

BIBLIOGRAPHY

SAWADAN, EDMER JR. G. APRIL 2009. Demand Prospects for Fast Food Chains in Tabuk City, Kalinga. Benguet State University, La Trinidad, Benguet.

Adviser: Darlyn D. Tagarino, PhD.

ABSTRACT

The research was conducted to find answers to the following questions: 1) Is there a demand for fast food chains in Tabuk city, Kalinga?; 2) Is there a demand as to characterize by type of fast food chain?; 3) What are their reasons to patronize the fast food chain?; and 4) What are the appropriate indicators to be used for the development of the fast food industry in Tabuk city? The study was conducted in Bulanao and Dagupan, Tabuk City, Kalinga. A total of 120 students (50 from the high school level and 70 from the college level) and 90 employees were interviewed. Sampling was done purposively.

There is a general willingness to have a fast food chain in Tabuk City. The primary reasons offered are to increase the income of the city and it is a source of employment. From the result of the study, Jollibee is the most preferred fast food chain to be established in Tabuk City. The second in rank is McDonalds followed by Greenwich, then KFC and lastly, Chowking.. The indicators or factors that will influence demand for fast foods are nutritional requirements, convenience, food values, social inter actions, market place, and available resources.

Based on the foregoing findings and conclusions of the study, the following recommendations were made: The city government of Tabuk should consider in their planning the entry and establishments of fast food chains; Jollibee Corporation should consider establishing a branch in Tabuk City, Kalinga; government officials and authorities should control peace and order of the City for a fast food chain to penetrate the City; the local government of Tabuk City should identify appropriate ordinances to provide an attractive environment for the fast food chains; and Entrepreneurs and other fast food chains should take this study as a basis for them to make ways how to cater to the demand of the residents.



TABLE OF CONTENTS

	Page
Bibliography.....	i
Abstract	i
Table of Contents	iii
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	5
Objectives of the Study	6
Significant of the Study	6
REVIEW OF LITERATURE	8
Eating Habits	8
Importance of Foods	9
Influence of Mass Media on Food Habits	9
Factors Affecting Food Selection	10
Conceptual Framework	13
METHODOLOGY	15
Locale and Time of the Study	15
Respondents of the Study	15
Data Collection	15
Data Analysis	16
RESULTS AND DISCUSSION	17
Respondents Profile	17
Willingness to Have a Fast Food Chain in Tabuk City	18
Reasons For Willingness to Have	

a Fast Food Chain in Tabuk City	18
Reasons for Willingness to Have a Fast Food Chain in Tabuk City	19
School Food Allowance Per Month	20
Employee Monthly Income	20
School Food Allowance Willing to be Spent on Fast Food Chains	22
Monthly Employee Income Willing to be spent on Fast Food Chains	23
Frequency of Expected Patronage of Fast Food	23
Preferred Fast Food Chain	24
Factors Influencing the Choice of Fast Food to Eat by Students	25
Factors Influencing the Choice of Fast Food to Eat by Employees	25
Factors Influencing the Choice of Fast Food to Eat by Students and Employees.....	28
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	34
Summary	34
Conclusions	34
Recommendations	34
LITERATURE CITED	36
APPENDIX.....	38
A. Letter to Respondents	38
B. Survey Questionnaire for Students	39
C. Survey Questionnaire for Employees	43

INTRODUCTION

Background of the Study

The food industry is the world's oldest, widespread and more familiar industry. At the end of the 20th century, eating habits and food production were increasingly taking place outside the home. Many people relied on restaurants and on new types of fully prepared meals to help busy families in which both adults worked full-time. (Microsoft Encarta, 2008). Eating out is an important part of daily life in the United States and the trend continues to grow unabated. Eating also provides gratification for life stresses- the difficult examination in school; the homely adolescent who has no date to take her to the movies; the quarrel with a friend; the frustration and loneliness of having no friends; and others (Kesara, 2004). In the Philippines, eating out has become popular in urban centers like Metro-Manila and the capital cities where fast foods are found.

Eating out has become popular with the growth of fast food. Fast food restaurants, also known as a quick service restaurant or QSR, are a specific type of restaurant characterized both by its fast food cuisine and by minimal table service. Food served in fast food restaurants is cook in bulk in advance and kept hot to order; food is usually available ready to take away, though seating is provided. Fast food restaurants are usually part of a restaurant chain or franchise operation, which ships standardized foodstuffs to each restaurant from central locations (Farlex, 2009).

The first fast food restaurant was originated in the United States of America during the 1950s. Today, American-founded fast food chains such as McDonald's and KFC are multinational corporations with outlets across the globe. Variations on the fast food restaurant concept include fast casual restaurants and catering trucks. Fast casual



restaurants have higher sit-in ratios, and customers can sit and have their orders brought to them. Catering trucks often park just outside worksites and are popular with factory workers (Farlex, 2009).

Fast-food outlets are take-away or take-out providers, often with a "drive-thru" service which allows customers to order and pick up food from their cars; but most also have a seating area in which customers can eat the food on the premises. Nearly from its inception, fast food has been designed to be eaten "on the go" and often does not require traditional cutlery and is eaten as a finger food. Common menu items at fast food outlets include fish and chips, sandwiches, pitas, hamburgers, fried chicken, French fries, chicken nuggets, tacos, pizza, and ice cream, although many fast-food restaurants offer "slower" foods like chili, mashed potatoes, and salads (Fast Food, 2005).

In the United States alone, consumers spent about US\$110 billion on fast food in 2000 (which increased from US\$6 billion in 1970). The National Restaurant Association forecasts that fast-food restaurants in the U.S. will reach US\$142 billion in sales in 2006, a 5% increase over 2005. In comparison, the full-service restaurant segment of the food industry is expected to generate \$173 billion in sales. Fast food has been losing market share to so-called fast casual restaurants, which offer more robust and expensive cuisines (Farlex, 2009).

Furthermore, most of the food acquired in the United States for household consumption (71.9%) was bought rather than home produced except in households in the North-east where purchased food constituted about half (51.1%). Actual food expenditure was higher, and the proportion of food expenditure to total expenditure was lower in the better-off professional classes. However, the food expenditure trend has indicated that



during the decade the country's total food expenditure has increased in real terms. Since the rate of change of food, expenditure has been greater than the population growth rate, individual food expenditure should have increased in real terms also (Top Fast Food Chain, 2009).

Franchising has become a common business in the Philippines, most especially in the consumer foodservice market. This has been practiced continuously in all the sectors, especially in fast food. Conservative companies such as Max's Inc and The Cravings Group, both of which are 100% Filipino- and family-owned, have also taken the radical decision to open their businesses up to franchisees. Different franchisers led consumer foodservice in 2007, and continued to grow over the previous year as chained cafés/bars recorded double-digit growth. Provided with free training, free marketing support and practically everything needed to start a business, the franchising concept has been very appealing to both new and long-standing business people (Global Information Inc.,2008).

