

Consumer Preferences for the Quality Attributes of International and Indian Food Service Retail Outlets.

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Abstract: The purpose of this research study is to identify the major factors of consumers' reasons of preference for international food service outlets and Indian food service outlets. Research paper also compared the factors of consumers' reasons of preference. Global organised food retailers such as KFC, McDonalds, Pizza Hut, and Domino's Pizza etc. are acting as per the local needs and hence posing great challenge and competition before Indian food service retail outlets. Research involves asking customers for subjective attitudinal evaluations of quality dimensions of international food outlets traditional and Indian food outlets. The current paper studies the influence of various factors on consumer preferences. Factor analysis was used for identifying the most important factors by reducing the no of variables. The research was conducted on 500 consumers of international and Indian food industry in KAVAL region of U.P., India. The results reveal that factors such as good ambiance/interiors, systematic buying process, better sales promotion schemes, and responsiveness of staff are the major factors that attract consumers to international or Indian food outlets.

Keywords: Consumer preference, International food service retail outlets, Indian food service retail outlets, Quality attributes.

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I. Introduction

1.1. Context

India is considered to be one of the world's major food producers but accounts for very less (nearly 1.5%) percentage of international food trade. This gives a great opportunity to national and international marketers. In recent years, India's food chain industry is rapidly growing and is concentrating on product diversification. International food chain industry in India is developing and establishing itself in urban areas along with the traditional and localised food retailing models.

Recently, several issues have been addressed by researchers regarding the impact of organised international food retailing on unorganised food retailing. Researchers have investigated a variety of approaches to assess the impact and predicted that the entry of international food retail chains will negatively affect traditional food retailing. More recently, literature has emerged that offers contradictory findings of the aforesaid impact of the international food industry on traditional food retailing. Right now it can be seen that diversity and complexity of Indian consumers' demographic and psychographic profile did not pose any challenge to the entry of organised international food retailing. Both types of retail models are coexisting and both are flourishing. It really proved the assumption of previous researchers that international food retail chains will negatively affect traditional food retailing in India. Since, there were various issues like competition concerns, pricing concerns & farmers' exploitation issue; the policy of Indian government is to ensure basic food security for Indian citizens.

1.2. Significance and Justification of the Study

As the Indian food retail industry was dominated by the unorganized traditional food retailers. But, since last two decades, entry of international players in the field of organized food retailing shift the entire paradigm. Food retailing has become the very complex category in the Indian retail industry. It has become mandatory for the international as well as Indian food retailers to know consumers' preferences and conduct a profound research on the following strategic questions in order to survive in the extensive competition in food retail industry-

- Why do consumers purchase?
- What do consumers purchase?

- Where do consumers purchase from?
- When do consumers purchase?
- How do consumers consume the product?
- What are the reasons that satisfy a consumer?
- What attracts consumers towards international food outlets?
- What attracts consumers towards traditional Indian food outlets?
- What attracts consumers towards Indian organized food outlets?
- What should be the marketing strategy?
- What should be the promotional strategy?

There have been several investigations into the food retail industry, but there are still very few researches in the field of fast food retail industry and the factors determining the consumer preferences for the international / Indian food outlets. The findings of the present research provide improved understanding of consumer preferences for the international / Indian food retailers.

1.3. Research Hypotheses & Objectives

Following research hypotheses & research objectives are developed to address the research problem.

Research Objective-1: To identify the factors of consumers' preference for the international and Indian food service retail outlets.

Sub Research Objective-1.1: To identify the important attributes of quality of international food service outlets.

Sub Alternate Hypothesis (H1)-1.1: There are some important attributes of quality of international food service outlets.

Sub Null Hypothesis (H0):1.1: There are no important attributes of quality of international food service outlets.

Sub Research Objective-1.2: To identify the important attributes of quality of Indian food service outlets.

Sub Alternate Hypothesis (H1)-1.2: There are some important attributes of quality of Indian food service outlets.

Sub Null Hypothesis (H0):1.2: There are no important attributes of quality of Indian food service outlets.

