Food Choice Determinants in Fast Food Restaurants

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Abstract

There had been a number of studies which investigated on buying and consumer behavior specifically toward the fast food industry. The present study was conducted in order to identify other factors that determine the food preferences of customers who frequent the fast food chains in the city. The researcher conducted the study using the survey questionnaire as the main instrument. This study also aimed at identifying the imminent roles the government has to take in relation to consumer satisfaction relative to the fast food restaurants services.

The results of the study revealed that the most prominent determinants in the choice of fast food restaurants other than cost are meal period, food preference, and food safety. Accessibility of location, health reason and social aspect on the other hand are the least considered factors for the respondents in their choice of fast food restaurants. It was so surprising to find out that majority of the respondents in the study was not health conscious in their food consumption patterns. Furthermore, even with the popular belief that fast food consumption can lead to obesity, still most consumers flock these businesses.

Keywords: Fast food industry, food biases, food selection, hospitality industry, meal patterns, service, satisfaction