ʟ"THE EFFECTS OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOUR AND NEGATIVE WORD OF MOUTH"

Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfillment of the Requirement for the Degree of

MASTER OF COMMERCE

Submitted by

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DECLARATION

I hereby declare that the project work titled **"THE EFFECTS OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOUR AND NEGATIVE WORD OF MOUTH"** is a bonafide record of the project work done by me under the supervision of Dr. Anton Joseph, Assistant Professor, Department of Commerce, Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

Place : Thrikkakara   UMESH NS

Date:

BHARATA MATA COLLEGE, THRIKKAKARA
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CERTIFICATE

This is to certify that the dissertation titled **"THE EFFECTS OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOUR AND NEGATIVE WORD OF MOUTH"** submitted by UMESH NS in partial fulfillment of Master of Commerce to Mahatma Gandhi University, Kottayam is a bonafide record of the work carried out under my guidance and supervision at Bharata Mata College, Thrikkakara, Cochin.

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CONTENTS

LIST OF TABLES

LIST OF FIGURES

THE EFFECTS OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOUR AND NEGATIVE WORD OF MOUTH.

ABSTRACT

Fast food is one of the culinary categories that are expanding the most in India. The poll indicates that the Indian fast food business is booming, with an annual growth rate of 40%. Due to the availability of raw materials and the size of the population, India has emerged as one of the largest growth hubs for international fast food businesses. Fast food chains are in fierce competition with one another; therefore, keeping clients has become more important. The retention of consumers, which is hampered by customers switching behaviour and the propagation of negative word of mouth marketing as a result of customer dissatisfaction, is a big issue for businesses.

The results of this study show the various attributes of fast food restaurants that influence consumer dissatisfaction and the effects it has on switching behaviour and negative word of mouth. Using a sample of 100 respondents and a standardised questionnaire, the study's data were gathered.

CHAPTER 1

INTRODUCTION

INTRODUCTION

One of the fastest-growing industries in the world is the fast food restaurant industry, and from 2020 to 2027, the global fast food market is projected to expand at a compound annual growth rate (CAGR) of 5.1% .Restaurant chains, both domestic and international, are working to meet consumer demand for a range of goods and services.

Due to consumer trends that have changed and increased the popularity of eating out, people choose to use fast food restaurants for their convenience and to save time. As a result, the fast-food restaurant industry is expanding quickly. Customer happiness is a crucial business concern for restaurants, just like it is in other sectors. Customer happiness has evolved into a crucial component of corporate strategy in the cutthroat hotel industry. Restaurants want their customers to have the best possible experience in order to enhance their likelihood of returning.

Entrepreneurs have realized that positive client feedback is critical for building a long-term, sustainable company. Restaurant owners and managers can design and offer the proper items to customers if they have a deep awareness of the variables that affect customer happiness. Because of this, whether a firm is offering a service or a product, client happiness is crucial.

Customer switching behaviour happens when clients migrate from their initial service provider to another, costing the first supplier potential earnings as well as the expense of bringing on new clients (Keaveney, 1995). As a result, service providers are constantly worried about keeping customers. This is particularly true for service sectors based on customer subscriptions and memberships, as these businesses frequently rely on economies of scale and demand a sizable customer base to share the fixed costs (Keaveney & Parthasarathy, 2001). The cost-sharing model of a service provider is threatened by customer switching. Recurring clients can produce a variety of advantages, including relatively large marginal contributions, cheap sales expenses, and successful word-of-mouth marketing, according to Keaveney and Parthasarathy (2001).

These responses may have a substantial effect on a company. According to national research (Technical Assistance Research Programmes, 1979), between 30 and over 90% of unsatisfied respondents did not plan to repurchase the brand in question, depending on the severity of

their unhappiness. Diener and Greyser's (1978) data showed that 34% of those who weren't happy with a personal care product told other people about their unhappiness. If enough customers express unhappiness, such comments may have long-term consequences for the company, including a diminished reputation and decreased sales.

Due to the belief that few customers were dissatisfied with their products, many businesses did not worry about these negative repercussions. Managers tended to use complaint rates as measures of employee dissatisfaction and made the assumption that if complaint rates were low, overall dissatisfaction would be low as well, negating the above-mentioned detrimental impacts. This presumption has been refuted by several investigations (Best and Andreasen, 1977; Day and Landon, 1976).

Despite the fact that estimates of the frequency of complaints as a result of unhappiness vary, it is generally acknowledged that the frequency of complaints is lower than the frequency of either of the other responses. Additionally, most complaints are filed at the retail level, and when small-ticket items are implicated, manufacturers are rarely informed of the issue. Because of this, the frequency of recorded complaints, particularly at the manufacturer level, may substantially underestimate customer unhappiness and the firm's susceptibility to poor word-of-mouth; brand switching will be greater than the number of registered complaints would have managers assume.

The purpose of the project is to investigate how fast food restaurant attributes affect customer dissatisfaction which in turn influences switching behavior and negative word of mouth. To know the factors which affect customer dissatisfaction a survey is conducted. The study limited in the existing literature and this study tries to examine the impact of customer dissatisfaction in switching behavior and negative word of mouth. The variables used to measure the factors effecting customer dissatisfaction are food quality, service quality and physical environment quality.

STATEMENT OF THE PROBLEM

The factors behind the switching behaviour of consumers depend on the nature of the business, but generally, poor service quality is a major culprit. Customers might abandon a business because the low-quality service isn't meeting their needs, forcing them to opt for one of their competitors. Or they might abandon a business because they believe the poor service isn't

worth what they're charging. Negative Word of Mouth occurs when large numbers of customers experience the same problem with a product or company. Such Negative word-of-mouth will normally not be offset by positive word-of-mouth.

This study is an attempt to analyse the various reasons for such behaviour and to establish relationship between factors that influence such behaviour from customers.