The latest trend in consumer foodservice menus is the enhancement of traditional Filipino foods. This has proved to be profitable for Max's with its Bangus Sisig, a finely chopped milkfish fried in oil and spices, for KFC, Jollibee and McDonald's with their spicy chicken, and for Greenwich with its longanisa-flavoured pizza. Local companies performed with a lot more dynamism in the review period than their foreign counterparts. For example, Figaro Coffee increased its value share in 2007, while Starbucks, an international brand, suffered a decline. Jollibee maintained its strong position in fast food, retaining its leadership in spite of the presence of formidable foes in the guise of international brands like McDonald's and KFC. Other Jollibee Foods Corp brands,



Chowking and Greenwich, also protected their shares well. Fast food has the greatest number of chained outlets (Global Informtion Inc.,2008).

Jollibee Corporation, with its Jollibee, Chowking, Greenwich, Délifrance and Red Ribbon brands, held the biggest share in consumer foodservice in the Philippines. It continued to lead sales in consumer foodservice by widening the gap with the big multinational franchise brands, such as McDonald' s, KFC and Pizza Hut, in the consumer foodservice market in the Philippines. The Chowking and Jollibee brands were the major contributors to Jollibee growth in 2006. Chowking was Jollibee's best-performing brand in terms of outlet expansion during this period (Global Informtion Inc., 2008).

The Philippine franchising sector continues to be an important driver of economic growth and productivity, according to a study undertaken by the Philippine Franchise Association in collaboration with the University of Asia and the Pacific. The study, taking into account the nominal GDP growth rate of country, showed that the franchising sector had accounted for 5 percent of the country's total Gross Domestic Product (GDP) for 2005 to 2007, contributing about P106.75 billion to the economy. It also showed that the sector had created an estimated 200,000 franchise outlets, generating four to five jobs per outlet or almost a million jobs nationwide. The sector has effectively promoted economic dispersal based on the franchise outlets' locations (Inquirer. 2001-2009).

Moreover, the fast food industry is a sub-sector of the larger restaurant industry. There are 15,000 fast food restaurants operating in Metro Manila. The most common tools adopted by the fast food companies in the Philippines are window displays, free delivery, radio and TV advertising, and billboard advertising. The success of the fast food



industry in the Philippines can be attributed to the factors of standardized procedures, limited menus, placing emphasis on value, speed and efficient service and franchising. The fast food industry has changed the urban lifestyle because it developed well in cities but fast food companies are reluctant to develop a market in the suburbs. That is, the fast food market in the Philippines still has room for expansion to those who want to invest (International Food and Agribusiness Marketing, 2006).

In this regard, cities like Tabuk in Kalinga are faced with options about investing in fast food chain business. Tabuk City is a component city and capital of the province of Kalinga. It is founded on June 16, 1950 and it became a city on June 23, 2007. According to the 2000 census, it has a population of 78,633 people in 13,985 households. The town has a total land area of 77,447.25 hectares (774 sq. kms.) and is politically subdivided into 42 barangays. The Major sources of Livelihood in the town are farming/agriculture, trade and Industry (Manufacturing and Commercial) Employment (Tabuk City, 2008). The population of Tabuk is a combination of different cultures. The town engages in commerce and trade. The town is a center of economic activity for the far-flung areas of Kalinga. Merchants from Pangasinan and other nearby provinces come to the town center to trade mostly for rice which is the major product of Kalinga. Tabuk is now a fifth class city with an income of P110, 414,133.00 in 2007. It is prominently considered as the rice granary of the Cordillera. Tabuk supplies rice even to other places (Tabuk City, Kalinga, 2008).

Statement of the Problem

It is therefore the interest of this research is to find the answer to the following questions:



1. Is there a demand for fast food chains in Tabuk city, Kalinga?
2. Is there a demand as to characterize by type of fast food chain?
3. What are their reasons to patronize the fast food chain?
4. What are the appropriate indicators to be used for the development of the fast food industry in Tabuk city?

Objectives of the Study

The general objective of the research is to identify the demand prospects for fast food chains in Tabuk City, Kalinga. Specifically it aims to:

1. Identify if there is a demand for fast food chains in Tabuk City, Kalinga,
2. Characterize the demand by type of fast food chain,
3. Identify the reasons for willingness/ unwillingness to patronize the fast food chains and
4. Recommend appropriate indicators that can be used for the development of the fast food industry in Tabuk City.

Significance of the Study

The study concentrated in the demand prospects of fast food chains in Tabuk City. The study will be helpful in the future to the residents of Tabuk City, to the local government of the area, and to the Tabuk economy as a whole. Knowing that demand exist for fast food chains will be the magnet to draw enterprising individuals and groups to set up fast foods. This will be a source of employment for the unemployed residents, and the taxes that will be collected will be utilized for the different activities of the city. The result of the study will also provide information to the managers of existing food



stores to have an understanding of what customers want and how best these wants can be catered to.

The findings of this study would also contribute to the knowledge about demand studies that will be useful to current researchers and future researchers in this undertaking.

Moreover, the local government of Tabuk city from findings of the research will be able to identify appropriate ordinances to provide an attractive environment for the fast food chains.



REVIEW OF LITERATURE

Eating Habits

It has been noted that American eating habits and food production were increasingly taking place outside the home. Many people relied on restaurants and on new types of fully prepared meals to help busy families in which both adults worked full-time. Another sign of the public's changing food habits was the microwave oven, probably the most widely used new kitchen appliance, since it can quickly cook foods and reheat prepared foods and leftovers. Since Americans are generally cooking less of their own food, they are more aware than at any time since the early 20th century of the quality and health standards applied to food. Recent attention to cases in which children have died from contaminated and poorly prepared food has once again directed the public's attention to the government's role in monitoring food safety (Encarta; 2008).

We have to eat; we like to eat; eating make us feel good; it is more important than sex. To ensure genetic survival the sex urge need only be satisfied a few times in a lifetime; the hunger urge must be satisfied every day. It is also a profoundly social urge. Food is almost always shared; people eat together; mealtimes are events when the whole family or settlement or village comes together. Food is also an occasion for sharing, for distributing and giving, for the expression of altruism, whether from parents to children, children to in-laws, or anyone to visitors and strangers. Thus food becomes not just a symbol of, but the reality of, love and security (Fox, 2008).



Importance of Foods

Food is used by the body for the repair of tissues, as an energy source for maintaining life, and for regulation of body processes. No single type of food is capable of providing all the nutritional needs of a person. It is therefore important that the daily diet contains the correct type and amount of foods (Rueda *et al.*, 2003)

According to Burnett and Stutchbury (2000), Food is something that we often take for granted. If it is in our refrigerator we eat it, or we go out and buy it. The supply of food has not always been that simple and for many people in the world it is still not that simple. The amount and variety of food available to people is largely determined by where they live. People eat different foods depending on:

1. What can be produced in the local area.
2. The level of technology available for use in food production and processing.
3. Available income.
4. The political and economic conditions of the country in which people live.

