

FACTORS INFLUENCING CUSTOMERS PATRONAGE OF FAST FOOD RESTAURANTS

A STUDY OF SELECTED CUSTOMERS OF FAST FOOD IN ANAMBRA STATE, NIGERIA

Moses C. Olise

Department of Marketing, Nnamdi Azikiwe University, Awka, Nigeria

mchigbata@ymail.com

Moses I. Okoli 

Department of Cooperative Economics & Mgt, Nnamdi Azikiwe University, Awka, Nigeria

ikemosesokoli@yahoo.com

John. N Ekeke

Department of Hospitality & Tourism Management, University of Port Harcourt, Choba, Nigeria

jendiagold@yahoo.com

Abstract

This study examines factors influencing customers' patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria. Data collected were analysed using descriptive statistics and the linear regression model. Findings revealed that service quality, atmospheric quality, perceived value, environment, consumer demographics and modernity are significant factors influencing the behaviour of customers towards patronising the fast food restaurants. To attract more patronage, the study recommends that fast food restaurants operating in Anambra state, Nigeria should endeavour to improve on their Service Quality, Atmospheric Quality, Perceived Value, Environment, Consumer Demographics and Modernity.

Keywords: Fast Food Restaurants, Customers Patronage, Consumer Behavior, Services

INTRODUCTION

There is a perceived increase in the number of fast food restaurants that crop up in every city and township in Nigeria. Thus, suggesting that the sector is gaining acceptance among customers (Salami and Ajobo, 2012). Supporting this assertion, Akinbola, Ogunnaike and Ojo (2013) noted that Fast Food industry in Nigeria today is a beehive of activities and is gaining a lot of attention both within and outside the country. Industry trends such as rapid outlet expansion, strategic alliances (especially with companies in downstream sector of the oil and gas industry), and entrant of foreign players amongst others lends credence to the perceived phenomenal increase in the number of fast food restaurants. Mustapha, Fakokunde and Awolusi (2014) also stated that the number of fast food outlets in Nigeria is increasing at a geometric rate and it is expected to double in five years. This proliferation is not unconnected with the general upsurge in social and economic activities. Tabassum and Rahman (2012) stated that the popularity of fast food restaurant in every growing city of the world is a product of the effect of globalization. Thus, every segment of the society now consume fast food. According to Ahmed, Hossain, Malek & Begum (2008), consuming fast foods has become a recent trend among upper society, teenagers and youths have also increased and the fast food has won the palate of those groups. According to Park (2004), eating at fast food restaurants not only help customers to satisfy their hunger, but it also creates need for convenience, pleasure, entertainment, time saving, social interaction and the mood transformation. Besides, consumers experience excitement, pleasure and a sense of personal well-being in visiting fast-food restaurants (Park, 2004). Carew (2010) averred that the hectic lifestyle of many Nigerians does not allow the luxury of home cooked meals. Since fast food is convenient and readily available, it has become the choice of many young adults and upwardly mobile individuals. In the same vein, industry players have gone beyond serving quick foods like snacks to venturing into African delicacies. This strategy of capturing more markets has expanded the customer base of the industry over the past few years.

Despite the perceived acceptance of fast-food restaurants in the Nigeria environment, customers are now beginning to be choosy in the aesthetics, product and service received from fast food restaurants (Mustapha, Fakokunde and Awolusi, 2014). Accordingly, Arnold, Tae and Douglas (1983) asserted that location, price, assortment, fast checkout, friendly and courteous service, and pleasant shopping environment were critical determinants of store patronage. Arguably, these factors may influence customers' decision to visit a fast food restaurant. Fast-food restaurants are said to have their own benefits, which their customers perceive. According to Liu and Jang (2008). These perceived benefits are the primary reasons why fast-food restaurants are patronized. According to Liu et al (2000), the relative importance customers

attach to individual benefits can differ significantly and these can be used as effective barometers in segmenting the markets. Markets consist of various buyers, and buyers differ in one or more respects. They may differ in their wants, resources, geographical locations, buying attitudes, lifestyles, and buying practices. Intuitively, the choice of consumers visiting a fast food restaurant hinges on identifiable factors peculiar to an environment which need to be ascertained. Most of the research concerning selection of a restaurant are based on identification of determinant attributes (Bojanic, 2007).