II. Literature Review

The concept of 'international or Indian organised food retailing' includes various concepts related to food and service marketing consist of all the seven Ps; product, price, place, promotion, process, people and physical evidence. Organised retailers are focusing on the consumer behaviour towards food retail outlets / chains / franchise. Organised retailers are investing heavily on the market research in order to make consumers aware and attract and also to know the preferences of the consumers of the local market. Global organised food retailers such as KFC, McDonalds, Pizza Hut, and Domino's Pizza etc. are thinking in global terms but are acting as per the local needs. Thus, it is resulting in the cut throat competition among traditional Indian food outlets and international food outlets.

Indian economy is growing very fast in past decade and if the growth continues at the same pace till the next decade; Indian income levels would be triple what it is right now, as the average real household disposable income will also grow. And ultimately it will lead to increase in expenditure and consumption and will certainly create vast opportunities for the business in India.

India is a developing country developing country where consumers spend a larger share of their income on food. Consumption of processed and ready-to-eat foods is higher in urban areas, reason are-

- Higher disposable incomes,
- Time saving
- Developing interest in international cuisines.

The Food Service retail industry is providing employment to lakhs of Indians as well as giving tax to the state and government.

2.1. Brand Preference

It has been a challenge for marketers to know consumer preference. How do they form their preferences for a particular brand? Brand preference is associated with brand choice which may lead to brand purchase. Effective marketing strategies can be formulated by the marketers if they knew the motives behind consumer preferences. However, forecasting consumer's preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction (Fishbein, 1965).

Thus the evolving marketing strategies focus on analysing and communicating information about product attributes. Although these cognitive responses derived from beliefs about brand attributes are important in building preferences, there are other emotional responses (e.g. elaboration likelihood model-1982); social influences (e.g. extended Fishbein model) that can influence brand preferences. It is demonstrated that consumers can have an already established preference and refer to the brand attributes that confirm their preferences. In addition, this traditional cognitive view that deemed consumer as rational decision making had been shifted to the experiential view focuses on the emotional, cognitive, symbolic responses of consumption (Holbrook and Hirschman, 1982). (Reham Ebrahim, Brunel Business School – Doctoral Symposium, 2011)

In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioural tendencies (Zajonc and Markus, 1982). Brand preference is defined variously as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness toward a certain brand; the extent to which a consumer favours one brand over another. For this study a working definition for brand preference is offered: "the biased behavioural tendencies reflecting the consumer's predisposition toward a brand". Moreover, there is difference between brand preference and brand loyalty. Brand preference represents the attitudinal brand loyalty excluding the action of repeat purchasing; the brand-oriented attitudinal loyalty. The main theme is that the first three decision-making phases of brand loyalty constitute the focal of brand preference. Thus, brand preference is related to brand loyalty; however, brand loyalty is more consistent depicted by the long term repeated purchasing behaviour. (Reham Ebrahim, Brunel Business School – Doctoral Symposium, 2011)

2.2. Review of the previous researches related to Food Service Retailing

Cullen (1994) in his research, described that the economic evolution of eating out is leading to-

- Increased frequency of eating,
- Culture of fast food and snacking,
- Giving more importance to convenience and eating out behaviour.

Christopher (1994) in his research has analyzed the significance of fusion cuisines in the future. The food of tomorrow will include-

- International dishes and fusion cuisines,
- Blending many national cuisines.
- Kitchens will disappear from many homes in the future and
- The concept of purchasing food, with no wish to cook food at all will come.
- Food expenditure has significantly increased on eating out. (**Clauson, Annette, 1995**)

Huang and Howarth (1996) in their research, urbanization will result in changes in tastes and lifestyles backed by urban living will significantly impact food demand and consumption patterns.

Padmanabhan (1999) conducted study on brand loyalty, which revealed that the price of the preferred brand, efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low, the farmers would naturally prefer to low priced brand. Otherwise farmers would naturally continue to purchase the same brand.

Aaker (2000) in his research concluded that, brand awareness was remarkably durable and sustainable asset. It provides a sense of familiarity especially in low- involvement products such as soaps, a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention getting approaches.