Influence of Mass Media on Food Habits

The influence of mass media on food habits is a significant. Through mass media, the poor are exposed to the extent of food production. The affluent and the poor alike know that the distribution of food is decidedly uneven, and that the capability exists to feed all people better. Mass media also pictures food in forms highly appealing to the eye and group acceptance. These influences foods to be purchased to fulfill emotional needs rather than for nutritional content (Kesara, 2004).



Factors Affecting Food Selection

According to Burnett and Stutchbury (2000) the following are the factors affecting the food selection:

1. Physiological factors. Affects the body's need and desire for food. If the body is to remain healthy and function correctly it must have adequate amounts of food containing the essential nutrients.

Nutritional requirements. Use the nutrition information available and select foods specifically for the nutritive value.

Reactions to food. Individuals select or reject food based on their reaction to the food's physical appearance, its presentation, smell and texture.

2. Psychological factor. Relate to the mind and the emotions.

Values. A value is a deep personal feeling about what is important. In terms of food selection, the values most likely to influence choices are related to food origins and the maintenance of health.

Beliefs. Beliefs about what is acceptable to eat vary throughout the world and are often related to religion and cultural heritage.

Attitude. An attitude is the way in which a person views something and behaves towards it, usually after evaluating its merit. Our attitudes towards food are often based on our perceptions of food and their origins, our culture, and the life experiences we have encountered.

Habits. Something that we do regularly without thinking. Habits are difficult to break.

Emotions. Many people use food as a relieving emotional stress. For some



people this means they reject food until the time of stress is over. People who consume foods for emotional release tend to select foods with a high- energy value.

Self-concept. Because much of our day revolves around food, the way we feel about food bears a strong relationship to how we feel about ourselves.

Experiences from the past. Anyone who has ever had a bad experience with foods knows that the effects can be long lasting. Being made to eat a food you hated as a child can lead you to reject that food later in life.

Convenience. Living near one's work.

3. Social factors. Social factors relate to the cultural and inter-personal aspects influencing the selection of food.

Culture and traditions. Many traditions relating to special occasion involve food. Festive and social occasions always involve food to some degree, and the meal is often the focus of the event. Family traditions often revolve around food, as do major social cultural customs in most societies.

Employment. The main aspects of employment influence food selection are as follows: Type of job; number of people in the family who are employed outside the home and the social status of the job.

Household structures and roles. The make-up of the family unit determines the variety, quality and quantity of food consumed in a meal.

Social inter-actions. Foods has long been a symbol of friendship and hospitality. When friends enter your home one of the first things you do is offer them something to eat and drink.



Media. The media play a major role in the selection of food. Food products are taken place in all forms of media. Glossy presentations attract our gaze as we leaf through magazines; billboards; grab our interest when we are in our way to school; the radio plays advertising jingles and the television demands that we consider the lifestyle we could have if we used this product or that.

Peer group. An individual's peers are people in roughly the same age group with the same social status. By interacting with the peer group and the family, a person develops their own food-related beliefs, attitudes and habits.

4. Economic factor.

Cost of food. Cost of the most important factors when we select food. It is partially important for low-income families. Students and the elderly, it is uncommon for these groups to spend 33 percent of their total income on food.

Market place. The market place refers to the place where consumers purchase food.

Available resources. Something that we have to achieve our goals. Money is an obvious example; once you spend it, it is gone. Cars, books and equipments are useful for a period of time but they do not last forever.

Occupation and finance. The type of job a person does influences their selection of food. The physical demands of the job and its social expectations are reflected in food choices. The income received from employment also determines the quality and quantity of foods chosen.

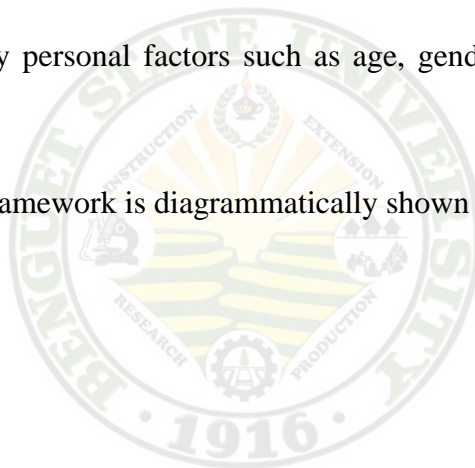


Conceptual Framework

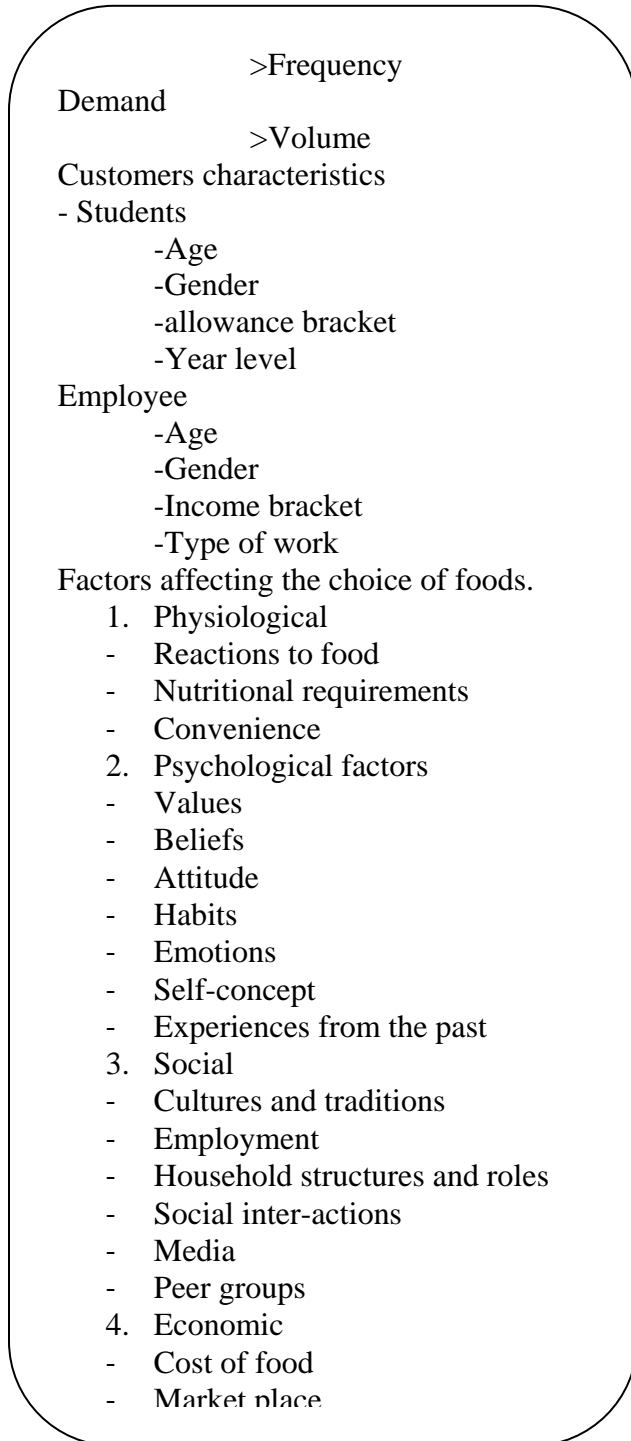
The demand prospects of fast food chains in Tabuk city is determined by the volume of people willing to have a fast food chain in the area and how many times they are willing to go and order food. The demand is determined by factors that affect the choices of foods which include physiological, psychological, social and economic factors. These factors are useful to determine the willingness and unwillingness of the people to have a fast food chain. It will also determine the modes by which certain fast food chains can enter in Tabuk city based on the factors identified.

