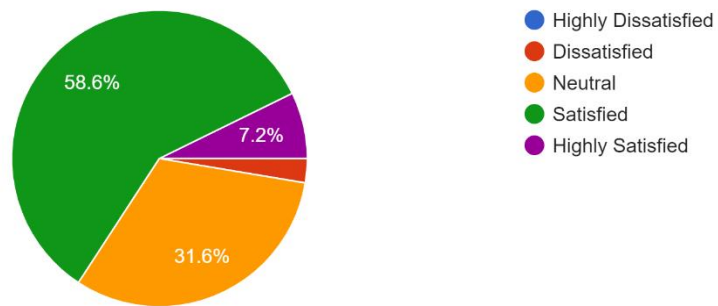
Legend:
- Lesser quality
- Equal quality
- Better quality

48%
17.1%
34.9%

How would you rate your experience in burger King?

152 responses

Legend:
- Highly Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Highly Satisfied

58.6%
7.2%
31.6%

How often do you visit burger King?

152 responses

Legend:
- A few times a month
- Once a week
- Once or twice a year
- Several times a month
- Every working day

46.1%
44.7%

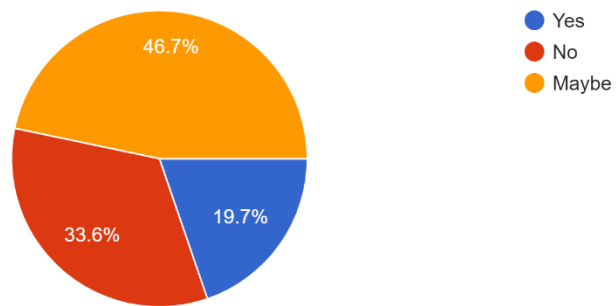Would you consider buying a vegetarian burger from a restaurant that is a primarily meat-based food chain such as Burger King?

152 responses

- Yes
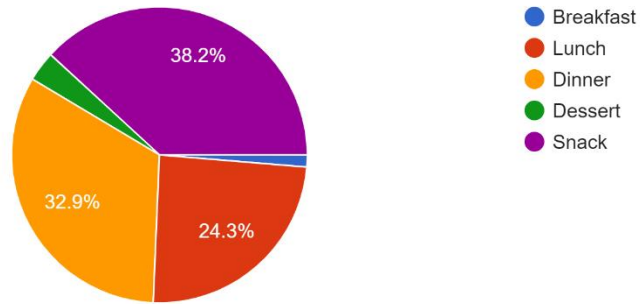- No
- Maybe

37.5%
29.6%
32.9%
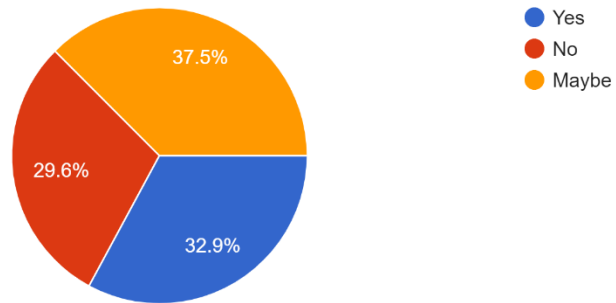
When you want to have a meal in a fast food restaurant, will Burger King come to your mind as the first choice?
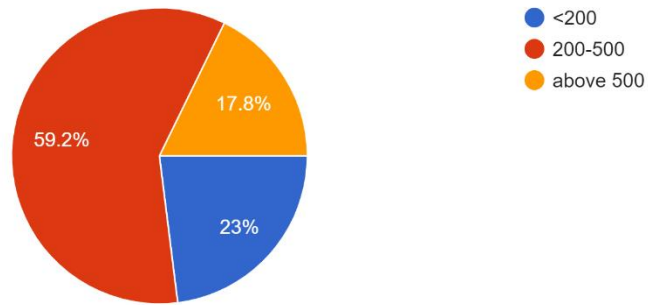
152 responses

- Yes
- No
- Maybe

46.7%
33.6%
19.7%

What time of the day do you prefer to eat at McDonald's?