SIGNIFICANCE AND NEED OF THE STUDY

The impact of Negative Word of Mouth on recipients has been noted many times. The importance of negative word-of-mouth in the marketplace can be gauged by the amount or incidence of Negative word-of-mouth and by its impact on recipients.

Switching is a serious threat for businesses that offer continuously delivered services. Therefore, this study attempts to find the reasons for switching behaviour and negative word of mouth and the factors that affect them.

SCOPE OF THE PROBLEM

The study covers the effects of fast food restaurant attributes on customer's switching behaviour and negative word mouth in the district of ernakulam. The sample is based on responses from 100 respondents.

OBJECTIVE OF THE STUDY

The study on the effects of fast food restaurant attributes on customer's switching behavior and negative word mouth is undertaken with the following specific objectives:

- To study the effects of fast food restaurants attributes.
- To study the factors affecting customer dissatisfaction in fast food restaurants.
- To study the impact of customer dissatisfaction on switching behavior and negative word of mouth.

HYPOTHESIS OF THE STUDY

Following are the null hypothesis for the study:

HO1: Food quality has no significant impact on customer dissatisfaction.

HO2: Service quality has no significant impact on customer dissatisfaction.

HO3: Physical environment quality has no significant impact on customer dissatisfaction.

HO4: There is no significant relationship between customer dissatisfaction and switching behaviour.

HO5: There is no significant relationship between customer dissatisfaction and negative word of mouth.

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┌──────────────────────┐                              ┌──────────────────────┐
│ FOOD QUALITY (HO1)   │                              │     SWITCHING        │
│                      │                              │  BEHAVIOUR (HO4)     │
└──────────────────────┘                              └──────────────────────┘

┌──────────────────────┐     ┌──────────────────────┐
│ SERVICE QUALITY      │     │     CUSTOMER         │
│ (HO2)                │ ──▶ │  DISSATISFACTION     │
└──────────────────────┘     └──────────────────────┘

┌──────────────────────┐                              ┌──────────────────────┐
│     PHYSICAL         │                              │ NEGATIVE WORD OF     │
│   ENVIRONMENT        │                              │  MOUTH (HO5)         │
│ QUALITY (HO3)        │                              └──────────────────────┘
└──────────────────────┘
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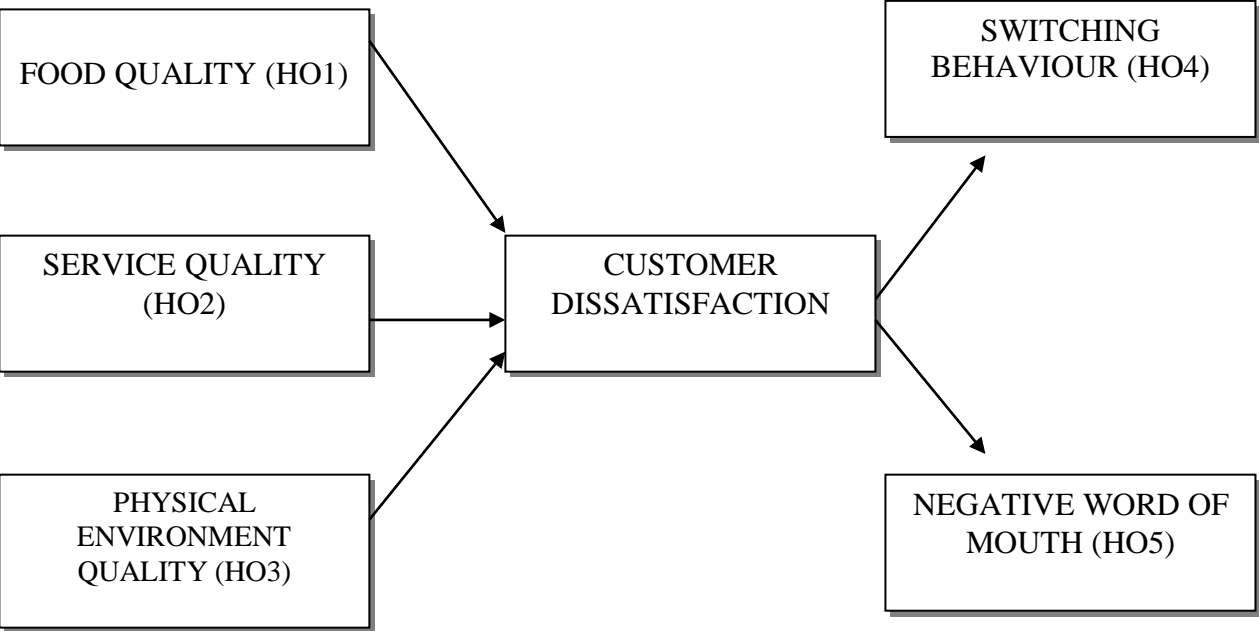
Figure 1.1 Hypothesized Model

RESEARCH METHODOLOGY OF THE STUDY

The study of research methodology is a field of study in itself. This study aims to investigate how fast food restaurant features affect consumer switching behaviour and unfavourable word-of-mouth. Three independent factors and one dependent variable are evaluated in this study. Customer dissatisfaction is the dependent variable, and food quality, service quality, and physical environment quality are independent factors. One independent variable, customer dissatisfaction, is used to study how switching behaviour and negative word of mouth are impacted by consumer dissatisfaction. Switching behaviour and negative word of mouth are the dependent variables.

Sample

A sample is a finite subset of population, selected from it with the objective of investigating its properties. A sample of respondents, who visit fast food restaurants in ernakulam district, is taken for the study.

Sample Design

Sampling design is a design that specifies the sample size, sample frame ,sample selection and estimation method.. For this study, the 100 samples were selected by using convenience sampling method from the total population.