The demand typologized according to the students and employees will be influenced as well by personal factors such as age, gender, income, year level and type of work.

The conceptual framework is diagrammatically shown in Figure 1.



Independent Variable



Dependent Variable

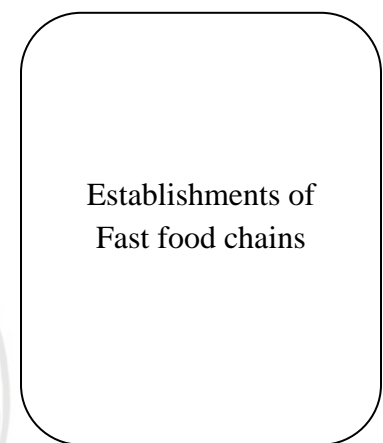


Figure 1. Conceptual framework



METHODOLOGY

Locale and Time of the Study

This study was conducted in December 2008 at Bulanao and Dagupan, Tabuk City. The researcher selected these two among other barangays in Tabuk City because it is the center of business transactions in the city and of Kalinga as a whole. Bulanao houses, half of the 87 elementary schools in Tabuk, 11 of the 18 high schools, and all the 8 colleges offering tertiary education. (DECS, Kalinga). There are about 58 offices and agencies in Tabuk City and almost all of these are in the locale of the study. (Office of the Mayor and DOLE, Kalinga).

Respondents Of the Study

This study used survey questionnaire that was distributed to the different schools in Bulanao and Dagupan. The students that were surveyed are High school and College students. Employees of the different offices were also given a questionnaire. There was a separate questionnaire for students and employees.

To check the demand prospects of fast food chains, the researcher used cross tabulation of data in which the questionnaires answered were tabulated in order to detect the demand prospects of fast food chain in Tabuk city.

Data Collection

The respondents were obtained by way of having a request letter addressed to the school principal or Deans of the different colleges or institute of the different colleges about the purpose. For the employees, the researcher went to their respective offices and asked to answer the questionnaires. The number of questionnaires that was distributed



was as follows: 50 questionnaires were given to the high school students, 70 were given to college students and 90 were given to the employees. The total of students and employees that were interviewed is summarized in the table below.

The distribution of respondents interviewed

TYPE	NUMBER
Students	
High School	50
College	70
Employees	90
TOTAL	210

The sampling was done purposively.

Data Analysis

The following was used to make interpretation on the perceived factors affecting choice of fast foods:

<u>Mean Values</u>	<u>Description</u>
4.21- 5.00	Strongly Agree
3.41- 4.20	Agree
2.61- 3.40	Neutral
1.81- 2.60	Disagree
1.00- 1.80	Strongly Disagree



RESULTS AND DISCUSSION

Respondents Profile

As shown in Table 1, majority (66%) of the high school students are in the age bracket of 16-17 with. On the other hand, majority (54.29%) of the college students are from age bracket of 18-20. Females dominated the respondents from the student group.

Just like the student respondents, the females dominated the employees group. Majority are also married. In the case of the employee respondents majority (70%) belong to the age brackets of 31-50. This result is a typical picture of the labor force where most are in their middle years.

Table 1. Distribution of respondents according to age and civil status

PROFILE	NUMBER (N)	PERCENT (%)
a. High School Students		
Sex:		
Male	23	46
Female	27	54
TOTAL	50	100
Age:		
12-13	3	6
14-15	13	26
16-17	33	66
18 and above	1	2
TOTAL	50	100
b. College		
Sex:		
Male	27	38.57
Female	43	61.43
TOTAL	70	100
Age:		
18-19	38	54.29
20-21	28	40



Table 1. Continued ...

PROFILE	NUMBER (N)	PERCENT (%)
22 and above	4	5.71
TOTAL	70	100
c. Employees		
Sex:		
Male	39	43.33
Female	51	56.67
TOTAL	90	100
Age:		
20-30	11	12.22
31-40	32	35.56
41-50	31	34.44
51-60	14	15.56
61-70	2	2.22
TOTAL	90	100
Civil Status		
Single	20	22.22
Married	67	74.44
Widowed	3	3.3
TOTAL	90	100

Willingness to Have a Fast Food Chain

Table 2 shows that there is a demand for fast food chains in Tabuk City. This is shown by 95.71% of the total respondents who indicated willingness to have fast food chain.

Reasons for Willingness to have Fast Food Chains in Tabuk City

Table 3 shows the reasons for willingness to have fast food chains in Tabuk City. Note that not all the respondents gave a response to this query. The few that did showed the primary reasons were to increase the income of the city (45.45%), and it is a source of employment (27.27%).



Table 2. Distribution of respondents according to willingness to have fast food chains in Tabuk City

STUDENT	YES		NO	
	NUMBER	%	NUMBER	%
High School	48	96	2	4
College	69	98.57	1	1.43
Employees	84	93.33	6	6.67
TOTAL	201	95.71	9	4.29

Table 3. Distribution of respondents according to reasons for willingness to have fast food chains in Tabuk City by students and employees

REASONS	NUMBER	%
They love fast foods	2	18.18
It is a source of employment	3	27.27
So that there is no need to go to other places just to taste fast foods	1	9.09
To increase the income of the City	5	45.45

Reasons for Unwillingness to Have Fast Food Chains in Tabuk City

Table 4 shows the reasons for unwillingness to have fast food chain in Tabuk City. There were also few of the respondents who gave a response to this query. The major reasons cited for unwillingness are that there is a great problem on peace and order in Kalinga and that fast foods are too expensive.



Table 4. Distribution of respondents according to reasons for unwillingness to have fast food chains in Tabuk City by students and employees

REASONS	NUMBER	%
There is a great problem on peace and order in the place	3	33.33
They want indigenous foods	1	11.11
It is a temptation to be extravagant	1	11.11
Fast foods are too expensive	2	22.22
They want to patronize their own products	1	11.11
They are contented of what is present in their place	1	11.11

Students School Food Allowance

Table 5 presents the school food allowance of high school and college students per month. Majority of the students have a school food allowance of 301-500 (36.75%) followed by 501- 700. This could indicate a capability of the students to patronize a fast food chain.

Employee Monthly Income



Majority of the employees (34.52%) received a monthly income in the bracket of 5001-10000 followed by the income bracket of 10001-15000 with (28.57%). The average income per month is 12000. Findings show that the lowest income was 4000 and the highest was 30000.