152 responses

- Breakfast
- Lunch
- Dinner
- Dessert
- Snack

38.2%

32.9%

24.3%

How much do you usually spent on one meal in Burger King?

152 responses

- <200
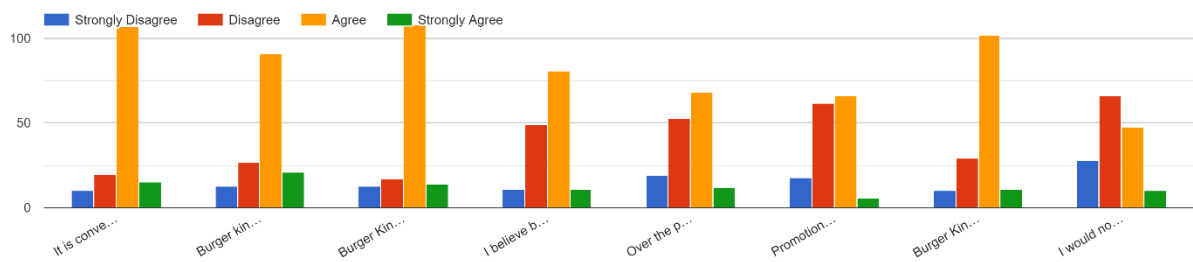- 200-500
- above 500

17.8%

59.2%

23%

Thinking about your most recent visit to burger King, to what level of satisfaction do you rank that visit?

152 responses
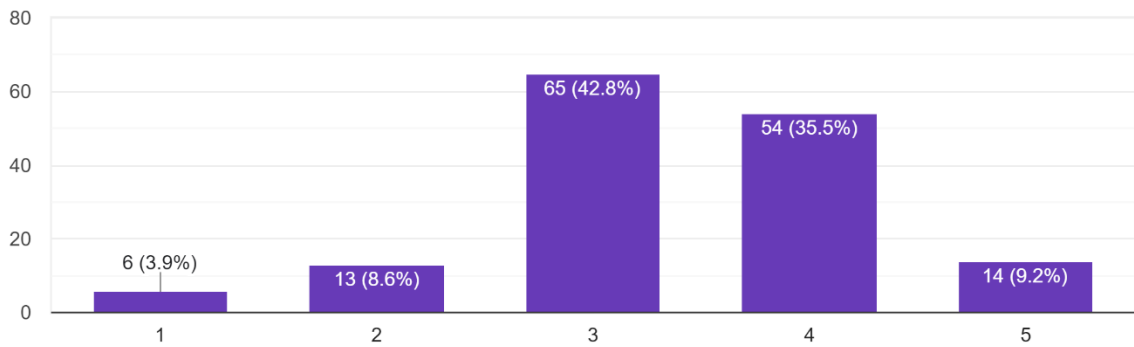
.Please rate your level of agreement with the following statements:

CHAPTER 4

FINDINGS AND CONCLUSION

LIST OF FINDINGS

3.1 Descriptive table shows the gender frequency

3.2 Shows the chi square test the relationship between platform used to purchase Burger King based on gender. There is no significant relationship

3.3 It shows the accession between platform to purchase Burger King often based on vegetarian. There is no significant relationship.

3.4 It shows the relationship between the purchase often and consumer decision making on burger. This test reveals that significant and some are not significant.

3.5 choose how would you read the value for money. The result is neutral.

3.6 take most about Burger King. The result is Quality.

How would you read your experience in Burger King. The result is Highly satisfied.

When you want to have a meal in a fast food restaurant will Burger King come to your mind as the first choice Maybe

3.9 how much do you silly spend on one meal Burger King.Here the result is 200-500.