Brown et al. (2000) reported that the food preferences of young consumers are often of a 'fast food' type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Chen (2001) expressed a different thought on brand awareness that it was a necessary asset but not sufficient for building strong brand equity. In this view, a brand could be well known because it had bad quality.

Nandagopal and Chinnaiyan (2003) studied that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated by the mode of purchase of the soft drinks by "Brand Name". The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Schroder and McEachern (2005) in their research, concluded that fast food has been perceived as convenient but unhealthy and therefore, fast food companies can no longer rely on convenience as USP unless the implications of same on consumers health is given equal importance.

Mookerji, Madhumita (2005) in her article “Dining out heats up in India” As India beckons the world with its famed hospitality culture, eating out is being increasingly looked upon as a cool habit among the locals. Indeed, industry sources say, there are strong indications that out-of-home dining is increasing.

Nichani, Meena. (2005) opined that, a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

III. Research Methodology

This chapter defines the research design, theoretical framework, hypothesis development, research objectives, population samples, data collection procedures and the techniques of data analysis for examining the factors that affect Consumer preference for international and Indian food service retail outlets in KAVAL, U.P., India. The said factors are related to the Product dimension that is quality of the food served, Services and delivery dimension and Quality dimension of fast food outlets' attributes. This research is **exploratory** in nature. A survey was designed to measure the consumers' preference for international and Indian food service retail outlets with the help of the **questionnaires and schedules** using five point **LIKERT scale** such as strongly agree-1, agree-2, neutral-3, disagree-4, and strongly disagree-5.

To collect information / **primary data** for the research purpose we have used **quota sampling**. The target population, to which we would like to draw inferences, comprises the consumers visiting international and Indian food service retail outlets KAVAL, UP in India, which can be said as the **universe** of the study. We know that the population is heterogeneous in nature which is an advantage for the sampling, as it reduces the biasness of the data. This research study is comparative in nature, so the data of consumers from both the international and Indian food service retail outlets have been used. The survey was conducted of the consumers to collect the data. The total **Sample size** was of **343** consumers. For the analysis of the data, IBM SPSS STATISTICS 20 version software has been used to perform Frequency analysis and factor analysis.

IV. Data Analysis, Interpretation & Findings

4.1 Demographic Profile of the Consumers

Table-1: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25 years	101	29.4	29.4	29.4
	25-40 years	189	55.1	55.1	84.5
	Above 40 Years	53	15.5	15.5	100.0
	Total	343	100.0	100.0	

Interpretation: From the above table it can be seen that out of total 343 respondents (consumers) 29.4% respondents belong to the below 25 years age group, 55.1% respondents belong to the 25-40 years age group and 15.5% respondents belong to the above 40 years age group.

Table-2: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	277	80.8	80.8	80.8
	Female	66	19.2	19.2	100.0
	Total	343	100.0	100.0	

Interpretation: From the above table it can be seen that out of total 343 respondents (consumers) 80.8% respondents are males and) 19.2% respondents are females.

4.2. Factor Analysis: Consumers' Preference for International food service retail outlets (important attributes of quality of international food service retail outlets)

Factor Analysis was performed to extract the most important Factors that determine the consumers' preference for the international food service retail outlets.

Table-3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.921
Bartlett's Test of Sphericity	Approx. Chi-Square	6176.389
	Df	210
	Sig.	.000

Adequacy of the data is tested on the basis of results the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity (homogeneity of Variance) provided in **table-3**, the KMO measure of sampling adequacy is **0.921**, which indicates the present data is suitable for factor analysis. Similarly, Bartlett’s test of sphericity is significant ($p < 0.001$); that explains existence of sufficient correlation between variables to proceed with the analysis.

Table-4: Communalities

Communalities		
	Initial	Extraction
Variety of products in Menu	1.000	.685
Reasonable prices	1.000	.815
Convenient location	1.000	.759
Good taste and healthy food	1.000	.682
Speed of Serving	1.000	.567
Accuracy of serving Order	1.000	.651
Attractive Packaging	1.000	.647
Customer Service	1.000	.524
Good Ambiance/Interiors	1.000	.829
Hygienic food	1.000	.687
Staff is Reliable	1.000	.670
Staff is responsive	1.000	.737
Staff is polite	1.000	.710
Better physical environment	1.000	.719
Better shopping experience	1.000	.717
Systematic buying process	1.000	.758
Better sales promotion schemes	1.000	.747
Better complain management	1.000	.392
eating food outlet is a status symbol	1.000	.830
Additional Services are provided	1.000	.573
Time spent in cooking saved	1.000	.647

Extraction Method: Principal Component Analysis.