Table 5. Distribution of respondents according to school food allowance per month

ALLOWANCE (In Pesos)	<u>HIGH SCHOOL</u>		<u>COLLEGE</u>		<u>TOTAL</u>	
	NUMBER	%	NUMBER	%	NUMBER	%
Below 100	5	10.42	9	13.04	14	11.97
100-300	7	14.58	6	8.7	13	11.11
301-500	21	43.75	22	31.88	43	36.75
501-700	13	27.08	12	17.39	25	21.37
701-900	0	0	7	10.14	7	5.98
901-1000	1	2.08	5	7.25	6	5.13
Above 1000	1	2.08	8	11.59	9	7.69
TOTAL	48	100	69	100	117	100

Table 6. Distribution of respondents according to income usually received by employees

INCOME (In pesos)	NUMBER	%
	5000 and below	14
5001-10000	29	34.52
10001-15000	24	28.57
15001-20000	9	10.71
20001-25000	5	5.95
above 25000	3	3.57
TOTAL	84	100
Range	4,000-30000	
Average Income	12,086.31	
Standard Deviation	6,002.82	



School Food Allowance Willing to be Spent on Fast Food Chains

Student interest to patronize fast foods in Tabuk City is further shows in Table 7. Fifty- seven percent of the students from high school and college indicated that they are willing to spend $\frac{1}{2}$ of their allowance on fast foods per month. It is notable that all the students are willing to spend a certain percentage of their allowance to fast foods. In fact, (3.42%) showed willingness to spend all of their allowance on fast foods.

Table 7. Distribution of students according to percent of monthly school food allowance willing to be spent on fast food chains by level

	HIGH SCHOOL		COLLEGE		TOTAL	
	Number	(%)	Number	(%)	Number	(%)
$\frac{1}{4}$ of their allowance	16	33.33	25	36.2	41	35.04
$\frac{1}{2}$ of their allowance	27	56.25	40	58	67	57.26
$\frac{3}{4}$ of their allowance	2	4.17	3	4.35	5	4.27

Table 8. Distribution of employees according to percent of monthly income willing to be spent on a fast food chain

EMPLOYEES	NUMBER	%
Below 10%	52	61.91
10-20%	20	23.81
21-30%	5	5.95
41-50%	2	2.38
It depends	5	5.95
TOTAL	84	100



Monthly Employee Income Willing to be Spent on Fast Food Chains

As shown in Table 8, employees are willing to spend below 10% of their monthly salary for fast food. About twenty-three percent are willing to spend 10 – 20% of their salary. Although, some also says that the amount they are willing to spend will depend on the occasions. If employee average income is Php12000, then majority (61.91%) are willing to spend at most Php 1200 on fast foods per month.

Frequency of Expected Patronage of Fast Food

Table 9 shows that for all the respondent groups, (33.83%) expect to patronize the fast foods once a week. About 21.89% expect to patronize twice a week. A notable 17.41% expect to patronize even daily and these are largely the students. 4.48% says that frequency of expected patronage of fast foods depends on the situations.

Table 9. Distribution of respondents according to frequency of expected patronage of fast foods

	HIGH SCHOOL		COLLEGE		EMPLOYEES		TOTAL	
	N	%	N	%	N	%	N	%
Once a day	12		15	21.74	8	9.52	35	17.41
Once a week	16	33.33	25	36.23	27	32.14	68	33.83
Twice a week	13	27.08	18	26.09	13	15.48	44	21.89
Once a month	3	6.25	8	11.59	17	20.24	28	13.93
Twice a month	4	8.33	3	4.35	10	11.9	17	8.46
It depends					9	10.71	9	4.48
TOTAL	48	100	69	100	84	100	201	100



Preferred Fast Food Chain

From the result of the study, Jollibee is the most preferred fast food chain to be established in Tabuk City. This is because 73.13% of all the respondents ranked Jollibee as number 1 preferred fast food. The other fast foods do not compare with Jollibee in terms of ranking preference as shown by the results. Both the majority of the students and the employees ranked Jollibee as number 1. The second in rank is McDonalds followed by Greenwich, then KFC and lastly, Chowking.

Table 10. Distribution of respondents by group according to preferred fast food chain

RESPONDENTS	RANK 1		RANK 2		RANK 3		RANK 4		RANK 5	
	N	%	N	%	N	%	N	%	N	%
Student										
Jollibee	83	70.9	11	9.4	5	4.27	1	0.86	4	3.4
McDonald	3	2.56	52	44	19	16.2	12	10.3	9	7.7
Greenwich	3	2.56	12	10	32	27.4	32	27.4	19	16
KFC	10	8.55	14	12	23	19.7	38	32.5	29	25
Chowking	8	6.84	13	11	22	18.8	17	14.5	38	33
TOTAL	107	91.5	102	87	101	86.3	100	85.5	99	85
Employees										
Jollibee	64	76.2	4	4.8	4	4.76	2	2.38	2	2.4
McDonald	6	7.14	33	39	6	7.14	8	9.52	4	4.8
Greenwich	4	4.76	6	7.1	25	29.8	13	15.5	10	12
KFC	2	2.38	4	4.8	16	19.1	17	20.2	27	32
Chowking	5	5.95	17	20	13	16.5	24	28.6	21	25
TOTAL	81	96.4	64	76	64	77.2	64	76.2	64	76
Student and Employees										
Jollibee	147	73.1	15	7.5	9	4.48	3	1.49	6	3



Table 10. Continued ...

RESPONDENTS	RANK 1		RANK 2		RANK 3		RANK 4		RANK 5	
	N	%	N	%	N	%	N	%	N	%
McDonald	9	4.48	85	42	25	12.4	20	9.95	13	6.5
Greenwich	7	3.48	18	9	57	28.4	45	22.4	29	14
KFC	12	5.97	18	9	39	19.4	55	27.4	56	28
Chowking	13	6.47	30	15	35	17.4	41	20.4	59	29
TOTAL	201	93.5	166	83	165	82.1	164	81.6	163	81

Factors Influencing the Choice of Fast Food to Eat by Students

The results from Table 11 indicate that students were largely to the identified factors influencing patronage of fast food chain. A clear disagreement was family size deters patronage of a fast food. Other agreed factors include the perception that fast food provide for nutritional requirements, that fast foods are convenient, that food values affect fast food patronage, that social inter actions and media influence demand for fast foods. Moreover, fast food presence, disposable income, and the amount of school food allowance also influence students in eating in fast food chains.

Factors Influencing the Choice of Fast Food to Eat by Employees

From Table 12, employees show marked disagreements with some factors influencing patronage of fast foods. Specifically, they disagreed that the following factors affect demand for fast food foods: Beliefs, habits, emotions, self-concept, culture, household structure, peer group, and prices. On the other hand, factors that were agreed upon to have an influence on patronage were the following: Nutritional requirements, convenience, and food values.