Statement of the Problem

This study was informed by the perceived growing trend of visiting fast food restaurants by individuals, households and friends in Nigeria. With increased competition among fast food restaurants and the growing health consciousness of customers, the customers are now beginning to be choosy in the aesthetics, product and service received from fast food restaurants (Tabassum and Rahman, 2012; Nezakati, Kuan and Asgari, 2011). A lot of studies have been carried out on fast food restaurants from different stand point and perspectives (UKessay, 2013; Carew, 2010; Park, 2004; Lowenstein, 1995) and each profiling different factors influencing customers repurchase intension (Ahmad, Ghazali and Othman, 2013; Akbar and Alaudeen, 2012). Factors ranging from food quality, Service quality, Environment, Price, Quick service (Akbar and Alaudeen, 2012; Tabassum and Rahman, 2012; Tat , Sook-Min, Ai-Chin, Rasli and Hamid, 2011), Restaurant image (Ling, Mun and Ling, 2011) and fast food store image factors, customers' values of eating-out, customers' opinions about the globalisation (Ibrahim and Vignali, 2005) have been considered to influence customers patronage of fast food restaurants in regions with different cultural, environmental and socioeconomic specifics. Findings of the studies shows different results among researchers. Thus, engendering and informing different growth policy implications. Supporting this view, Tabassum and Rahman (2012) noted that pattern of food consumption may vary due to the differences in culture, climate, socioeconomic status, etc. In fact, the habit of taking food among the inhabitants of a country may change due to several factors. However, because of these differences in the findings of scholars, it is not yet clear which factors influence customers patronage in the area of this study. Therefore in order to bridge the literature gap, this study investigates factors influencing customers patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria.

Objectives of the Study

The main objective of this study is to examine factors influencing customers' patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria. Specifically the study intends to:

- i. Ascertaining factors that influence the behaviour of customers towards patronising the fast food restaurants in Anambra state.
- ii. Determine the nature of relationship between fast food restaurants determinant factors and the behaviour of customers towards patronising the fast food restaurants in Anambra state.

LITERATURE REVIEW

Factors influencing customers' patronage of fast food restaurants

With the effect of globalization, fast food restaurants have increasingly become popular in Nigeria and have also increased in their numbers. So have consumers increased in their numbers, taste and preference. What determines a customer's choice of selecting or patronizing a fast food restaurant differs from country to country and from region to region as a result of cultural, environmental and socioeconomic specifics. Ahmad, Ghazali and Othman (2013) noted that factors vastly found to influence behavior intention in most literature include the physical surrounding, service quality and food quality. Sefian, Jaini, Sharudin and Abdullah (2013) included food quality, service quality, atmospheric quality and perceived value as factors influencing consumers repatronage intention. Nezakati, Kuan and Asgari (2011) proposed product quality, customer satisfaction and brand trust as the dominant variable that drives the customer loyalty to preferred fast food restaurants. In a study carried out by Tat, Sook-Min, Ai-Chin, Rasli and Hamid (2011) to investigated Consumers' Purchase Intentions in Fast Food Restaurants on Undergraduate Students using the five dimensions of service quality, assurance was found to be the strongest determinant of customer satisfaction towards fast food restaurants (FFRs), followed by responsiveness, reliability, tangibility and empathy. The results also supported the contention that customer satisfaction can lead to customer purchase intentions. In a study carried by Ergin and Akbay(n.d), brand name reputation, cost, convenience, consistency and quality were identified as dominant factors that have an impact on young consumers' preferences of different brands of fast food restaurants. It was also observed that these five factors are significantly related to several demographic variables such as age, gender and income level. Akbar and Alaudeen (2012) investigated determinant of factors that influence customers in choosing normal full-service restaurant in Seri Iskandar, Perak, Malasia. Result showed that, customers put heavy priorities on food quality, followed by

trustworthiness, service quality, price, environment, and lastly location in choosing normal full-service restaurant. Malay respondents are more concern on trustworthiness (halal status) compared to other races in selecting normal full-service restaurant. Sefian, Jaini, Sharudin and Abdullah (2013) examined determining factors that Influence customers repatronage intention: the case study of Radix Fried Chicken (RFC), the Local home-grown fast food chain restaurant in Malaysia. Results indicate that the customers have passion to revisiting the RFC outlets due to the food quality and perceived value offered by them. It is proven that the customers are concern about the quality of foods in terms of Halal factor, healthy menu and menu appeal served by RFC. The additional value such as reasonable price and positive mood display in RFC restaurant also contribute to the positive experience and indirectly influence the repatronage intention of the customers. In predicting customers patronage behaviour, Ibrahim and Vignali (2005) proposed image factors, consumers' values of eating-out, customers' opinions about the globalisation or localisation of international fast food chains and customers demographics as determinant factors. Quality, price, quick service, and environment were factors proposed as determinants of consumer attitude towards selective fast food restaurants (Tabassum and Rahman, 2012). Sequel to the above proposition we conceptualise and proposed that consumers patronage of fast food restaurants is a function of food quality, restaurant image, service quality, atmospheric quality, perceived value, price, quick service, environment, consumers demographics and Modernity. In line with the above proposition we develop the first hypothesis.