Table-5: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.163	53.157	53.157	11.163	53.157	53.157	11.117	52.937	52.937
2	1.911	9.098	62.255	1.911	9.098	62.255	1.934	9.209	62.146
3	1.273	6.063	68.318	1.273	6.063	68.318	1.296	6.172	68.318
4	.818	3.896	72.214						
5	.763	3.635	75.849						
6	.721	3.435	79.284						
7	.570	2.714	81.998						
8	.494	2.353	84.351						
9	.482	2.294	86.645						
10	.418	1.988	88.633						
11	.380	1.811	90.444						
12	.329	1.569	92.013						
13	.300	1.428	93.441						
14	.285	1.357	94.798						
15	.251	1.196	95.993						
16	.231	1.101	97.094						
17	.182	.868	97.962						
18	.142	.677	98.639						
19	.109	.517	99.156						
20	.099	.469	99.625						
21	.079	.375	100.000						

Extraction Method: Principal Component Analysis.

Interpretation & Findings:

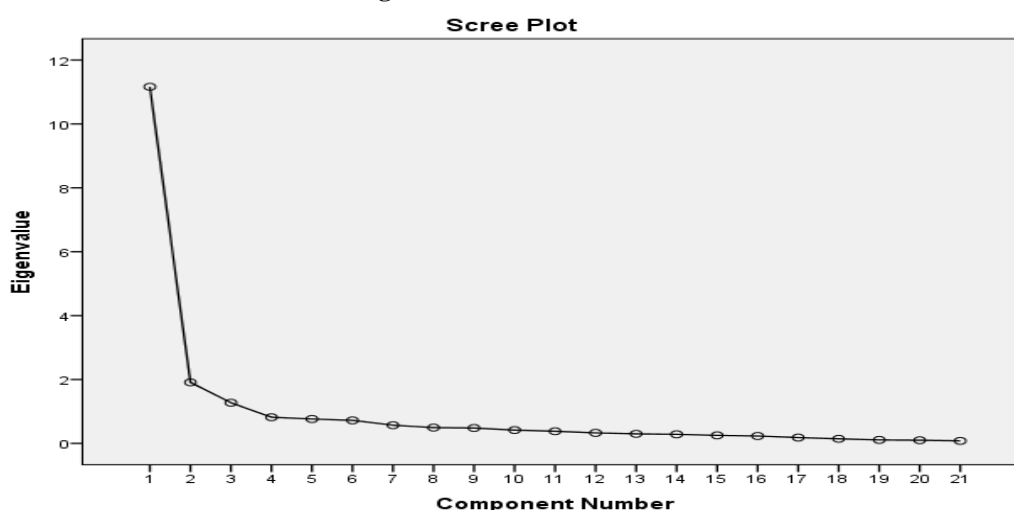
In table-5, this output lists the eigen values associated with each linear component (factor) before extraction, after extraction and after rotation. Before extraction, Output has identified 21 linear components within the data set (we know that there should be as many eigenvectors as there are variables and so there will be as many factors as variables). The Eigen values associated with each factor represent the variance explained by that particular linear component and output also displays the Eigen value in terms of the percentage of variance explained. Before rotation, some factors accounted for considerably more variance, and some factors accounted for considerably less variance. It should be clear that the first few factors explain relatively large amounts of variance (especially factor 1) whereas subsequent factors explain only small amounts of variance. **Then all factors with Eigen values greater than 1 are extracted**, which leaves us with 3 factors. According to Kaiser Criterion, only first 3 factors should be used because subsequent eigenvalues are less than 1.

All the 3 factors explain the following percentage of total variance.

So, factor 1 explains 53.157 of total variance, factor 2 explains 9.098 % of total variance & factor 3 explains 6.063% of total variance.