Table 11. Factors influencing the choice of fast food to eat by students

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRETATION
	5		4		3		2		1			
	N	%	N	%	N	%	N	%	N	%		
1. Nutritional requirements	33	28.21	46	39.3	30	25.6	7	5.98		0.85	3.88	Agree
2. Reactions to food	6	5.13	54	46.1	35	29.9	10	8.55	12	10.26	3.27	Neutral
3. Convenience	26	22.22	35	29.9	29	24.7	16	13.68	11	9.4	3.42	Agree
4. Values	36	30.77	44	37.6	23	19.6	10	8.55	4	3.42	3.84	Agree
5. Beliefs	11	9.41	18	15.3	35	29.9	38	32.48	15	12.8	2.76	Neutral
6. Attitude	9	7.69	35	29.9	26	22.2	29	24.79	18	15.3	2.9	Neutral
7. Habits	6	5.13	20	17.1	35	29.9	37	31.62	19	16.2	2.63	Neutral
8. Emotions	9	7.69	38	32.4	29	24.7	31	26.5	10	8.55	3.04	Neutral
9. Self-concept	7	5.98	19	16.2	34	29.0	35	29.91	22	18.8	2.61	Neutral
10. Experiences	9	7.69	39	33.3	24	20.5	30	25.64	15	12.8	2.97	Neutral

Table 11. Continued ...

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRE- TATION
	5		4		3		2		1			
	N	%	N	%	N	%	N	%	N	%		
11. Culture and traditions	9	7.69	21	17.95	27	23.08	39	33.33	21	17.95	2.64	Neutral
12. Employment	13	11.11	37	31.62	31	26.5	23	19.68	13	11.11	3.12	Neutral
13. Household structures	6	5.13	5	4.27	33	28.21	50	42.74	23	19.66	2.32	Disagree
14. Social interactions	19	16.24	54	46.15	27	23.08	13	11.11	4	3.42	3.61	Agree
15. Media	25	21.37	40	34.19	31	26.5	13	11.11	8	6.84	3.52	Agree
16. Peer group	3	2.56	48	41.03	33	28.21	25	21.37	8	6.84	3.11	Neutral
17. Cost of food	17	14.53	36	30.77	29	24.79	28	23.93	7	5.98	3.24	Neutral
18. Market place	40	34.19	31	26.5	26	22.22	13	11.11	7	5.98	3.72	Agree
19. Available resources	31	26.5	41	35.04	29	24.79	12	10.26	4	3.42	3.71	Agree
20. Occupation and finance	25	21.37	36	30.77	30	25.64	21	17.95	5	4.27	3.47	Agree

Legends: 1-Strongly Disagree, 2-Disagree, 3- Neutral, 4. Agree, 5. Strongly disagree



Factors Influencing the Choice of Fast Food to Eat by Students and Employees

Table 13 shows the combined responses of the student and employee respondents. From this table, it can be inferred that the indicators or factors that will influence demand for fast foods are nutritional requirements, convenience, food values, social inter actions, market place, and available resources. It is interesting that the student and employee respondents find the food sold at fast food chains nutritious and hence they are willing to eat there. The expected responses of convenience and social interactions came about. Fast foods are famous for convenience and as a place where people can meet to talk and socialize. Market place, which refers to availability of a fast food chain in the locality, determines positively the demand for it. Food values refer to the patronage of fast foods in keeping with personal regard on the origin of the food and health maintenance. Available resources as indicated by the ready funds that can be used, is agreed upon by the respondents as also affecting positively their demand for fast food.



Table 12. Factors influencing the choice of fast food to eat by employees

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRETATION
	5		4		3		2		1			
	N	%	N	%	N	%	N	%	N	%		
1. Nutritional requirements	16	190.5	32	38.1	21	25	12	14.29	3	3.57	3.55	Agree
2. Reactions to food	13	15.48	27	32.14	21	25	13	15.48	10	11.9	3.24	Neutral
3. Convenience	20	23.81	31	47.62	21	35.71	8	17.86	4	13.1	3.65	Agree
4. Values	20	23.81	31	36.9	21	25	8	9.52	4	4.76	3.65	Agree
5. Beliefs	4	4.76	13	15.48	23	27.38	26	30.95	18	21.43	2.51	Disagree
6. Attitude	5	5.95	28	33.33	23	27.38	16	19.05	12	14.29	2.98	Neutral
7. Habits	1	1.19	10	11.9	20	23.87	34	40.48	19	22.62	2.29	Disagree
8. Emotions	3	3.57	12	14.29	23	27.38	34	40.48	12	14.29	2.52	Disagree
9. Self-concept	3	3.57	7	8.33	23	27.38	29	34.52	22	26.19	2.29	Disagree
10. Experiences	10	11.9	26	30.95	18	21.43	20	23.81	10	11.9	3.07	Neutral



Table 12. Continued...

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRETATION
	5		4		3		2		1			
	N	%	N	%	N	%	N	%	N	%		
11. Culture and Traditions	3	3.57	15	17.86	15	17.86	27	32.14	24	28.57	2.36	Disagree
12. Employment	6	7.14	33	39.29	12	14.29	15	17.86	18	21.43	2.93	Neutral
13. Household structures	2	2.38	11	13.1	20	23.81	38	45.24	13	15.48	2.42	Disagree
14. Social interactions	5	5.95	35	41.67	24	28.57	13	15.48	7	8.33	3.21	Neutral
15. Media	9	10.71	32	38.1	16	19.05	17	20.24	10	11.9	3.15	Neutral
16. Peer group	5	5.95	14	16.17	19	22.62	28	33.33	18	21.43	2.52	Disagree
17. Cost of food	2	2.38	12	14.29	18	21.43	34	40.48	18	21.43	2.36	Disagree
18. Market place	11	13.1	29	34.52	21	25	16	19.05	7	8.33	3.25	Neutral
19. Available resources	11	13.01	27	32.14	11	13.1	23	27.38	12	14.29	3.02	Neutral
20. Occupation and finance	10	11.9	29	34.52	15	17.86	17	20.24	13	15.48	3.07	Neutral

Legends: 1-Strongly Disagree, 2-Disagree, 3- Neutral ,4. Agree, 5.Strongly disagree



Table 13. Distribution of respondents according to overall picture of factors that influence the choice of fast foods by students and employees

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRETATION
	5		4		3		2		1			
	N	%	N	%	N	%	N	%	N	%		
Physiological factor												
1. Nutritional												
requirements	49	24.4	78	38.8	51	25.4	19	9.45	4	2	3.74	Agree
2. Reactions to food	19		81	40.3	56	27.9	23	11.4	22	11	3.26	Neutral
3. Convenience	46	22.9	66	32.8	50	24.9	24	11.9	15	7.5	3.52	Agree
4. Values	56	27.9	75	37.3	44	21.9	18	8.96	8	4	3.76	Agree
5. Beliefs	15	7.46	31	15.4	58	28.9	64	31.8	33	16	2.66	Neutral
6. Attitude	14	6.97	63	31.3	49	24.4	45	22.4	30	15	2.93	Neutral
7. Habits	7	3.48	30	14.9	55	27.4	71	35.3	38	19	2.49	Disagree
8. Emotions	12	5.97	50	24.9	52	25.9	65	32.3	22	11	2.83	Neutral
9. Self-concept	10	4.98	26	12.9	57	28.4	64	31.8	44	22	2.47	Disagree
10. Experiences	19	9.45	65	32.3	42	20.9	50	24.9	25	12	3.01	Neutral
Social Factor												
11. Culture and												
traditions	12	5.97	36	17.9	42	20.9	66	32.8	45	22	3.01	Neutral
12. Employment	19	9.45	70	34.8	43	21.4	38	18.9	31	15	3.03	Neutral
13. Household												
structures	8	3.98	16	7.96	53	26.4	88	43.8	36	18	2.36	Disagree

Table 13. Continued ...