Method of Data Collection

Data was collected from the respondents irrespective of the gender and age using structured questionnaire prepared digitally in Google forms. Google Forms Questionnaire was sent to the respondents and the responses were taken from the Google response sheet.

Source of Data

Data are characteristics or information that are collected through observation. In an exceedingly very more technical sense, data could even be a bunch of values displaying qualitative or quantitative variables about one or more persons or objects, whilea datum could even be one value of one variable. Data is uninterrupted quite information and it's complete through valid interpretation. There are various methods for interpreting data. Sources of information are mainly classified into two:

Primary data

Primary data are the first-hand information collected for a purpose through surveys, questionnaires and direct interviews. In this study, the primary data was collected using Google form questionnaire. Out of the responded questionnaire 100 were selected after sorting the incomplete and incorrect questionnaire forms for conducting the research. Responses on various measures used in the study were obtained on 5-point scale that is based on agreements such as strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1).

Secondary data

Secondary data are the information that is already collected and readily available from other sources. Such data are more quickly obtainable than primary data. Secondary data for the study was collected from various books, various articles published in online journals, Magazines, and websites.

1.7.5 Tools for Analysis

The primary data collected were statistically coded, classified, tabulated, processed and analyzed by using statistical and mathematical tools and techniques like percentages, mean, mode and standard deviation. In this study table and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS).

LIMITATIONS OF THE STUDY

Some of the limitations of the study:

- Time and resources factors are the most limiting one for the study

- The sample size was limited to 100 respondents only.

- The findings of the study are based on the response of the respondents, which might have their own limitations.

- It is assumed that the information given by the respondents is true as per their knowledge.

CHAPTERISATION

For the convenience of the study and the analysis the work is divided into four different chapters.

1st chapter – Introduction

This gives an introduction to the study. It gives details including the statement of problem, relevance, scope, objectives, hypothesis, research methodology, limitations, method of analyzing of data of the study and scheme of chapter presentation.

2nd chapter – Review of literature and Theoretical Framework

It includes various previous studies related to the topic and also includes the concept, definition, meaning of customer dissatisfaction, switching behavior and negative word of mouth which has been obtained from various published sources and act as secondary data for the study.

3rd chapter – Data Analysis and Interpretation

This explains the examination and analysis of the data to obtain objectives of the study. Analysis of the study is carried out with the help of software called Statistical Package for Social Science (SPSS).

4th chapter – Findings, suggestion and conclusion

It is the final chapter which gives findings, suggestions and conclusion derived from the study.

CHAPTER II

REVIEW OF LITERATURE

AND

THEORETICAL FRAMWEORK

THEORETICAL FRAMEWORK & REVIEW OF LITERATURE

THEROTICAL FRAMEWORK

Theories are developed to anticipate, comprehend, and explain phenomena. They are also frequently used to test and advance current knowledge while staying within the bounds of critical bonding assumptions. A theoretical framework is a group of related ideas, similar to a theory but sometimes not as thoroughly developed. Your research is guided by a theoretical framework, which decides what you will measure and what statistical associations you will seek for. Theoretical frameworks are important in deductive, theory-testing studies. The theoretical framework for these investigations needs to be quite detailed and well thought out. The theoretical framework is made up of concepts, their definitions, references to pertinent academic literature, and any current theories that are utilised in the study.

NEGATIVE WORD OF MOUTH

Negative word-of-mouth has been the subject of so few studies that the construct has never been defined in the literature. By combining and somewhat altering the concepts of negative information (Weinberger, Allen, and Dillon 1981b, p. 398) and word-of-mouth advertising (Arndt 1967a, p. 190),

DEFINITION

One definition of unfavourable word-of-mouth is:

Conversation between consumers that disparages the subject of the conversation while promoting a marketing company or product.

This definition has two significant features. First off, it makes no mention of the communication's direction. Recent communications research has focused on the two-way character of the majority of interpersonal communications, in contrast to classic communications theory, which emphasised a linear communication model from source to receiver. This definition maintains this fluid connection between communicators.

Second, there is no claim made in this definition regarding the accuracy of word-of-mouth transmission. Perhaps due to the difficulties of making such measurements, researchers have not looked into the ratio of true to false NWOM. The majority of NWOM about products and businesses is likely truthful because a large portion of it is based on communicators' personal

experiences, even though it may contain some exaggeration and the typical distortions in message conveyance. The truthfulness of NWOM is generally unimportant from a manager's perspective because it can potentially change someone's mindset as long as they believe it to be real.

TYPES OF NEGATIVE WORD OF MOUTH

There are two types of NWOM:

- Random
- Systematic

Random NWOM

As the name suggests, the occurrence or content of random NWOM does not follow any particular pattern. The majority of NWOM falls under this category and typically results from the sources own unfavourable interactions with the firm or item in question. This form of communication is actually random, so it usually balances out with good word-of-mouth from other sources. Random NWOM typically reflects sporadic failures in quality assurance or customer service.

Systematic NWOM

When many clients of a business or product encounter the same issue, this is known as systematic NWOM. Positive word-of-mouth will typically not balance negative word-of-mouth. Systematic NWOM suggests that a marketing organisation could be facing major issues. It could be a result of poor product design, severe deficiencies in quality control, or marketing-related issues, including deceptive advertising. The issue producing systematic NWOM may be reported by the media and come to the attention of various government monitoring organisations if its scope is sufficiently large. In such circumstances, existing clients may switch to rival businesses, and potential new clients may avoid the company altogether. It is obvious that systematic NWOM can negatively affect a marketing organisation.

