MULTINATIONAL FAST FOOD RESTAURANTS AND CUSTOMER'S SATISFACTION: A COMPARATIVE ANALYSIS OF THREE CITIES IN PAKISTAN USING MULTINOMIAL LOGIT REGRESSION

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Abstract

Fast food has taken over traditional cuisine and home-cooked food, mainly due to being conveniently available in today's busy lifestyle. The aim of a restaurant is to achieve higher level of customer's satisfaction through effective marketing and administrative policies. Like other developing countries, multinational fast food restaurants have started their business in Pakistan. However, in order to maintain customer's satisfaction, restaurant do not consider cultural and psychological factors existing at national level but rather at city-level or pertaining to a vicinity. Keeping that in mind, this study investigates a comparative customer's satisfaction model in multinational fast food restaurants in three different cities of Pakistan. Primary data is used to estimating three sample sets; the data is collected using a self-devised questionnaire.

1. Introduction

In today's busy life, with the change in approach towards convenience, generally, people have changed their eating habits especially if both the spouses are working which has led to the evolution of eating out away from home. Roberts and Worzel (1979) stated that: "large number of women working outside the home had less time to cook food at home so, the women's time was considered to be an important factor in raising the demand for

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fast food |consumption in developing countries" (Senauer, Sahn, and Alderman 1986). As the industry of fast food kept growing and the first startup eateries entered, the occupation to publicize fast food restaurants began to utilize youngsters as low support agents. As the teenagers started to earn more they began to spend more on the fast food items like contributing more vitality outside the home including for dinners. In this way, it started to push a small business of fast food industry into being one of the greatest businesses in the US economy. (Sabir, et.al, 2014) There are some variables causing change in the food service industry globally. The five forces ares: "(1) globalization and economic change, (2) knowledge based environment, (3) the future labor force and its entrants, (4) concern for well-being, and (5) threatened natural resources". Through analyzing multinational foodservice firms the identified competitive methods are: "(1) strategic expansion into the international marketplace, (2) investment in technological development, (3) internal competency development, (4) effective communication to target markets, and (5) competitive pricing strategies" (Olsen & Zhao, 2010). A larger number of fast-food franchises in the US are expanding their activities to international markets. For these service firms to be successful it is fundamental to understand the consumers of the international markets. One study observed and did a comparison on the assumptions and realizations of US customers with those of South Korean consumers about a global fast-food chain and revealed many substantial differences between the two classes of customers. Also in another study, the ramifications of the results for US fast-food companies in international markets were discussed (Lee & Ulgado, 1997). In the contemporary world rapidly expanding globalization of the service sector and enterprises, service-oriented organizations need to tend to the full satisfaction of their customers both locally and overseas while emanating various cultural differences in various countries. Another study provided a cross-cultural relation of service contentment of fast food establishments in four English countries. This study shows two "empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting" (Gilbert et.al, 2004). The trend of multinational restaurants though started late in Pakistan but has been very successful due to the taste and culture of the region. The main purpose of the restaurants is to maintain their customer's satisfaction that depends mainly on the price and quality of food of the restaurants. Locality, hygiene, advertisement and environment area also play a vital part in consumer satisfaction. The core purpose of the research is to analyze the importance of customer satisfaction for the multinational franchised restaurants of Pakistan and to know what the customers would prefer to have at their favorite international restaurants in Pakistan. Since fast food chains contribute significantly to Pakistan's food industry and is a major part of their consumption. Furthermore, three major cities have been chosen for this survey analyses; Islamabad (capital of Pakistan), Lahore (Capital of the biggest province Punjab) and Karachi (capital of 2nd biggest province). This study will contribute to the existing

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literature on following levels

1. No comparative study has been done in three different provincial territories.

2. The targeted population is the diners at different fast food restaurants. Hence, the population is not biased towards a specific group.

The objective of the study is to find the determinants of customer's satisfaction in multinational franchised restaurants in Lahore, Islamabad and Karachi.