Hypothesis One

Ho₁: Food quality, restaurant image, service quality, atmospheric quality, perceived value, price, quick service, environment, customers' demographics and Modernity do not significantly influence the behaviour of customers towards patronising the fast food restaurants in Anambra state.

Relationship Between Fast Food Restaurants Selection Determinant Attributes and customers Patronage

Extant literature is replete with the impact and nature of relationship between fast food restaurants selection determinant attributes and the behaviour of customers towards patronising the fast food restaurants. According to Sefian, Jaini, Sharudin and Abdullah (2013), food quality, service quality, atmospheric quality and perceived value are positively related towards total customers experience and two factors which are food quality and perceived value were highly significant at $p < .005$. In a comparative study between Pizza Hut, KFC, Helvetia, and Western Grill. The result explores that customers have the most favorable attitude towards Pizza Hut and

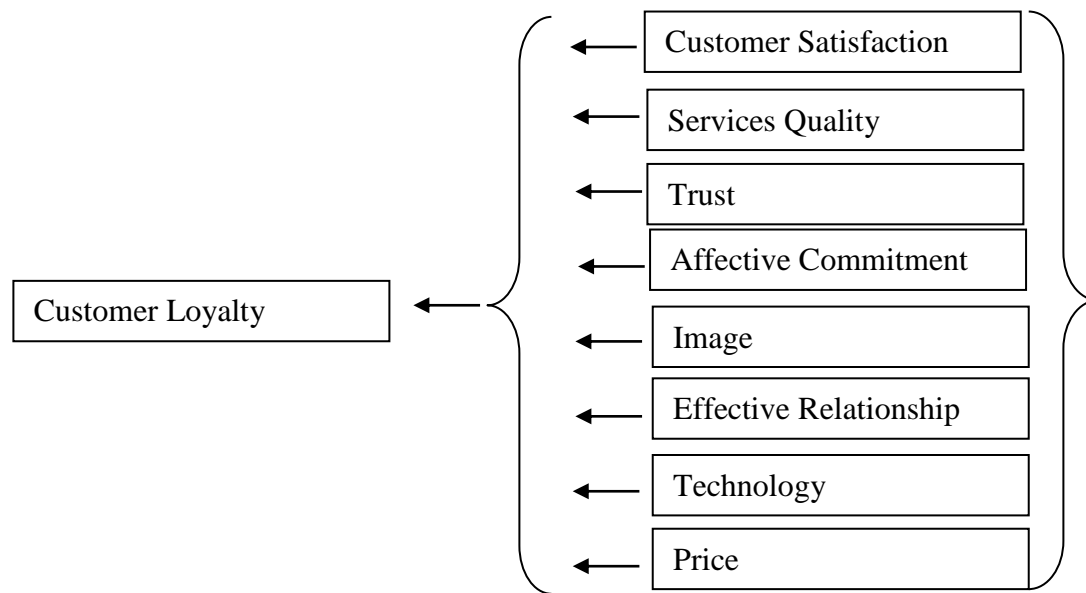
the least favourable attitude towards Helvetia. Significant differences are found among these four restaurants in terms of belief evaluations about quality, price, quick service, and environment. It is also found that customers have most favourable evaluation about Pizza Hut's food quality and environment, and KFC's food price and prompt services (Tabassum and Rahman, 2012). Following the observed variations in the nature of relationship between variables, we develop the second hypothesis.

Hypothesis Two

Ho₂: Food quality, restaurant image, service quality, atmospheric quality, perceived value, price, quick service, environment, customers' demographics and Modernity have no significant relationship with the behaviour of consumers towards patronising the fast food restaurants in Anambra state.

In line with the above proposed hypotheses, we present a conceptualize schema of factors influencing customers patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria.