SWITCHING BEHAVIOUR

MEANING

The act of a customer switching suppliers is referred to as switching behaviour. In the context of this study, it refers to a change in food retailers within the same sector. According to prior studies, switching behaviour is quite common among food customers in markets with a wide variety of food shops. When the proportional benefits of a new or existing retailer or offering outweigh those of their current food retailer, consumers have this attitude. Gourville (2003) explained why customers change by pointing out that individuals are sensitive to the relative benefits and drawbacks of any change and will change when the new product offers noticeably greater satisfaction than what the consumer is presently experiencing.

FACTORS AFFECTING SWITCHING BEHAVIOUR

DISSATISFACTION

Dissatisfaction is a major motivator for consumer switching behaviour. A customer might believe a product or service falls short of his expectations. After a single purchase, this scenario can occasionally occur. Sometimes consumers test a service for weeks or months before growing disenchanted prompts them to switch. Customers may decide to switch to a different cable or satellite provider if they are unhappy with the programming or customer service offered by their current television service provider, for example. To entice unhappy customers away, many businesses offer new customer promotions.

REALTIONSHIP MARKETING

Customer relationship management, or CRM, is a typical proactive method to identify consumer switching. In order to manage consumer interactions, this marketing strategy makes use of focused marketing campaigns and computer programmes. The use of loyalty programmes is a popular strategy to prevent switching. The objective is to provide incentives and rewards to clients who make frequent, significant purchases. When faced with a service cancellation and the potential loss of a customer, many providers, including television service providers, give customers discounts or incentives.

CHURN RATE

Churn rate is the proportion of customers who leave your overall customer base. It's always best to have a lower churn rate to save on expenses and boost revenue potential. To minimise

the bother and costs of changes, many consumers choose to maintain a constant connection with one provider over time. The churn rate is typically lower if you operate in a sector of the economy where switching costs are comparatively high. Customers are more likely to transfer frequently if it is simple for them to do so. Key marketing activities include figuring out why clients switch and putting programmes in place to prevent switching.

BOREDOM

Sometimes clients simply switch because they're bored or want something fresh. For instance, a consumer may grow weary of the same gym routine and search for a supplier who offers a variety of exercise equipment and classes. Customers frequently look for new suppliers in some industries since they naturally like diversity. For example, many fast food customers alternate between various places for a variety of meal selections. Additionally, customers may become weary of a particular soda brand and move to a rival supplier.

CUSTOMER DISSATISFACTION

MEANING

The polar opposite of customer satisfaction is customer dissatisfaction. It occurs when a customer's expectations are not only when they are not met but also when a corporation does nothing to address the issue.
Customers become dissatisfied when a product or service doesn't live up to their expectations or has several flaws. Every time a customer engages with a brand, he or she has one or more expectations for the interaction. These expectations may include satisfying needs or resolving issues.

CAUSES OF CUSTOMER DISSATISFCATION

PRICING

Customers may not be complimentary of your goods if they believe them to be costly, particularly when compared to the quality they receive. Consumer choice is greatly influenced by price and quality, and when consumers spend more for a product, they expect

more quality and value. You should carry out a pricing survey to gather feedback from your target market prior to deciding on the price of your product.

PRODUCT SPECIFICATIONS

Organisations typically provide customers with product descriptions and specifications so they know what to expect when they make a purchase. Customers may not be satisfied if the goods do not match the description and specification since they will feel that their confidence has been betrayed.

POOR USABILTY

Customer dissatisfaction can also result from poorly designed items because people will not give them positive reviews. For instance, a consumer may become upset and leave your website if he has trouble navigating it and finding the information he wants.

POOR CUSTOMER SERVICE

When a customer contacts a brand for assistance with a problem but does not receive the reaction they are hoping for, they will become unsatisfied with your business. Customer service workers who are impolite, unkind, and lacking in empathy will reflect poorly on the company.

EFFECTS OF CUSTOMER DISSATISFACTION ON BUSINESS

Customers won't buy from brands they don't trust; therefore, consumer unhappiness has a significant impact on the company. Customer dissatisfaction can have a long-term negative influence on a brand in addition to having an adverse effect on sales and revenue.

BAD REVIEWS

Numerous negative evaluations left by dissatisfied customers have an impact on how consumers evaluate the brand as a whole. An unfavourable experience is more likely to prompt a review from a customer than a positive one.

Customers spread the news about a brand in exactly the same way they do when they are unsatisfied with the service they received, becoming willing ambassadors for it.

POOR LEAD GENERATION AND CONVERSION

A potential consumer may decide against using the product or service if they have a bad encounter with it at one of the brand's touch points. This implies that you would have missed the opportunity to turn another lead into a paying customer.

Additionally, unhappy customers are less likely to recommend your goods or services to others. As a result, you would pass up one of the simplest ways to increase your consumer base and brand recognition.

LOSS OF CUSTOMERS

Dissatisfied clients are less likely to become repeat customers, and their complaints spread like wildfire. Additionally, because a negative brand experience was shared online, additional customers who have not had a terrible experience with the brand may decide not to purchase the good or service.

POOR SALES

As more unhappy customers stop purchasing from and deter others from purchasing the product,. Revenue and earnings may be impacted by a track record of bad sales. Consumer unhappiness is just a bad return on investment since every time a consumer buys a product; they make an investment in the company.

REVIEW OF LITERATURE

Review of the literature or empirical literature is the subject of this chapter. A literature review covers information that has been published in a specific field of study and occasionally information that has been published within a specific time frame. A literature review can be a straightforward statement of the source, but it is more frequently organized in a way that combines summary and synthesis. It aids in the problem's clarification and definition, the formulation of objectives and hypotheses, the choice of an appropriate research design and methodology, and the interpretation of the findings in the context of earlier research.

Ahmad sheriff , M.Omar et al 2015: Due to the fierce competition in the restaurant industry, the long-term viability of businesses depends on achieving customers happiness. When customers are satisfied, they become a free and valuable resource for communication for the business but when they are left dissatisfied the negative word of mouth information has a significant bearing on business success. Service and product quality are two important variables that affect consumer satisfaction levels in the food and beverage industries.