1.1 Trends of Multinational Franchised restaurants in Pakistan

The fast food corporations in Pakistan are experiencing a heightened blast. Notwithstanding incredible rivalry, this industry has an idea of how to create benefit and is generally done by the domestic masses. With a growing middle-class, Pakistan's population has reached above 180 million, out of which estimated one fourth of the population is seen as the probable target for fast food, which due to increasing affordability is rising rapidly. The rising popularity of fast food in Pakistan is validated by the triumph of intercontinental fast food chains such as McDonald's, KFC, Pizza Hut, Pizza Express, Subway and others (Austrade, 2009). In the late seventies numerous new eateries proposing Desi sustenance, Chinese cooking and fast food opened up. Youthful wedded couples began eating in these restaurants. In the late nineties eating outside culture experienced a quick change as fast food anchors came to Pakistan (Kamal & Iftikhar, 2001). The expanding rate at which individuals eat outside their homes means that the global patterns in food

consumption are changing worldwide; as the snappy administration framework overwhelms the customary eating framework. The development in food consuming outside of home is clearer in the fast food area; where outlets are advantageously situated at key areas to pull in customers, for example, street sides, terminals, engine ways, schools, healing centers, Universities, other than shopping centers and stops. Multinational fast food eateries, for example, McDonald, KFC, Pizza hovel, Wendy's, Subway are great illustrations. They exemplify food retail chain organizations that have exchanged food crosswise over national limits as of late; a large portion of which are American and Europe by inception yet because of the immersion of their cause market have spread their limbs into creating locales of the world. Their prosperity approves the developing enthusiasm for fast food consumption; they penetrate effectively into different remote markets utilizing globalization procedures. Such methodologies create item personality, global brand name, valuing framework, bound together generation and bundling, marketing procedure and dispersion framework. Some of these systems are created to focus on certain market area, for example, students and kids. There's been an upward movement for fast food outlets in Pakistan, which have been the chief receivers of overseas share of about $US492m (SMEDA, 2006).

Various discoveries have indicated a global rise in fast food consumption and that is extremely usual among students. Eighty two percent of UK students consumed fast food (Cooper, 2010); at the same time an alike study of university going people in Malaysia found that while eighty six percent of the

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students consumed fast food, fourteen percent do not; "in Pakistan 70% of students consume fast food" (Ehsan, 2012). A report indicated, "70% of students in Brazil consume fast food around four or more times weekly" (Jekanowski & Binkley, 2001). Bowman (2004) discovered that approximately forty percent of USA youth population consumes fast food regularly. In Bangladesh, the probability of fast food eating in students was ninety eight percent (Bipasha & Goon, 2013). In another study by Ehsan (2012), the findings indicated that consumers considered variety of food, price, promotional deals and efficient service as the major factors that determined customer alignment towards fast food restaurants. In three different cities of Pakistan, different factors were found. This was indicative towards the fact that different cities had different factors or some cities had some factor present in greater amount than in the other city. However, the selected cities were Islamabad, Lahore and Gujranwala and the targeted population was university students.

1.2 Importance of Customer Satisfaction

The two principal notions in marketing theory and practice are undoubtedly service quality and customer satisfaction (Spreng & Mackoy, 1996). The way to maintain competitive edge lies in conveying first-class service that will ensure content customers, in today's world where competition is rising at a rapid pace. (Shemwell, Yavas, & Bilgin, 1998). The importance of consumer approval has gained since it is commonly presumed to be an important factor of sales, positive word-of-mouth, and consumer constancy, hence becoming one of the most acute advertising

priorities. Both tangible including; food and physical services and intangible; consisting of worker–consumer interaction, are modules which make up the total food service in the restaurant industry. A proper amalgamation of the tangible and intangible features should result in a consumer's view of high outlet service quality, is a product of proper combination of both the aspects mentioned (tangible and intangible) which as a result should lead to attaining consumer satisfaction and progressive social intention in the prevailing restaurant industry. This study focuses on the question that what are the determinants of customers' satisfaction in multinational fast food restaurants in three big cities of Pakistan (Islamabad, Lahore & Karachi). Ryu and Han (2010) keeping in mind the dimensions of quality (food, service and physical surroundings) tried to examined the relationships between price, satisfaction and behavioral intention in fast food outlets. The results of their report showed that the customer satisfaction was highly influenced by the food, service, and physical surroundings, while perceived price acted out as a mediator in the procedure. Nonetheless, they concluded that customer satisfaction also played a major part in forming behavioral intention and that the outcomes of the study may aid the restaurants in improving their customer's satisfaction level. Shaikh and Khan (2011) expressed the effect of administration quality on eatery industry in Pakistan. The examination depended on the variables of Service quaity, i.e. tangibles and responsiveness to exhibit the significance of organization quality on the consumer satisfaction in the eatery business. The