FACTORS	LEVEL OF AGREEMENT AND DISAGREEMENT										MEAN	INTERPRE- TATION
	4		3		2		1					
	N	%	N	%	N	%	N	%				
14. Social inter actions	24	11.9	89	44.3	51	25.4	26	12.9	11	5.5	3.44	Agree
15. Media	34	16.9	72	35.8	47	23.4	30	14.9	18	9	3.37	Neutral
16. Peer group	8	3.98	62	30.9	52	25.9	53	26.4	26	13	2.86	Neutral
Economic Factor												
17. Cost of food	19	9.45	48	23.9	47	23.4	62	30.9	25	12	2.87	Neutral
18. Market place	51	25.4	60	29.9	47	23.4	29	14.4	14	7	3.52	Agree
19. Available resources	42	20.9	68	33.8	40	19.9	35	17.4	16	8	3.42	Agree
20. Occupation and finance	35	17.4	65	32.3	45	22.4	38	18.9	18	9	3.3	Neutral

Legends: 1- Strongly Disagree, 2- Disagree, 3- Neutral ,4- Agree, 5- Strongly disagree



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The research was conducted to find answers to the following questions: 1) Is there a demand for fast food chains in Tabuk city, Kalinga?; 2) Is there a demand as to characterize by type of fast food chain?; 3) What are their reasons to patronize the fast food chain?; and 4) What are the appropriate indicators to be used for the development of the fast food industry in Tabuk city? The study was conducted in Bulanao and Dagupan, Tabuk City, Kalinga. A total of 120 students (50 from the high school level and 70 from the college level) and 90 employees were interviewed. Sampling was done purposively.

The following results were obtained: Majority of the high school student respondents are in the age bracket of 16-17 years and of the college students, in the age bracket 18-20. In the case of the employees, majority belonged to the age bracket 31-50. For all the respondents, the females dominated.

There is a general willingness to have a fast food chain in Tabuk City. The primary reasons offered are to increase the income of the city and it is a source of employment.

Majority of the students have a school food allowance of Php 301- 500. On the other hand, average income of the employees is Php1286. There is an overwhelming preference for Jollibee as the fast chain to be established in Tabuk City. Factors that were found to influence patronage of fast foods as agreed upon by the respondents include: nutritional requirements, convenience, food values, social inter actions, market place, and available resources.



Conclusions

From the result of the study, the following conclusions were made:

1. There is a demand for fast food chains in Tabuk City, Kalinga
2. Jollibee is the most preferred fast food chain of Tabuk City, Kalinga
3. Students and employees have the financial capacity to patronize fast food at least once a week.
4. The main reasons for willingness to have a fast food chain were to increase the income of the city and fast food chain is a source of employment.
5. There are physiological, psychological, social, economic factors that influence patronage of fast foods. The physiological factors are the nutritional requirements and convenience. The psychological factor is the values, the social factor is the social interaction, and the economic factors are the market place and available resources.

Recommendations

Based on the foregoing findings and conclusions of the study, the following recommendations were made:

1. City government of Tabuk should consider in their planning the entry and establishments of fast food chains.
2. Jollibee Corporation should consider establishing a branch in Tabuk City, Kalinga.
3. Government officials and authorities should control peace and order of the City for a fast food chain to penetrate the City.
4. The local government of Tabuk City should identify appropriate ordinances to



provide an attractive environment for the fast food chains.

5. Entrepreneurs and other fast food chains should take this study as a basis for them to make ways how to cater to the demand of the residents.



LITERATURE CITED

- ANONYMOUS. 2005. Fast food. Retrieved November 13, 2008 from http://www.Bookrags.Com/wiki/Fast_food.
- ANONYMOUS. 2006. International Food and Agribusiness Marketing. Retrieved November 17, 2008 from <http://www.haworthpress.com/sto re/Article Abstract.asp? sid= 8XL 2N 9D 2 2H6J9NCMB2J2TS8 MQN67BW W7 & ID = 92550>.
- ANONYMOUS. 2008. Tabuk City, Kalinga. Retrieved October 2, 2008 from <http://www.tabuk.gov.ph/index.php/about-tabuk>.
- ANONYMOUS. 2009. Top fast food chains. Retrieved November 13, 2008 from <http://ny.jobsource.com/fastfood.html>.
- BURNETT, B.F. and K. STUTCHBURY. 2000. Food Technology in Action-2nd edition. Printed in Singapore. Pp.3-47.
- DECS. Number of Enrolled Students. Bulanao, Tabuk city Kalinga
- DOLE. Number of employed and unemployed. Bulanao, Tabuk city, Kalinga).
- FARLEX. 2009. Fast food restaurant. Retrieved November 13 2008 from <http://encyclopedia.thefreedictionary.com/Fast+food+restaurant>.
- FOX, R. 2008. The Myth of Nutrition. Retrieved September 22, 2008 from www.sirc.org/publik/food_and_eating_10.html - 19k.
- GLOBAL INFORMATION INC. 2008. Food Service in the Philippines. Retrieved Nov 7, 2008 from <http://www.the-infoshop.com/study/eo63579-consumer-food.html>.
- INQUIRER. 2001-2009. Franchising Industry. Retrieved July 7, 2008 from <http://business.inquirer.net/money/topstories/vie w/ 20080707-146843/Franchising-industry-accounts-for-5-of-GDP>.
- KESARA D.P. 2004. Factors affecting food practices and preferences of mothers at Shilan, La Trinidad, Benguet. BS Thesis. Benguet State University, La Trinidad, Benguet .P. 12-14.
- Microsoft ® Encarta ® 2008. Fast Food Chains.
- POPULATION CENSUS. 2008. Number of Present Residents. Office of the Mayor. Bulanao, Tabuk City, Kalinga.



RUEDA,M.B.,E.G.TOLENTINO, J.A. PATRICIO et al.2003.Euthenics and social graces for today's teen-agers. Published by Grandwater Publications 3rd Fl. Hadelina Building 705 J.P. Rizal St., Makati City, Philippines.P.20 and 52.