Figure 1: Conceptualized Schema of factors influencing customers' patronage of fast food restaurants.



Theoretical Framework

Theoretical studies applying the theory of reasoned action to fast food restaurants abound (kirsten, 2008; Ibrahim and Vignali,2005; Tan and Yeap, 2012; Lim, Tan and Tan, 2013). Ibrahim and Vignali (2005) applied the theory of reasoned action on a study of customers

intention to patronage international fast food restaurants. The study was modelled using the classic belief-attitude-behaviour intention model (i.e. attitude and subjective norm) based upon the theory of reasoned action, and an extended model that included variables external to the classic theory. Findings of the study suggest that, when used to predict customers patronage behaviour in the international fast food markets, the classic belief-attitude-behaviour intention model should be extended to include fast food store image factors, customers' values of eating-out, customers' opinions about the globalisation or localisation of international fast food chains and customers demographics. The model for this study is built on the theory of reasoned action. The Theory of Reasoned Action was developed by Fishbein and Ajzen (1975, 1980), derived from previous research that started out as the theory of attitude, which led to the study of attitude and behaviour. The theory was "born largely out of frustration with traditional attitude-behaviour research, much of which found weak correlations between attitude measures and performance of volitional behaviours" (Hale, Householder & Greene, 2002, p. 259). The theory of reasoned action is a model for the prediction of behavioral intention, spanning predictions of attitude and predictions of behaviour. According to the theory, behaviour is determined by the behavioural intention to emit the behaviour. There are two major factors that determine behavioural intentions: a personal or "attitudinal" factor and a social or "normative" factor. In accordance with an expectancy-value formulation, the first component (the person's attitude toward a specific behaviour) is proposed to be a function of the salient (behavioural) beliefs about the perceived consequences of performing the behaviour and the person's (outcome) evaluation of these consequences. The second component, subjective norms, consists of an actor's perceptions of what important specific referent individuals or groups think he or she should do. Subjective norms are a function of the person's (normative) beliefs regarding what each referent thinks he or she should do and the motivation to comply with these referents. The relative importance of the attitudinal and normative components in determining intention is expected to vary according to the behaviour, the situation, and individual differences of the actor (Ajzen & Fishbein, 1980).

The theory of reasoned action has "received considerable and, for the most part, justifiable attention within the field of consumer behaviour not only does the model appear to predict consumer intentions and behaviour quite well, it also provides a relatively simple basis for identifying where and how to target consumers' behavioural change attempts" (Sheppard, Hartwick & Warshaw, 1988, p. 325). Ibrahim and Vignali (2005) noted that Consumer researchers have applied the theory of reasoned action to a wide variety of behaviours over the years, including the consumption of automobiles, banking services, computer software, coupons, detergents, food choice, fast food restaurant choice and hotel choice. The TRA model

has however proved its efficacy by exuding a strong predictive utility, even when utilized to investigate situations and activities that do not fall within the boundary conditions originally specified for the model". Ibrahim and Vignali(2005) noted that the extent to which the theory succeeds in predicting behavioural intention is usually evaluated by means of linear multiple regression analysis.

In this study, variables external to the theory of reasoned action were included in other to predict consumer's behavioural intention to patronize fast food restaurants in Anambra state, Nigeria. The variables included (food quality, restaurant image, service quality, atmospheric quality, perceived value, price, quick service, environment, consumers demographics and Modernity) in the model are drawn from various food service literature (Ibrahim and Vignali, 2005; Tabassum and Rahman, 2012; Nezakati1, Kuan and Asgari, 2011; Ahmad, Ghazali, Othman, 2013; Tat, Sook-Min, Ai-Chin, Rasli and Hamid, 2011; Akbar and Alaudeen, 2012; Sefian, Jaini, Sharudin and Abdullah, 2013). The variables have in different context explain some variance in consumer's behavioural intention to patronize fast food restaurants. Thus their inclusion in the model.

METHODOLOGY

Area of Study

The study was executed in Awka, Nnewi, Ekwulobia and Onitsha all in Anambra State, Nigeria. These cities are significant to this study because they are the major economic hubs in Anambra state, Nigeria. They also have the fast food restaurants in their numbers scattered all over the cities as a result of the growing number of consumers and rising population of people that engage in one business activity or the other. Nnewi plays a leading role as a centre for the manufacturing of cars, assembly and distribution of motorbikes and spare-parts in Nigeria and as such other economic activities take place in the area. It is the second largest economic hub of Anambra state after Onitsha and one of the largest in West Africa. The inhabitants are predominantly traders who are into various kinds of economic activities and manufacturers of auto and auto spare parts. the area has a good number of fast food restaurants.