As evident from the **table-5** (Total Variations Explained) we find out that from the total 21 components (play role in making layout of an advertisement appealing to adult males), 3 factors are extracted and these 21 factors together account for only **68.318%** of the total variance (Information contained in original 21 variables) hence we have reduced the number of variable from 21 to 3 underlying factors.

Figure-1: Cartell’s Scree test



Cartell’s Scree test (**Figure-2**) involves plotting each of the eigenvalues of the factors and inspecting the plot to find a point at which the shape of the curve changes direction and becomes horizontal. This test recommends retaining all factors above the elbow or break in the plot as these factors contribute the most to the explanation of the variance of the data set.

Usually the number of factors can also be extracted using the scree plot yet such a decision may be rather subjective. The analysis also showed that 3 factors may be obtained, as the line afterwards was almost straight. After careful examination researcher decided to obtain 3 factors as they produce the most meaningful solution.

Table-6: Component Matrix

	Component Matrix ^a		
	Component 1	Component 2	Component 3
eating food outlet is a status symbol	.909		
Good Ambiance/Interiors	.908		
Systematic buying process	.869		
Better sales promotion schemes	.863		
Staff is responsive	.850		
Better shopping experience	.846		
Staff is polite	.841		
Better physical environment	.831		
Hygienic food	.828		

Good taste and healthy food	.821		
Staff is Reliable	.808		
Accuracy of serving Order	.804		
Attractive Packaging	.794		
Speed of Serving	.739		
Additional Services are provided	.708		
Customer Service	.655		
Better complain management	.592		
Reasonable prices		.881	
Convenient location		.861	
Variety of products in Menu			.810
Time spent in cooking saved			-.760
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

Table-7: Rotated Component Matrix

Rotated Component Matrix ^a			
	Component		
	1	2	3
Good Ambiance/Interiors	.910		
eating food outlet is a status symbol	.909		
Systematic buying process	.870		
Better sales promotion schemes	.858		
Staff is responsive	.856		
Better shopping experience	.845		
Staff is polite	.842		
Better physical environment	.838		
Hygienic food	.826		
Good taste and healthy food	.825		
Accuracy of serving Order	.803		
Staff is Reliable	.801		
Attractive Packaging	.800		
Speed of Serving	.731		
Additional Services are provided	.692		
Customer Service	.634		
Better complain management	.595		
Reasonable prices		.890	
Convenient location		.857	
Variety of products in Menu			-.804
Time spent in cooking saved			.775
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.^a			
a. Rotation converged in 4 iterations.			

Table-8: Component Transformation Matrix

Component Transformation Matrix			
Component	1	2	3
1	.998	.052	.046
2	-.055	.997	.054
3	.043	.057	-.997
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			

Conclusion: Factors that determine the consumers’ preference for the international food outlets.

In the present study Factor Analysis exhibits the factor loading for the statements (Variables). Looking at Rotated Component Matrix (Table-7), we find out that **Factor/Component 1** contains the 17 items-

1. Good Ambiance/Interiors
2. eating food international food outlet is a status symbol
3. Systematic buying process
4. Better sales promotion schemes
5. Staff is responsive
6. Better shopping experience
7. Staff is polite
8. Better physical environment
9. Hygienic food
10. Good taste and healthy food
11. Accuracy of serving Order

- 12. Staff is Reliable
- 13. Attractive Packaging
- 14. Speed of Serving
- 15. Additional Services are provided
- 16. Customer Service
- 17. Better complain management

While the **Factor/Component 2** contains the 02 items-

- 1. Reasonable prices
- 2. Convenient location

While the **Factor/Component 3** contains the 02 items-

- 3. Variety of products in Menu
- 4. Time spent in cooking saved

Hence, we can say that our **Sub Alternate Hypothesis: 1.1 (H1), is accepted and Sub Null Hypothesis: 1.1 (H0) is rejected and finally our Sub Research Objective-1.1** is fulfilled.