APPENDIX A
College of Agriculture
DEPARTMENT OF AGRICULTURAL ECONOMICS
AND AGRIBUSINESS MANAGEMENT
Benguet State University
La Trinidad, Benguet

December 2008

Sir/ Madam:

I am a graduating student of Benguet State University taking up **Bachelor of Science in Agribusiness, major in Enterprise Management**. As part of the course requirement, I am presently conducting a research study titled, **“DEMAND PROSPECTS FOR FAST FOOD CHAINS IN TABUK CITY, KALINGA”**.

May I then request a portion of your precious time to answer the attached questionnaire. Please give your honest answers for the success of this research. Rest assured that all information you provide will be treated with utmost confidentiality.

Thank you very much for your support. God bless!

Very respectfully yours,

EDMER G. SAWADAN JR.
Student Researcher

Noted:

DARLYN D. TAGARINO
Adviser



APPENDIX B
SURVEY QUESTIONNAIRE
(For Student)

Name (optional): _____

School:

Gender:

___ male

___ female

Age: _____

Instruction: Kindly check on the space provided your response.

Do you want to have a fast food chain here in Tabuk City? (Ex. Jollibee)

___ 1. Yes

___ 2. No

If no, Why?

If yes, please proceed.

Please rank the following fast food chains according to your preference of being established at Tabuk City.

(RANK 1-HIGHEST; 5-LOWEST)

___ 1. Jollibee

___ 2. McDonald

___ 3. Greenwich



___4. KFC

___5. Chowking

___6. Others, (please specify and rank it)

PLEASE EXPLAIN WHY YOU RANK _____ AS # 1.

How much is your **school food allowance** per month (Php)?

___1. Below 100

___2. 100-300

___3. 301-500

___4. 501-700

___5. 701-900

___6. 901-1000

___7. 1000 and above



How much from your school food allowance per month are you willing to spend on a fast food chain?

___1. ¼ of my allowance

___2. ½ of my allowance

___3. ¾ of my allowance

___4. Whole of my allowance

___5. Others. (Please specify) _____.

How many times are you willing to go and order in a fast food chain?



- ___1. Once a day
- ___2. Once a week
- ___3. Twice a week
- ___4. Once a month
- ___5. Twice a month
- ___6. Others. (Please specify)_____.

Please answer this portion by using the following:

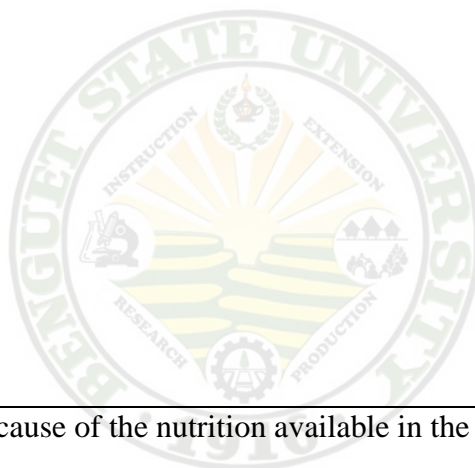
5-strongly agree

4- agree

3- neutral

2- not agree

1- strongly disagree



1. I will eat fast food because of the nutrition available in the food.	5	4	3	2	1
2. I will eat in a fast food chain because of its presentation, color, smell etc.					
3. I will eat in a fast food chain when I am near to it.					
4. My choice of fast food chain is influence by how I value foods.					
5. I will eat fast food because it is eaten throughout the world.					
6. I will eat fast foods because my attitude influences it.					
7. I will eat fast food because it is my habit.					
8. I will eat in a fast food chain to relieve my sadness or emotions.					



9. I will eat from fast food chain because much of my day activities revolve around foods.					
10. I like to eat from a fast food chain because of the experiences I have experienced from the past.					
11. My choice of fast food is influenced by my culture and traditions.					
12. I will eat in a fast food chain because I am employed or I have something to spend.					
13. I am not going to eat in a fast food chain because we are too many in the family.					
14. I will eat in a fast food chain for social inter actions.					
15. Media (TV, Radio etc.) influenced me with my choice of fast food to eat.					
16. I will eat fast foods because of the influences of my peer group or friends.					
17. I want to eat fast foods because of the price of the foods offered.					
18. I want to eat in a fast food chain when it is in our place.					
19. I will eat fast foods because I have money to buy for it.					
20. My choice of fast food to eat is influenced by the type of job or allowance I received.					



APPENDIX C
SURVEY QUESTIONNAIRE
(For Employees)

Name (optional): _____

Civil Status: ___1. single

___2. Married

___3. Widowed

___4. Separated

Type of work/ Office:

Gender:

___ male

___ female

Age: _____

Instruction: Kindly check on the space provided your response.

Do you want to have a fast food chain here in Tabuk City? (Ex. Jollibee)

___1. Yes

___2. No

If no, Why?



If yes, please proceed.

What do you want to be established at Tabuk city? Please do it by ranking.

___1. McDonald

What are your reasons of choosing

this? _____

_____.

___2. Jollibee

What are your reasons of choosing

this? _____

_____.

___3. KFC

What are your reasons of choosing

this? _____

_____.

___4. Greenwich

What are your reasons of choosing

this? _____

_____.

___5. Chowking

What are your reasons of choosing

this? _____

_____.

___6. Others, (please specify and rank it)



How much income/ wage do you usually received per month (Php)? (Please answer it honestly)

How much of the wage you received are you willing to spend for dining out?

___1. Below 10% of my received wage

___2. 10-20% of my received wage

___3. 21-30% of my received wage

___4. 31-40% of my received wage

___5. 41-50% of my received wage

___6. Others. (please specify) _____.

How many times are you willing to go and order in a fast food chain?

___1. Once a day

___2. Once a week

___3. Twice a week

___4. Once a month

___5. Twice a month

___6. Others. (please specify) _____

Please answer this portion by using the following:

5-strongly agree

4- agree

3- neutral

2- not agree

1- strongly disagree



	5	4	3	2	1
1. I will eat fast food because of the nutrition available in the food.					
2. I will eat in a fast food chain because of its presentation, color, smell etc.					
3. I will eat in a fast food chain when I am near to it.					
4. My choice of fast food chain is influenced by how I value foods.					
5. I will eat fast food because it is eaten throughout the world.					
6. I will eat fast foods because my attitude influences it.					
7. I will eat fast food because it is my habit.					
8. I will eat in a fast food chain to relieve my sadness or emotions.					
9. I will eat from fast food chain because much of my day activities revolves around foods.					
10. I like to eat from a fast food chain because of the experiences I have experienced in the past.					
11. My choice of fast food is influenced by my culture and traditions.					
12. I will eat in a fast food chain because I am employed or I have something to spend.					
13. I am not going to eat in a fast food chain because we are too many in the family.					
14. I will eat in a fast food chain for social inter-actions.					
15. Media (TV, Radio etc.) influenced me with my choice of fast food to eat.					
16. I will eat fast foods because of the influences of my peer group or friends.					
17. I want to eat fast foods because of the price of the foods offered.					
18. I want to eat in a fast food chain when it is in our place.					
19. I will eat foods because I have money to buy for it.					
20. My choice of fast food to eat is influenced by the type of job and income I received.					