Awka is in Anambra central senatorial zone and it also houses the state capital. Again, it is one of the hubs of economic activities in the state. The area is surrounded by the following communities: Okpuno, Amawbia, Isiagu, Ezinato, Mbaukwu, Nibo, Nise and Umuawulu. The major occupation of the inhabitants of the area is farming. Although they have other occupational engagements like: trading (especially in Awka municipal), craft, teaching in schools and colleges, civil service etc. the area also has a good number of fast food restaurants.

Onitsha plays a leading role as a centre for the importation, manufacturing, distribution, sales/services of all sorts of goods and services in Nigeria and as such other economic activities take place in the area. It is the largest economic hub of Anambra state and the largest in West Africa. The inhabitants are predominantly traders who are into various kinds of economic activities like importation, manufacturing, distribution, sales/services of various kinds of goods and services.

Ekwulobia is in Anambra south senatorial zone. Again, it is one of the hubs of economic activities in the state. The major occupation of the inhabitants of the area is trading. Although they have other occupational engagements like: food processing (especially in Ekwulobia town), craft, teaching in schools and colleges, civil service etc. the area also has a good number of fast food restaurants.

Population and Sample

The population of the study is made up of the customers of fifty-three (53) fast-food restaurants obtained from the records of the Ministry of Commerce Industry and Tourism, Anambra state. Out of the fifty-three (53) fast-food restaurants, quota sampling was used to select eight (8) fast food restaurants in the four economic hubs (Awka, Nnewi, Ekwulobia and Onitsha) of Anambra state, Nigeria. Two (2) fast food restaurant each were selected from across the four economic hubs. Quota sampling was also used to select a sample of two hundred and forty (240) respondents i.e. thirty (30) respondents from each selected fast food restaurant that visit the eateries during the period of data collection for this study. The aim of using quota sample was to enable the researcher reduce bias in sample selection from the population of the study. However, in administering the questionnaire to each of the thirty (30) respondents from that visit the eateries during the period of data collection for this study a simple random sampling technique was used so as to avail all the classes, ages and sex the opportunity of been selected for the study.

Data Collection Instrument

The instrument used for the data collection is the questionnaire which was designed and administered to customers of the selected fast food restaurants in the four economic hubs (Awka, Nnewi, Ekwulobia and Onitsha) of Anambra state, Nigeria. The questionnaire was titled factors influencing customers patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria. The questionnaire has two sections. Section A and Section B. Section A sought information on demographic profile of the respondents. Section B was made up of items designed to elicit information relating to the factors influencing customers

patronage of fast food restaurants: A study of selected customers of fast food in Anambra state, Nigeria. Using a close ended questions and a four (4) likert summative scale question of Strongly Agree (SA) 4 points; Agree (A) 3 points; Disagree (D) 2 points; Strongly Disagree and (SD) 1 point.

Method of Data Analysis

Data collected were analyzed using descriptive statistics (frequencies, percentages, mean, and standard deviation) and the linear regression model. The demographic profiles were processed using descriptive statistics,. While hypotheses one and two were processed using the regression model. All the analysis were done using SPSS version 17. Linear regression model of the ordinary least square (OLS) approach was used to test hypothesis one and two in order to ascertain the influence of fast food restaurants selection proposed determinant attributes on the behaviour of consumers towards patronising fast food restaurants in Anambra state and the nature of relationship between fast food restaurants selection determinant attributes and customers patronage. The use of (OLS) is informed by the fact that under normality assumption for e_i , the OLS estimator is normally distributed and are said to be best, unbiased linear estimator. Gujarati and Porter (2008).

The model is implicitly specified as follows;

$$Y = f(x_1, x_2, x_3 \dots \dots X_n + e_i) \dots \dots \dots \text{eq(1)}$$

The model is explicitly specified as follows;

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 \dots \dots \dots \beta_k x_k + \varepsilon \dots \dots \dots \text{eq(2)}$$

Where:

α = intercept

Y = consumers patronage of fast food restaurants (frequency of eating out at fast-food restaurants).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \varepsilon \dots \dots \dots \text{eq(3)}$$

The included variables X_1 - X_{10} represent food quality, restaurant image, service quality, atmospheric quality, perceived value, price, quick service, environment, consumers demographics and Modernity, $\beta_1 - \beta_{10}$ are the slope coefficients of the regressors, α represents the vertical intercept and ε the stochastic residual term designed to capture the effects of unspecified variables in the model, which is normally distributed with a mean value of zero.