Sánchez-Garca & Currás-Pérez, 2011: Numerous studies have examined consumer switching behaviour in a particular service industry and looked at the impact of various variables on switching intentions in light of the traits of the targeted industry. For instance, consumer remorse and resentment about poor service in the hotel sector may affect their decision to switch. (Hou et al., 2011).

Swan and Longman (1973): According to and Swan and Longman, negative word of mouth behaviour is positively correlated with the severity of the discontent or the issues the dissatisfaction led to.

Azim et al, 2014: The management of restaurants should spend a lot of money on interior designs, decorations, floor cleanliness, and other accessories to improve the physical atmosphere because they are the most crucial for satisfaction of customers. They restaurants that do not pay enough attention would be losing a major customer base.

Choi et al. 2013: A well-maintained physical environment in a restaurant should offer distinctive client experiences and encourage frequent patronage. According to Choi et al. (2013), the physical environment's components include aesthetics, the surrounding area, utility, and comfort and are significantly affecting customer dissatisfaction.

A Harun and G.Prybutok 2018: The results of this study imply that while quality is significant, other antecedents are more variable in their contributions to customer intentions to vist fast food restaurants. Such a finding is actually encouraging if it indicates that the sector generally expects a high degree of quality.

Hon G Qin and Victor R 2017: The five dimensions—tangibles, staff behaviours, reliability, responsiveness, and empathy—positively influence the sense of service quality, according to a number of noteworthy studies that were presented. The findings further back up the claim that customer satisfaction and service quality are two crucial factors that influence customers switching intention.

Thi My Han et al, 2022: In this study the results showed that while service quality, price, and the physical environment have favourable effects on consumer satisfaction, food quality has little bearing on it.

Edelman, 2010: Consumers no longer merely rely on advertisements to learn about brands and decide whether to make a purchase. Due to the ease of access to these messages, user-generated material, e-WOM, and online conversations between businesses and customers can all have an impact on consumer behaviour.

Khaldoun et al, 2021: A study done by Khaldoun and others (2021) showed that more crucially, only COVID-19 safety and food quality are significant predictors of customer satisfaction and switching behaviour intentions when service quality, perceived value, and COVID-19 safety are all simultaneously included.

Goetzinger 2007: They distinguish between negative word of mouth that takes place in a private context where customers share unhappy experiences with others (such as conventional NWOM) and a public setting where customers share NWOM with larger audiences (such as e-NWOM). Particularly, research has shown that customer complaints made online have a negative impact on business performance.

Shukla, 2001: According to Shukla (2001), the underlying difficulty in assessing dissatisfaction is that it simply cannot be measured by taking into account performance and anticipation. The entire measurement method is really complicated. It does seem legitimate, in some situations, to create models based solely on customer experience with product quality.

REVIEW OF VARIABLES

FOOD QUALITY

The restaurant business is heavily reliant on the quality of the food. To meet consumer needs, food quality is crucial. To satisfy the demands and expectations of the consumer, food quality is a crucial requirement (Peri C, 2006)]. The excellence of the food is considered as an essential element of the total dining experience. The most crucial element in choosing a restaurant is its food, and customer happiness is strongly correlated with it(Ozdemir B, calikan O ,2015).

Food has a sensory quality called taste. Taste is evaluated after eating. However, consumers may predict flavour before intake by looking at factors like price, quality, product labelling, and brand name. For restaurants to achieve customer pleasure, food quality is crucial. Customer satisfaction at restaurants is increased by meal presentation (Carins JE,2020) Customers' expectations and restaurant preferences are significantly influenced by their concerns about eating healthy meals (Choi J, Zhao J,2010). The aroma, juiciness, crispness, and fresh posture of the food are used to determine how fresh it is. Having good food increases client satisfaction.

HO1: Food quality has no significant impact on customer dissatisfaction

Table No. 2.2.1.1 Measure of Food Quality

Sl.No	Measures/Items	Reference
1	Do you prefer a wide variety of dishes	Theodorus Dharma Wibisono, Nico Lukito,2020
2	Do you mind the price of the food	
3	Is food decoration important	
4	How well does taste influence your satisfaction	

5	Food safety perception influences customer experience in a restaurant.	

Source : From existing Review of Literature

SERVICE QUALITY

Service quality and customer dissatisfaction are the two core concepts at the crux of marketing theory and practice. There seems to be a direct relationship between customer dissatisfaction and the quality of service rendered. The study's findings further verify the same (spreng and mackoy, 1996).

According to.(Weng Kun Liu et al 2016), client loyalty and satisfaction are positively impacted by service quality. Customer happiness, in turn, has a favourable impact on customer loyalty.

The key to sustainable completive advantage is to deliver high quality service that in turn will result in satisfied customers. Those considered as quality service providers have gained a significant advantage against their competitors. (shemwell et al , 1998).

HO2: Service quality has no significant impact on customer dissatisfaction

Table No. 2.2.1.2 Measure of Service Quality

Sl No.	Measures/Items	Reference
1	The staff need to be very responsive	Theodorus Dharma Wibisono, Nico Lukito,2020
2	The restaurant staff should be adequately competent	
3	The waiting time should be minimal	
4	There should be sufficient number of staff in a fast food restaurant	Tarzeen,2012

5	My complaints should be dealt with as fast as possible	

Source : From existing review literature

PHYSICAL ENVIRONMENT QUALITY

Physical environment quality includes all aspects of the physical setting in which a business operates, including design, ambiance, comfort, and the advantages that customers enjoy when receiving goods or services. Decor, ambiance, and patron comfort in restaurants are aspects that affect the physical environment's quality.