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exploration highlighted the criticalness of enhanced orchestrating administrations in the eatery business of Pakistan. The examination additionally gave the recommendations to enhance the administration quality in the eatery business. Sabir et al (2014) researched to look at and assess the variables influencing the consumer loyalty in fast food industry in Pakistan. As per the exploration the consumer loyalty relies on upon the nature of administration, cost and the earth gave to the clients in the eateries in Pakistan. The examination was quantitative in nature and was done through arbitrary inspecting method. The information was examined through connection and various relapses to see the relationship between the variables influencing the consumer loyalty's in the eatery business in Pakistan. Khan, Hussain and Yaqoob (2012) led an exploration to locate the key elements of fast food in Peshawar. Advancement, Service quality, Customer desires, Brand, Physical Environment, Price, and Taste of the item are the fundamental components that decide the achievement and the disappointment in the fast food industry. The examination is directed on the four fast food eateries i.e. KFC, Arabian Chick, Chief and Pizza Hut to discover the client's fulfillment. The information was gathered on the premise of the accessibility premise and different relapses and relationship test was connected to test the client's level of fulfillment. Awan, T. M. (2013) directed the examination to gauge service quality perceptions, positioning of administrations and the impression of the clients of the eateries in Pakistan. The exploration was led on 10 distinct eateries of Rawalpindi and Islamabad. A sample of 407 clients

was assembled utilizing a bilingual overview instrument to quantify impression of the clients about the administration quality. The visits to the eateries and their reason of visits were acutely watched. To quantify the consumer loyalty's level of the client's five properties were measured in the exploration including tips, physical assets, eatery staff, accommodation and the sustenance quality. The study demonstrated the critical results as indicated by which the greater part of the clients were the workers of the private division and the others were generally students. The outcomes may likewise assist the eateries supervisor with knowing the clients assessments furthermore to define their future techniques to enhance the administration quality accordingly.

2. Methodology

In this section, data collection procedure, basic research design and quantitative method used to analyze the collected data on the impact of Multinational Franchised restaurants on customer's satisfaction are explained.

a. Source & Type of Data

Data has been extracted from the convenience sampling and collection of data is done from different multinational restaurants of Islamabad, Lahore & Karachi during different time periods. The sample size of 150 people from multinational franchised restaurants in each city was selected. The questionnaire includes 33 questions including the demographic questions. Scale of measurement comprises of both nominal scale and likert scale variables. The targeted population was the people present in the restaurants during the frequent visits

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to the restaurants. The restaurants are among the top multinational franchised restaurants in Lahore including KFC, Pizza Hut, MacDonald's, Hardees, Burger King, Subway, Fat Burger and Domino's Pizza. All the surveys were conducted from different food chains during lunch and dinner time. The restaurant staff was fully cooperative and forthcoming. In some restaurants where surveys were not allowed, permission was taken from their respective head offices.

2.2 Estimation Technique

Multinomial Regression Model is used for three cities individually. It is the direct regression analysis to run when the dependent variable is nominal or categorical with more than two levels. This model is an expansion of the binomial logistic model, it is used to describe data and investigate the relationship between nominal dependent variable and one or more independent variables.

2.2.1 Multinomial Assumptions

The multinomial logistic regression model is explained by the given following assumptions:

- The dependent variable of the model should be measured at the nominal level.
- The model should have one or more independent variables that are continuous, ordinal and nominal.
- The model should have independence of the observations and the dependent variable should have mutually exclusive and exhaustive categories.
- In the model there should be no multicollinearity.