ANALYSIS AND RESULTS

Demographic profile of the respondents.

With respect to the gender of the respondents, 154 (64.2%) of the respondents are males while 86 (35.8%) are females thus, suggesting that more males eat out in the fast-food restaurants than females. The finding also supports the perceived general notion in Nigeria where men are known to be eating outside their homes once they live the house for work. With respect to age, over 70% of the respondents are above 30 years of age indicating that majority of the people that visit the fast food restaurants are matured adults capable of generating incomes to enable them eat out in the fast food restaurants. The marital status shows that majority 120 (50.0%) of the respondents are not married. This findings also support the notion that bachelors called "Okokporo" in the Igbo land are more disposed to eating outside the their homes than the married individuals. used to With respect to educational exposure, most 102 (42.5%) of the respondents has secondary education. Some 97 (40.4%) has tertiary education. While few 41 (17.1%) of them has primary education. The occupation of the respondents shows that businessmen/trader (30.0%) and Private Company Staff (29.2%) main category of people that patronise the fast-food restaurants in the state. This is also in line with the perceived notion that businessmen/trader and Private Company Staff are believed to leave their homes in the morning and only return back in the evening when they must have finished the day's business. Majority of these people are mainly disposed to eating outside their homes. As evidenced in table 1, majority of the respondents that visits the fast-food restaurants earn incomes above N 40000.00, which is well above the minimum wage of N18,000.00. The implication here is that the income of an individual determines how often he or she eats outside his/her home.

Table 1: Distribution according to frequency of eating out at fast-food restaurants.

Items	Frequency	Percentage (%)	Cumulative (%)
Every day	141	58.8	58.8
Once a week	13	5.4	64.2
Every two weeks	15	6.2	70.4
Occasionally	71	29.6	100.0
Total	240	100.0	

As shown in table 1, with respect to frequency of eating out at fast-food restaurants. 58.8% of the customers that visit fast food restaurants do that every day. 29.6% visit the fast food restaurants occasionally. While 5.4% and 6.2% visit the fast food restaurants once a week and once every two weeks respectively.

Table 2: Distribution according to factors that influence the behaviour of consumers towards patronising the fast food restaurants

Items	N	Mean	Std. dev	Std. error mean
Food Quality	240	3.99	.091	.006
Restaurant Image	240	3.58	.494	.032
Service Quality	240	3.99	.111	.007
Atmospheric Quality	240	2.06	1.081	.070
Perceived Value	240	3.44	.617	.040
Price	240	2.06	.572	.037
Quick Service	240	3.47	.696	.045
Environment	240	3.97	.180	.012
Consumer Demographics	240	3.97	.169	.011
Modernity	240	3.88	.322	.021
Grand mean(x)				

From table 2, descriptive analysis reveals that Food Quality, Service Quality, Environment and Consumer Demographics are the main factors that influence the behaviour of consumers towards patronising the fast food restaurants in Anambra state. Followed by Modernity, Restaurant Image, Quick Service and Perceived Value.

Regression Result

Table 3: Relationship between the fast food restaurants determinant factors and the behaviour of consumers towards patronising the fast food restaurants

Model	B	Std. error	t	Sig.
(Constant)	-3.636	2.469	-1.473	.142
Food Quality	-8.992E-15	.668	.000	1.000
Restaurant Image	5.279E-15	.845	.000	1.000
Service Quality	1.309	.791	1.654	.099
Atmospheric Quality	-.725	.297	-2.439	.015
Perceived Value	.423	.189	2.234	.026
Price	-.106	.178	-.594	.553
Quick Service	-.236	.170	-1.386	.167
Environment	-1.570	.272	-5.780	.000
customers Demographics	1.439	.340	4.233	.000
Modernity	.613	.311	1.973	.050
R	.848			
R²	.719			
Adj. R²	.707			
F-statistic	58.674			0.000

Dependent variable: frequency of eating out at fast-food restaurants

In other to evaluate relationship between the fast food restaurants determinant factors and the behaviour of consumers towards patronising the fast food restaurants the result of the proposed regression model as specified in the methodology was called. Table 3 showed the precision of the model. In general the joint effect of the explanatory variable in the model account for 71.9% of the variations in the factors influencing the behaviour of consumers towards patronising the fast food restaurants.