The impact of the store environment on the emotional states of pleasure and arousal was researched by Baker, Grewal, and Levy in 1992. Wakefield and Baker (1998) also asserted that a mall's overall architecture and interior design are the primary factors in fostering customer excitement.

Additionally, Jang and Namkung (2009) investigated the restaurant business using this paradigm and discovered that the ambiance and services offered serve as stimulants to heighten favourable consumption sentiments and influence future behavioural intentions in the patrons. The majority of studies' findings support the notion that atmosphere, pleasant and calming music, a comfortable temperature, and enticing aromas are the main explanatory factors in predicting pleasing and arousing emotional states that lead to customer satisfaction and favourable behavioural indentations.

HO3: Physical environment quality has no significant impact on customer dissatisfaction

Table No. 2.2.1.3 Measures of Physical Environment Quality

Sl No.	Measures/Items	Reference
1	The fast food restaurant should be clean and well maintained	Theodorus Dharma Wibisono, Nico Lukito,2020
2	There should be a sense of security	
3	Restaurant should provide facilities for disabled guests	Shahab alam malik et al, 2013
4	The restaurant must be easily accessible	
5	Sufficient parking space should be available	

Source : From existing review literature

CUSTOMER DISSATISFACTION

In a time of developed markets and severe competition, many FMs are concentrating their efforts on keeping a committed consumer base. Loyal clients are frequently more affordable to serve, increase in spending as their relationship with the company grows, and serve as a reliable source of new business.

Client unhappiness shrinks the client base, makes the company rely more heavily on a more erratic customer mix, and damages the FM's reputation. This is especially true in service-related sectors, where a significant issue is customer discontent (Best & Andreasen, 1976; Fornell, 1992; Singh, 1990).

Simply focusing on complaints is insufficient. The customer response to unsatisfactory encounters is oversimplified by the difference between complainers and non complainers. Hirschman (1970) claimed that when people are dissatisfied, they will either voice their displeasure or leave the room, both of which bring unique business chances and risks.

Table No. 2.2.1.6 Measures of Customer Dissatisfaction

Sl No.	Measures/Items	Reference
1	Delay in attending consumers	Osaiga Felix Isibor et al, 2014
2	Impoliteness of staff	
3	No water in rest room	
4	Spoilt/soured food	
5	Unavailability of food	

SWITCHING BEHAVIOUR

Costs associated with switching, subjective norms, and interpersonal relationships all work against switching's purpose. Between the determining elements and the switching intention, satisfaction serves as a mediating factor (Antón et al., 2007b; Han et al., 2011; Han & Hyun, 2013). The relationship between switching intention and antecedents, such as attitude towards switching, unfairness, and satisfaction, is also moderated by switching costs.

Studies conducted during this time (1996–2013) laid the theoretical groundwork for the discussion of customer switching intentions. The reasons influencing consumers to stick with or change service providers were discussed using various variables. These studies also offer managers in the service industry practical advice on how to keep loyal clients and how to improve services to stop customers from switching.

HO4: There is no significant relationship between customer dissatisfaction and switching behavior

Table No. 2.2.1.6 Measures of switching behavior

Sl No.	Measures/Items	Reference
1	Social media influencers affect my behavior to switch	Mohammed A. Raheem et al
2	I switch due to the popularity of restaurants	
3	Family and friends prompt me to switch fast food restaurants	
4	Appealing advertisement force me to switch restaurants	
5	I change restaurants as a result my personal experiences with the restaurant	

NEGATIVE WORD OF MOUTH

The second response to dissatisfaction, negative word of mouth behaviour, has received the least attention of the three and is frequently grouped under the opinion leadership heading. But a few limitations become clear when applying opinion leadership findings to dissatisfaction reactions.

Although it is mentioned by both Arndt (1968) and Dichter (1966), the majority of authors have only taken into account positive word-of-mouth and not negative, and it is typically discussed in terms of spreading information about new products rather than consumer communications about already-existing products. Last but not least, people who engage in unfavourable WOM activities might not genuinely be opinion leaders.

HO5: There is no significant relationship between customer dissatisfaction and negative word of mouth

Table No. 2.2.1.6 Measures of negative word of mouth

Sl No.	Measures/Items	Reference
1	I speak of the restaurants bad side	Issabelle Goyette, Line ricard, 2010
2	I discuss price of foods with others	
3	I discuss quality of service offered	
4	I have spoken unflatteringly of fast food restaurants to others	
5	I strongly recommend people to avoid bad restaurants	

Source : From existing review literature

MODEL FOR VALIDATION

Based on the above identified variables and review, the following model was developed for validation.

Figure 2.1 Model for validation

FOOD QUALITY (HO1)

SERVICE QUALITY (HO2)

PHYSICAL ENVIRONMENT QUALITY (HO3)

CUSTOMER DISSATISFACTION

SWITCHING BEHAVIOUR (HO4)