2.3 Theoretical Framework

Cinceptual model is developed in this section and it is illustrated in figure 2.1. It shows that customer's satisfaction depends on several explanatory variables including food variety, price levels, environment or ambience, hygiene, service quality, their income, advertisement strategy and location of the restaurant
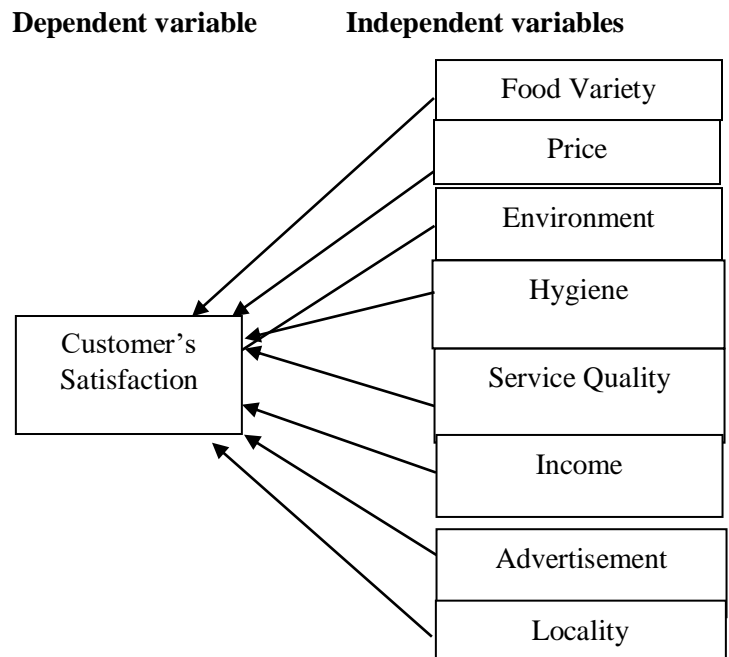
Dependent variable   Independent variables

Figure 2.1: Theoretical framework
Source: Authos' illustration

1.4 Operationalization & Validity of Questionnaire

Operationalization of questions refers to the clarification of a variable by a specific question like which question explains the specific variable; it is explained in table 2.1

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Table 2.1

Variables	Dimension	Questions
Customer's Satisfaction	Satisfaction level of the customers in terms of expectations	• What is your major expectation from a multinational franchised restaurant?
Variety of food	Cuisine of the restaurant	• Do you think the multinational restaurant offers a wide variety of fast food
Price	Cost Responsiveness	• On average how much would you expect to pay for a franchised restaurant meal? • The expenses of the restaurant are according to the services. • The quantity of food is justifying the price being paid
Service Quality	Reliability Training and experience of the workers	• When going to a fast food establishment, how often do you utilize the drive-thru option (if available)? • Improvement in quality of support staff affects the customer satisfaction? • The staff of the restaurants is cooperative • The serving of food in the restaurants is quick
Hygiene	Cleanliness Food Quality	• Do hygienic conditions of multinational restaurants affect your consumption? • Nutritional information influence your choice regarding fast food
Advertisement	Promotion of the product	• From where do you come to know about different multinational franchised restaurants and their deals? • Does the attractive packaging of franchised restaurants affect your consumption? • The promotional deals incline you more towards a multinational franchised restaurants • You visit the multinational restaurants often due to the promotional deals
Locality	Restaurants in the neighborhood Accessibility	• Multinational restaurants are easily accessible
Environment	Infrastructure Technology	• The building structure of the restaurant affects the customer's satisfaction • Is the internal environment of the restaurant directly affecting the customers
Income	Clientele of the restaurant	• Household/ individual income

Source: Authos' formation

In pilot study, Cronbach's test was used to test the validity of the self-devised questionnaire and variables within the model. The value of

Cronbach's alpha is greater than .70 for three cities which shows that questionnaire is reliable and valid to carry out this research.

3. Results

Descriptive results are presented in table 3.1 and table 3.2. Table 3.1 shows that majority of the respespondants in all three cities were female. Moreover, majority of the respondents' lies in the age group pf 16-26 which indicates that fast food is popular among youngsters.