CONCLUSION

In conclusion, consumer behavior and decision making are crucial factors in the success of a business, and culture can play a significant role in shaping both of these aspects. In the case of Burger King, understanding consumer behavior and decision making is essential to developing effective marketing strategies that appeal to their target market. By studying the various factors that influence consumer behavior, such as personality, motivation, and perception, Burger King can tailor its marketing efforts to better meet the needs and wants of its customers.

Culture also plays a vital role in shaping consumer behavior and decision making. Cultural norms and values can influence the way consumers perceive and interact with products, as well as their overall purchasing decisions. Burger King must take into account the cultural differences of its various markets and adjust its marketing efforts accordingly to be successful.

In summary, a thorough understanding of consumer behavior and decision making, as well as the influence of culture, is crucial for Burger King to remain competitive in the fast-food industry. By studying these factors and adapting its marketing strategies to meet the needs and preferences of its target market, Burger King can continue to attract and retain customers in a highly competitive market.

SUGGESTIONS

1. Menu Offerings: Burger King could consider tailoring its menu offerings to cater to local cultural preferences and tastes. For example, in regions where beef is not widely consumed, Burger King could introduce vegetarian or chicken options to cater to local tastes.

2. Marketing: Burger King could tailor its marketing campaigns to resonate with local cultural values and preferences. For example, in regions where family is highly valued, Burger King could focus on marketing campaigns that highlight the family-friendly atmosphere of its restaurants.

3. Localization: Burger King could consider adapting its brand identity and restaurant design to suit local cultural norms and values. This could include things like adapting the restaurant's color scheme or decor to reflect local tastes or incorporating local cultural symbols or motifs into the design.

4. Social Responsibility: Burger King could consider incorporating social responsibility initiatives that align with local cultural values. For example, in regions where environmentalism is highly valued, Burger King could introduce initiatives that reduce waste and promote sustainability.

5. Employee Training: Burger King could provide cultural sensitivity training for its employees to ensure that they are aware of local cultural norms and values, and can provide an experience that is respectful and welcoming to customers from all backgrounds.

By taking cultural influences into account, Burger King can improve its overall brand perception, build stronger relationships with customers, and drive revenue growth.

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ANNEXURE

NAME

Gender

- o Male
- o Female
- o Other:

Age

- o <18
- o 18-25
- o -25

Occupation

- o Student
- o Self Employed
- o Worker
- o Unemployed

Why do you think an individual buys Burger King?

- o Budget friendly
- o Good taste
- o Speed
- o Food
- o Other:

Are you a vegetarian?

- o yes
- o No

Why do you think an individual does not buy Burger King?

- o Budget
- o Taste
- o No requirement
- o Other:

Would you consider a vegetarian burger cooked on the same grill as a meat patty to be of lesser or better quality than a vegetarian burger cooked at a fully vegetarian restaurant?

- o Lesser quality
- o Equal quality
- o Better quality

How would you rate your experience in burger King?

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied

How often do you visit burger King?

- o A few times a month
- o Once a week
- o Once or twice a year
- o Several times a month
- o Every working day

Would you consider buying a vegetarian burger from a restaurant that is a primarily meat-based food chain such as Burger King?

- o Yes
- o No
- o Maybe

When you want to have a meal in a fast food restaurant, will Burger King come to your mind as the first choice?

o Yes

o No

o Maybe

What time of the day do you prefer to eat at McDonald's?

o Breakfast

o Lunch

o Dinner

o Dessert

o Snack

How much do you usually spent on one meal in Burger King?

o <200

o 200-500

o above 500

Thinking about your most recent visit to burger King, to what level of satisfaction do you rank that visit?

Very poor

o 1

o 2

o 3

o 4

o 5

Excellent

.Please rate your level of agreement with the following statements:*

Strongly Disagree
Disagree
Agree
Strongly Agree

It is convenient and easy to buy a meal in burger King

Burger king products have a reasonable price.