4.3. FACTOR ANALYSIS: Consumers’ Preference for Indian food service retail outlets (important attributes of quality of Indian food service retail outlets)

Factor Analysis was performed to extract the most important Factors that determine the consumers’ preference for the Indian food service outlets.

Table-9: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.687
Bartlett's Test of Sphericity	Approx. Chi-Square	2149.855
	Df	210
	Sig.	.000

Adequacy of the data is tested on the basis of results the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity (homogeneity of Variance) provided in **table-9** The KMO measure of sampling adequacy is **0.687**, which indicates the present data is suitable for factor analysis. Similarly, Bartlett’s test of sphericity is significant ($p < 0.001$); that explains existence of sufficient correlation between variables to proceed with the analysis.

Table-10: Communalities

Communalities		
	Initial	Extraction
Variety of products in Menu	1.000	.681
Reasonable prices	1.000	.647
Convenient location	1.000	.664
Good taste and healthy food	1.000	.713
Speed of Serving	1.000	.667
Accuracy of serving Order	1.000	.549
Attractive Packaging	1.000	.804
Customer Service	1.000	.810
Good Ambiance/Interiors	1.000	.709
Hygienic food	1.000	.845
Staff is Reliable	1.000	.636
Staff is responsive	1.000	.509
Staff is polite	1.000	.537
Better physical environment	1.000	.788
Better shopping experience	1.000	.472
Systematic buying process	1.000	.533
Better sales promotion schemes	1.000	.548
Better complain management	1.000	.695
eating food in traditional Indian food outlet is a status symbol	1.000	.660
Additional Services are provided	1.000	.729
Time spent in cooking saved	1.000	.600
Extraction Method: Principal Component Analysis.		

Table-11: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.851	18.336	18.336	3.851	18.336	18.336	2.778	13.230	13.230
2	2.545	12.121	30.458	2.545	12.121	30.458	2.393	11.394	24.624
3	1.902	9.056	39.513	1.902	9.056	39.513	1.998	9.514	34.138
4	1.714	8.160	47.674	1.714	8.160	47.674	1.919	9.139	43.277
5	1.394	6.640	54.314	1.394	6.640	54.314	1.903	9.060	52.337
6	1.205	5.739	60.053	1.205	5.739	60.053	1.454	6.926	59.263
7	1.185	5.643	65.696	1.185	5.643	65.696	1.351	6.433	65.696
8	.947	4.507	70.203						
9	.821	3.910	74.114						
10	.715	3.407	77.521						
11	.662	3.151	80.672						
12	.602	2.867	83.539						
13	.550	2.619	86.157						
14	.530	2.526	88.683						
15	.501	2.388	91.071						
16	.421	2.003	93.074						
17	.374	1.782	94.856						
18	.342	1.627	96.483						
19	.294	1.400	97.883						
20	.233	1.110	98.993						
21	.212	1.007	100.000						

Extraction Method: Principal Component Analysis.

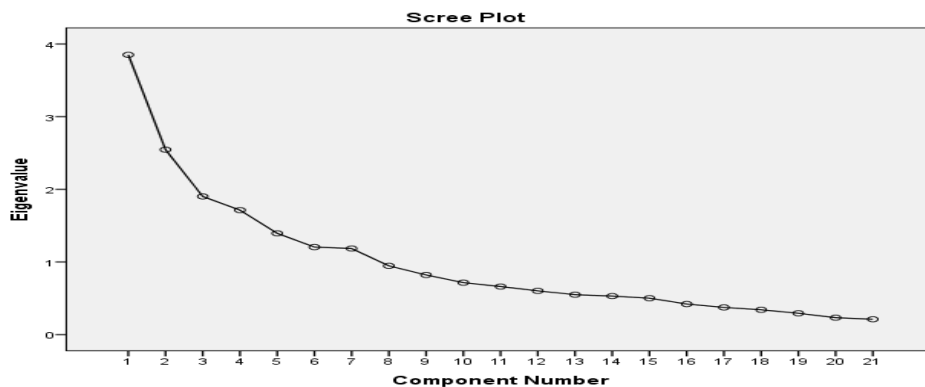
In table-11, Output has identified 21 linear components within the data set (we know that there should be as many eigenvectors as there are variables and so there will be as many factors as variables). **Then all factors with Eigen values greater than 1 are extracted**, which leaves us with 7 factors. According to Kaiser Criterion, only first 7 factors should be used because subsequent eigenvalues are less than 1.