Table 3.1 Gender Ratio

	Islamabad		Lahore		Karachi	
Gender	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Male	68	45.33333	68	45	63	42
Female	82	54.66667	82	55	87	58
Total	150	100	150	100	150	100

Source: Author' estimation

Table 3.2 Age groups

Age	Islamabad		Lahore		Karachi	
	Frequency	Percent	Frequency	Percentage	Frequency	Percentage
Below 16	9	6	7	4.66	9	6
16-26	90	60	89	59.33	90	60
27-37	35	23.33333	36	24	29	19.33
Above37	16	10.66667	18	12	22	14.66
Total	150	100	150	100	150	100

Source: Authors' Estimations

3.1 Multinomial Logistics Regression Estimates

Multinomial log-odds reveal that factors such as hygiene, advertisement, accessibility, price and environment have significant impact on customer satisfaction in terms of superior quality, value of money and excellent service. However, advertisement has the highest log-odds of defining customer's satisfaction as compared to other factors. In case of Lahore, although there are several significant variables (Hygiene, service quality, price, income, building structure, advertisement and locality), respondents consider locality of a fast food restaurant as most important factor affecting their perception of satisfaction. For instance, people believe that restaurants in posh areas such as DHA or Gulberg are better. Thirdly, analysis of Karachi shows that variety of food, accessibility, service quality and hygiene are significant variables. Moreover, Karachi's respondents chose hygiene over all other factors as it has the highest log-odd ratios.

Table 3.3 Case Processing Summary

	Islamabad		Lahore		Karachi	
	N	Marginal Percentage	N	Marginal Percentage	N	Marginal Percentage
Superior Quality	78	53.1%	84	50.5%	76	53.1%
Value for money	32	21.8%	27	21.2%	30	21.0%
Excellent Service	31	21.1%	29	28.3%	30	21.0%
Others	6	4.1%	0	.	7	4.9%
Valid	147	100.0%	140	100.0%	143	100.0%
Missing	3		10		7	
Total	150		150		150	
Subpopulation	104[a]		137		136	

Source: Authors' Estimations

Among the 150 customers at the multinational franchised restaurants in Islamabad, Lahore & Karachi depicted similar perception; around 50% preferred superior quality over value for money, excellent service and other factors. Whereas, value of money and excellent service illustrated same percentage of being preferred and that is around 21%. Moreover, Likelihood ratio test for reduced models has also been estimated to estimate the results for a reduce model.

Table 3.4 Likelihood Ratio Test (Lahore)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	281.343	14.289	3	.003
Hygiene	273.260	6.206	3	.102
Service_quality	274.633	7.579	3	.056
Variety_of_food	270.926	3.872	3	.028
Price	277.625	10.571	3	.014
Income	274.283	7.229	3	.065
Building_structure	271.849	4.795	3	.187
Advertisement	272.197	5.143	3	.162
Locality	276.085	9.031	3	.029

Source: Authors' Estimation

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0. The above table 3.4 shows that which of the independent variables are statistically significant in the model in case for Lahore. You can see that hygiene is statistically significant because $p = 0.102$ (the "**Sig.**" column). Likewise, the service quality variable was statistically significant because $p = .056$, variety of food p value = 0.028, price $p = 0.014$, income $p = 0.065$, building structure p = 0.187, advertisement p = 0.162 and locality p = 0.029. There is not usually any interest in the model intercept (i.e., the "**Intercept**" row). This table is mostly useful for nominal independent variables because it is the only table that considers the overall effect of a nominal variable.

Table 3.5 Likelihood Ratio Test (Islamabad)

Effects	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	267.152	14.690	3	.002
Hygiene	257.927	5.464	3	.141

Advertisement	269.881	17.418	3	.001
Price	264.814	12.351	3	.006
Accessibility	260.337	7.874	3	.049
Environment_	254.351	1.889	3	.006

Source: Authors' Estimation

For Islamabad, table 3.5 represents that hygiene is statistically significant because $p =.141$ (the "**Sig.**" column). Likewise, the advertisement variable was statistically significant because $p =.001$, price's p value=.006, accessibility's $p =.049$, environment's $p =.006$.

Table 3.6 Likelihood Ratio Test (Karachi)

Effect	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	93.079	6.104	2	.047
Price	94.070	7.095	2	.029
Variety.of.food	93.118	6.144	2	.046
Cooperative.staff	89.301	2.327	2	.131
Hygiene	95.464	8.489	2	.014
Brand.name	89.312	2.338	2	.031
Accessibility	89.883	2.909	2	.023

Source: Authors' Estimation

Table 3.6 shows that price was statistically significant because $p = .029$ (the "Sig." column). The variety of food variable was statistically significant as well because $p = .46$. The rest of the variables are also statistically significant; Cooperative staff ($p = 0.131$), Hygiene ($p = 0.014$), Brand name ($p = 0.031$), and Accessibility ($p = 0.023$).