NEGATIVE WORD OF MOUTH (HO5)
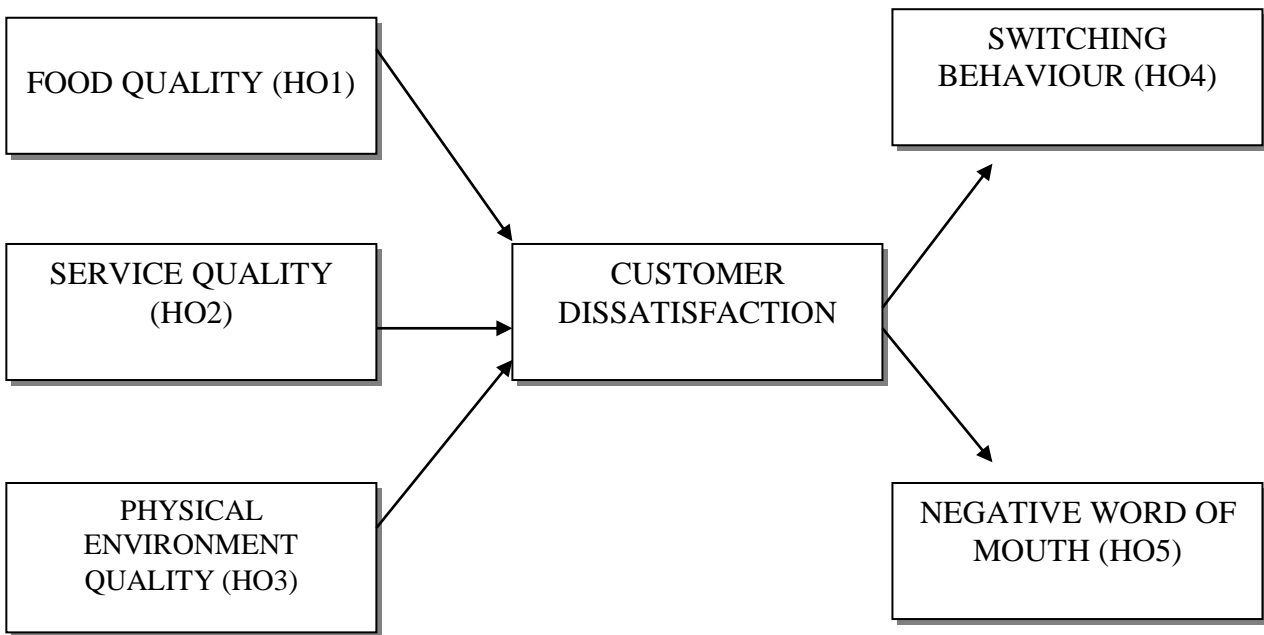
Figure 1.1 Hypothesized Model

SUMMARY

This chapter covers the literature review and theoretical underpinnings. The theoretical underpinning, the literature review, and the model creation were the chapter's main sections. Utilising secondary data, hypotheses applicable to the study's problem were located in the theoretical framework. After then, a wide range of earlier studies were looked at, and the study's measurements were established. After reviewing the study's constructs, the model was then developed. This provides a complete idea and structure for completing the project's objectives. The development of a questionnaire that is in line with the objectives has benefited from a review of the literature. The variables or constructs mentioned above were measured using the items found in the previous review. All previously published research that was accessible was assessed in order to construct a meaningfully complete hypothesised model and close the gap in the literature.

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATAION

This chapter deals with the analysis of the data collected. On the data, three stages of analysis are carried out. In the second section, the descriptive analysis and measure-of-measure reliability test are finished. In the third section, the model was validated and the initial hypothesis examined.

Section I

DEMPGRAPHIC PROFILE OF THE RESPONDENTS

Table 3.2.1 Gender

Gender	Frequency	Percentage
Male	54	54.00
Female	46	46.00
Total	100	100.0

Table 3.2.1 presents the composition of gender in the study. It can be concluded that out of 100 respondents 54 percent are male and 46 percent are female. Therefore male proportion is more.

Table 3.2.1 Age

Age	Frequency	Percent
Below 21	20	20.00

21-50	65	65.00
Above 50	15	15.00
Total	100	100.00

Table 3.2.2 presents the composition of age of respondents. It is evident that majority of the participants are from the age group 21-50 years old.

Table 3.2.1 Frequency of visit

Frequency of visit	Frequency	Percentage
Very frequently	30	37.5
Frequently	25	31.3
Occasionally	17	21.3
Rarely	8	10.0
Total	80	100.0

Source : Primary Data

Table 4.2.1 presents the frequency of visit of the respondents.

Section II

RELIABILITY ANALYSIS

Table 3.2.1 shows the results of a reliability test using Cronbach's Alpha, which assesses the internal consistency of study constructs. The seven factors have an Alpha value greater than 0.70, which is the cut-off value. As a result, it may be said that the Scale is reliable and internally consistent.

Table 3.2.1

Cronbach's Co-efficent Alpha – FQ, SQ, PE, CD, SB, NW

Factors	Number of items	Cronbach's Alpha
Food Quality	5	.789
Service Quality	5	.883
Physical Environment Quality	5	.836
Customer Dissatisfaction	5	.875
Switching Behavior	5	.824
Negative Word of Mouth	5	.894

Source : Author's calculation

DESCRIPTIVE ANALYSIS I

FOOD QUALITY

Organisations looking to build repeat business in the intensely focused restaurant sector should have satisfying clients as their primary objective. Given how important food is to the dining experience, there is no doubt that the quality of the cuisine has had, and will continue to have, a significant impact on customer satisfaction and repeat business. Giving out high-quality cuisine that is convincing to customers and can outperform competitors is a crucial challenge facing restaurant ventures nowadays. In the effort to surpass competitors, high-quality and crisp meals play a crucial role. Quality cuisine is therefore one of the finest ways to increase success in the restaurant industry.(R Kannan et al,2017)

Table 3.3.1 Measures of Food Quality

Measures	Item Acronym	Mean	Mode	SD
Do you prefer a wide variety of dishes	FQ1	4.11	4	.785
Do you mind the price of the food	FQ2	4.16	4	.770
Is food decoration important	FQ3	3.66	5	.983
How well does taste influence your satisfaction	FQ4	4..03	4	1.041
Food safety perception influences customer experience in a restaurant.	FQ5	3.73	4	.981

Source : Primary data

The mean, mode and SD for FQ1, FQ2, FQ3, FQ4 and FQ5 are given in the table 3.3.1. Mean for the FQ2 is the highest. Mode is the highest for FQ3 and standard deviation is highest for

FQ4.. From the above we can conclude that respondents place a great value on the price of the food in a fast food restaurant. The standard deviation for FQ4 indicates that customers vary in their opinion on the influence of taste of food.