All the 3 factors explain the following percentage of total variance.

So, factor 1 explains 18.336% of total variance, factor 2 explains 12.121% of total variance, factor 3 explains 9.056% of total variance, factor 4 explains 8.160% of total variance, factor 5 explains 6.640% of total variance, factor 6 explains 5.739% of total variance, & factor 7 explains 5.643% of total variance.

As evident from the table-11 (Total Variations Explained) we find out that from the total 21 components (play role in making layout of an advertisement appealing to adult males), 7 factors are extracted and these 21 factors together account for only **65.696%** of the total variance (Information contained in original 21 variables) hence we have reduced the number of variable from 21 to 7 underlying factors. Around **34.304%** of the total variation or Information is sacrificed.

Figure-2: Cartell’s Scree test



Cartell’s Scree test (**Figure-2**) involves plotting each of the eigenvalues of the factors and inspecting the plot to find a point at which the shape of the curve changes direction and becomes horizontal. This test recommends retaining all factors above the elbow or break in the plot as these factors contribute the most to the explanation of the variance of the data set.

Usually the number of factors can also be extracted using the scree plot yet such a decision may be rather subjective. The analysis also showed that 3 factors may be obtained, as the line afterwards was almost

straight. After careful examination researcher decided to obtain 7 factors as they produce the most meaningful solution.

Table-12: Component Matrix

Component Matrix ^a	Component						
	1	2	3	4	5	6	7
Better physical environment	.754						
Better complain management	.693						
Staff is polite	.603						
Better sales promotion schemes	.585						
Staff is responsive	.504						
Systematic buying process	.491						
Better shopping experience	.441						
Attractive Packaging	.438	.619					
Good Ambiance/Interiors	.452	.544					
Accuracy of serving Order		.526					
Variety of products in Menu		.467		.466			
Reasonable prices		.457		.419			
eating food in traditional Indian food outlet is a status symbol			.727				
Time spent in cooking saved			.676				
Additional Services are provided			.653				
Customer Service		.446		-.599			
Convenient location				.566			
Staff is Reliable					.631		
Hygienic food						-.631	
Good taste and healthy food							.609
Speed of Serving							.528
Extraction Method: Principal Component Analysis.							
a. 7 components extracted.							

Table-13: Rotated Component Matrix

Rotated Component Matrix ^a	Component						
	1	2	3	4	5	6	7
Better physical environment	.837						
Better complain management	.800						
Staff is responsive	.663						
Staff is polite	.635						
Attractive Packaging		.846					
Customer Service		.780					
Accuracy of serving Order		.716					
Good Ambiance/Interiors		.694					
Convenient location			.807				
Variety of products in Menu			.801				
Reasonable prices			.784				
Additional Services are provided				.742			
Time spent in cooking saved				.742			
eating food in traditional Indian food outlet is a status symbol				.730			
Staff is Reliable					.792		
Better shopping experience					.649		
Better sales promotion schemes					.554		
Systematic buying process					.454		
Good taste and healthy food						.838	
Speed of Serving						.788	
Hygienic food							.904
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization. ^a							
a. Rotation converged in 6 iterations.							

Table-14: Component Transformation Matrix

Component Transformation Matrix								
Component	1	2	3	4	5	6	7	
1	.715	.383	.287	.050	.427	.253	.106	
2	-.380	.671	.475	-.284	-.267	-.041	.160	
3	-.120	.085	.292	.923	-.063	-.189	-.023	
4	.036	-.609	.648	-.098	-.163	.242	.335	
5	-.321	-.090	.072	-.084	.741	-.429	.379	

6	-.300	-.073	.316	-.066	.379	.290	-.757
7	-.368	.102	-.285	.208	.155	.756	.366
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							

Conclusion: Factors that determine the consumers’ preference for the traditional Indian food market.