Apart from Food Quality, Restaurant Image, Price and Quick Service that were found not to be significant, every other coefficient (Service Quality, Atmospheric Quality, Perceived Value, Environment, Consumer Demographics and Modernity) was significant. Thus, negatively or positively influencing the behaviour of consumers towards patronising the fast food restaurants.

DISCUSSION OF FINDINGS

With respect to frequency of eating out at fast-food restaurants, it was discovered that majority of the customers that visit fast food restaurants do that every day. This account for 58.8% of the customers. From the descriptive statistics, food quality, service quality, environment and consumer demographics are the main factors that influence the behaviour of consumers towards patronising the fast food restaurants in Anambra state. Followed by modernity, restaurant image, quick service and perceived value. The regression result revealed that the joint effect of the explanatory variable in the model account for 71.9% of the variations in the factors influencing the behaviour of consumers towards patronising the fast food restaurants. Six coefficients (service quality, atmospheric quality, perceived value, environment, customers demographics and modernity) are significant at. However, food quality, restaurant image, price and quick service are found not to be significant. Interestingly, only service quality, perceived value, customers demographics and modernity have positive and significant relationship with the behaviour of consumers towards patronising the fast food restaurants in Anambra state, Nigeria.

The findings of this study are rife and robust. It unveils some of the many factors influencing the behaviour of consumers towards patronising the fast food restaurants. For example, food quality is not statically significant and it also has an inverse relationship with the behaviour of consumers towards patronising the fast food restaurants. This study is not akin with the findings of Ahmad, Ghazali and Othman (2013). Their study observed that factors vastly found to influence behaviour intention in most literature include the physical surrounding, service quality and food quality. However, from the descriptive statistics, food quality plays an important role in influencing the behaviour of consumers towards patronising the fast food

restaurants. Restaurant image is not statically significant but it has a positive relationship with the behaviour of consumers towards patronising the fast food restaurants. Service quality is significant. It also has a positive relationship with the behaviour of consumers towards patronising the fast food restaurants. The findings here is akin with the findings of Ahmad, Ghazali and Othman (2013). From the descriptive statistics, atmospheric quality fall below the mean threshold of 2.5, but it is statically significant and also has an inverse relationship with the behaviour of consumers towards patronising the fast food restaurants. Perceived Value is statically significant and has a positive relationship with the behaviour of consumers towards patronising the fast food restaurants. This conforms with the findings of Sefian, Jaini, Sharudin and Abdullah (2013) that included food quality, service quality, atmospheric quality and perceived value as factors influencing consumers repatronage intention. Price and quick service are not statically significant; they also have inverse relationship with the behaviour of consumers towards patronising the fast food restaurants. Suggesting that they do not actually influence the behaviour of consumers towards patronising the fast food restaurants. Environment is statically significant, but it has an inverse relationship with the behaviour of consumers towards patronising the fast food restaurants. Tabassum and Rahman (2012) identified Quality, price, quick service, and environment as determinants of consumer attitude towards selective fast food restaurants. Consumer demographics and modernity are both statically significant and have positive relationship with the behaviour of consumers towards patronising the fast food restaurants. This is in line with the findings of (Ibrahim and Vignali, 2005).

CONCLUSION AND RECOMMENDATIONS

We can conclude that Service Quality, Atmospheric Quality, Perceived Value, Environment, Consumer Demographics and Modernity are the main factors influencing the behaviour of consumers towards patronising the fast food restaurants in Anambra state, Nigeria. Based on the analysis and findings of this study, the researcher therefore recommends that:

- Fast food restaurants operating in Anambra state, Nigeria should endeavour to improve their service quality so as to attract more patronage.
- Atmospheric quality of the fast food restaurants operating in Anambra state should also be considered by fast food restaurant operators before setting up fast-food restaurants. This is important if they want to increase their patronage.
- To act positively towards perceived value, quality and price should be considered critically by fast food restaurants operating in Anambra state in order to improve the perceived value customers would place on their products.

- Fast food restaurants operators should create an environment with modern aesthetics and recreation. This is important in attracting the patronage families with children.
- Fast food restaurants operators should strive to source information that will enable them meet consumer's desire based on the demographic profiles. This is important in attracting the patronage of all segment of consumers.

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