3.2 Model Fitting Information

Model fitting Criteria of Likelihood Ratio test reveals that all three models fits the model really well as he p-value is highly significant. In addition, Table 3.7 Model Fitting Criteria

Psedo R-Square values are calculated for different criteria and the results are given in the table 3.7.

Pseudo R-Square	Islamabad	Lahore	Karachi
Cox and Snell	.238	.293	.355
Nagelkerke	.266	.326	.407
McFadden	.120	.152	.213

Source: Authors' estimations

In the next step, assumption of multicollinearity has been checked for each of three cities and the Variance Inflating Factor (VIF) for all variables is slightly over 1, which shows that there is no multicollinearity among explanatory variables.

4. Discussion

In different cities of Pakistan, different factors were found. This was indicative towards the fact that different cities had different factors or some cities had some factor present in greater amount than in the other city. In the same way, this study is also based on three cities and all three cities have different results regarding individual variables. However, case processing summary suggest that customers in all three cities perceive service quality as the leading factor that define their expectations when they dine-out (Kim, Park and Jeong, 2004). A great display of service quality establishes a positive impact on the clients and client-brand relationship improves which leads to customer loyalty (Soderlund and Rosengren, 2008). After superior quality, respondents give equal preference to other factors, value for money and excellent service. Multinomial logistics regression estimation reveals that advertisement plays the most important role in defining customer satisfaction for people living in Islamabad. Advertisement has a positive impact on the customer satisfaction. Targeting customers through advertising on the social media and television makes them aware about the deals and offers going on and hence leads to their satisfaction. On the other hand, Locality of restaurants is relatively more important for customers in Lahore. Locality has a significant and positive relationship with the customer's satisfaction because the more the restaurant is easily accessible the more people are satisfied and visit the restaurants. Similar results were found in the study conducted by Shahzad Khan, Syed Majid Hussain and Fahad Yaqoob (2012). In case of Karachi, regression analysis revealed that hygiene is more important in defining customer satisfaction. Abdullah (2013) concluded that hygiene has a great impact on the faithfulness of the customer. Fast food places with a clean environment and better hygiene were much favored over restaurants that serve improper food that depicts carelessness. Furthermore, in the same study it was uncovered that service quality has the most potent impact on clients' inclination towards fast food places; faster and efficient service is key in today's fast moving world. In this study as well, hygiene was significant and had a positive relationship with customer satisfaction. Gorsi and Mahmood (2015) investigated the impact of environment on brand image of fast food places and the results positively indicated that environment is a dominant as well as significant variable that directs loyalty of customers to their favorite fast food places.

5. Conclusion

This primary investigation is done for fast food restaurants in three big cities of Pakistan, Islamabad, Lahore and Karachi. According to this study, it can be presumed that in businesses like multinational franchises, customer satisfaction is the most important element. This satisfaction however, relies on several other factors such as quality of service, hygiene, brand image, locality of the restaurant, and variety of food, and price of the meal. Each variable was converted into a well-

designed question so the answers obtained would be correct. Participants were required to fill in the questionnaires, which indicated their salary, employment, age, and other variable related personal opinions that were mostly recorded on a Likert scale. Females answered majority of the questionnaires, as it was apparent that they tend to dine in the form of groups and eat out at international fast food places more frequently than men. The people who responded to these questionnaires were generally well educated and those who visited more than once a week were largely students with a high household income level. Multinational franchised fast food restaurants need to improve their advertisement, accessibility and hygiene in order to gain customers loyalty that depends on their satisfaction. Customers from all three cities consider service quality as the main factor in defining their expectation regarding satisfaction level. However, different results are obtained for relationship between different categories of satisfaction and independent variables. More specifically, based on these results, it can be recommended that multinational franchised fast food restaurants need to improve their advertisement, accessibility and hygiene in order to maintain customer's satisfaction.

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