In the present study Factor Analysis exhibits the factor loading for the statements (Variables). Looking at Rotated Component Matrix (**Table-13**), we find out that **Factor/Component 1** contains the **4** items-

1. Better physical environment
2. Better complain management
3. Staff is responsive
4. Staff is polite

While the **Factor/Component 2** contains the 04 items-

1. Attractive Packaging
2. Customer Service
3. Accuracy of serving Order
4. Good Ambiance/Interiors

While the **Factor/Component 3** contains the 03 items-

1. Convenient location
2. Variety of products in Menu
3. Reasonable prices

While the **Factor/Component 4** contains the 03 items-

1. Additional Services are provided
2. Time spent in cooking saved
3. eating food in traditional Indian food outlet is a status symbol

While the **Factor/Component 5** contains the 04 items-

1. Staff is Reliable
2. Better shopping experience
3. Better sales promotion schemes
4. Systematic buying process

While the **Factor/Component 6** contains the 02 items-

1. Good taste and healthy food
2. Speed of Serving

While the **Factor/Component 7** contains the 01 item-

1. Hygienic food

Hence, we can say that our **Sub Alternate Hypothesis: 1.2 (H1), is accepted and Sub Null Hypothesis: 1.2 (H0) is rejected and finally our Sub Research Objective-1.2** is fulfilled. And it can be said that our main research objective-1 is fulfilled.

V. Discussion, Conclusion & Managerial Implications

This study has identified the factors that determine Consumers’ Preference for International food service retail outlets as well as Consumers’ Preference for Indian food service retail outlets.

This study has shown the important attributes of quality of international food service retail outlets and Indian food service retail outlets.

One of the major findings to emerge from this research study is that consumers’ perception about the choice of fast food outlets and consumers’ preference and consumption patterns in KAVAL region of U.P., India depends on better physical environment; better complain management, responsiveness of the Staff and politeness of the Staff in international and Indian food service retail outlets. Consumers are aware and they emphasise on the hygiene and nutritional values aspects of food service retail outlets.

The evidence from this research study suggests on the basis of results that mostly the young Indian consumer has zeal for visiting fast food outlets for experience, fun and change. They consider eating food at international food outlet as a status symbol.

Consumers prefer eating at International food service retail outlets for its good ambiance/interiors, systematic buying process, better sales promotion schemes and the staff is responsive, reliable and polite. Consumers feel that they had better experience at international food outlets and they get better physical environment along with hygienic, tasty and healthy food.

Accuracy of serving order, attractive packaging, Speed of Serving, additional Services are also the motivation for the consumers to prefer international food service retail outlets and the same is known for better customer service and better complain management.

Based on the results of the factor analysis following dimensions were identified -

- Service delivery dimension of the food service outlets.
- Product dimension of the food service outlets.
- Promotion dimension of the food service outlets.
- People dimension of the food service outlets.
- Physical evidence dimension of the food service outlets.

The eye opening conclusions that can be drawn from the present research study is that in case of Indian food service outlets, following attributes of quality are not up to the mark.

- Reliability of the staff
- Better experience
- Better sales promotion schemes
- Systematic buying process
- Good taste and healthy food
- Speed of Serving
- Hygienic food

It was interesting to compare experiences and preferences of consumers on the basis of international food service outlets and Indian food service outlets. It is recommended that further research be undertaken in the areas of service delivery process and hygiene in the international food service outlets and Indian food service outlets. It is suggested that the association of these factors with consumer satisfaction and consumer loyalty must be investigated in future studies.

There is, therefore, a definite need for improvement on the abovementioned factors for the Indian food service outlets. Greater efforts are needed to ensure the hygiene and cleanliness inside the outlets. The findings of this study have a number of practical implications for both international food service outlets and Indian food service outlets in order to improve the food service quality and satisfy the consumers.

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DECLARATION;

I/We hereby declare that the research paper submitted by us is based on actual and original work carried out by us. Any reference to work done by any other person or institution or any material obtained from other sources have been duly cited and referenced. We further certify that the research paper has not been published or submitted for publication anywhere else nor it will be sent for publication in the future.

CONFLICT OF INTEREST

We have no conflict of interest with one another working in this area regarding the manuscript.

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