SERVICE QUALITY

Customer expectations and service delivery are compared to determine service quality. Customer satisfaction through high-quality services increases the firms' ability to compete in the market. By recognising service issues and developing metrics for service performance, outcomes, and customer satisfaction, high service quality can be attained. The distinction between expected and perceived services can also be used to determine service quality.(NLP Suciptawati,2019)

Agyapong (2011) asserts that there is a correlation between customer satisfaction and service quality. Multiple regression analysis is used in this study to evaluate the connections between customer satisfaction indicators and service quality variables. The findings demonstrate that each component of service quality is a reliable indicator of customer satisfaction. As a result, determining and meeting consumer wants could enhance network services because what is provided can be used to differentiate a company's services from those of rivals.

Table 3.3.2 Measures of Service Quality

Measures	Item Acronym	Mean	Mode	SD
The staff need to be very responsive	SQ1	4.39	4	.698
The restaurant staff should be adequately competent	SQ2	4.25	4	.731
The waiting time should be minimal	SQ3	4.16	4	.806

Measure	Item Acronym	Mean	Mode	SD
There should be sufficient number of staff in a fast food restaurant	SQ4	4.13	4	.794
My complaints should be dealt with as fast as possible	SQ5	4.24	5	.767

Source : Primary data

From Table 3.3.2 it can be concluded that the staff responsiveness plays a considerable role in the service quality of a fast food restaurant as the mean of SQ1 is the highest among all.. The standard deviation of SQ3 is the highest which shows that respondents are of different opinions regarding waiting time of food arrival.

PHYSICAL ENVIRONMENT QUALITY

Physical environment is the term for the actual setting in which service items are delivered (Nguyen & Leblanc, 2002). In the context of restaurants in the hospitality business, Han and Ryu (2009) recognised general décor and artefacts, spatial arrangement, and ambient conditions as the three main characteristics of the physical environment.

Ruiz, Castro, and Diaz (2012) discovered that the environment plays a significant role in how consumers evaluate and are satisfied with the services offered by service providers.

Table 3.3.3 Measures of Physical Environment Quality

Measure	Item Acronym	Mean	Mode	SD
The fast food restaurant should be clean and well maintained	PE1	4.22	4	.793
There should be a sense of security	PE2	4.08	4	.777
Restaurant should provide facilities for disabled guests	PE3	3.97	4	.971

Measure	Item Acronym	Mean	Mode	SD
The restaurant must be easily accessible	PE4	4.27	4	.799
Sufficient parking space should be available	PE5	4.32	5	.811

Source : Primary data

As per table 3.2.1 the mean mode and standard deviation of the variable are shown. From the table we can conclude that most respondents agree that fast food restaurants should be clean and well maintained as is evident from the mean of PE1 which is the highest. The attitudes of the respondents vary in PE3 concerning the facilities for disabled guests.

CUSTOMER DISSATISFACTION

Tikanen et al. (2000) stated that clients may not become unsatisfied with the supplier as a result of one negative cross-sectional event but rather as a result of a string of unfavourable occurrences. Similar to this, customers may become unsatisfied with the entire buying experience if a company falls short of their expectations in one or more elements of the process. Webstar and Wind (1972) explored the idea of the buying centre within a buyer (i.e., customer) in their overall model of buying behaviour. A corporation establishes a buying centre, which consists of all organisational members participating in the buying process, to manage the buying process because it can be so complex and include several people, various goals, and potentially contradictory decision criteria.

Table 3.3.4 Measure of Customer Dissatisfaction

Measure	Item Acronym	Mean	Mode	SD
Delay in attending customers	CD1	4.33	4	.715
Impoliteness of staff	CD2	4.25	4	.687
No water in rest room	CD3	4.27	4	.684

Measure	Item Acronym	Mean	Mode	SD
Spoilt/soured food	CD4	4.13	4	.892
Unavailability of food	CD5	4.30	5	.771

Source : Primary data

This table shows the mean, mode and standard deviation of the different measures of customer dissatisfaction. The measure CD1 has the highest mean of 4.33 which shows that delay in attending customers is a major cause for customer dissatisfaction. Standard deviation is the lowest for the measure CD3 with a value of .684. Since all the mean values of measures are near the value 4.00 which clearly indicates that customer dissatisfaction is a major determinant for switching behavior and negative word of mouth.

SWITCHING BEHAVIOR

Badrinarayanan and Laverie (2011) claim that when people connect with a brand, they develop a psychological bond with it and, as a result, show favouritism and act in the brand's favour. Consumer-brand connection quality is positively correlated with consumer-brand identification. When a person identifies with a certain brand, they receive a psychological benefit in the form of higher self-esteem and take positive action towards the brand (Donavan et al., 2006).

Table 3.3.5 Measure of Switching Behavior

Measure	Item Acronym	Mean	Mode	SD
Social media influencers affect my behavior to switch	SB1	4.12	4	.801
I switch due to the popularity of restaurants	SB2	4.13	4	.870
Family and friends prompt me to switch fast food restaurants	SB3	4.27	4	.752
Appealing advertisement force me to switch restaurants	SB4	4.09	4	.750

I change restaurants as a result my personal experiences with the restaurant	SB5	4.28	4	.714

Source : Primary data

The table shows the measure of switching behavior. The mean is highest for SB5 which implies that customers switch as a result for their personal experience with the fast food restaurant. The mode value is 4 for all measures and the standard deviation value is highest for SB2 which indicates that respondents have different viewpoints regarding the impact of restaurant popularity on their switching behavior.

NEGATIVE WORD OF MOUTH

Unsatisfied consumers may choose not to do business with the supplier again or may take malevolent measures to "get even" or hurt the supplier, such as by spreading negative word of mouth. To better understand the negative reactions of unsatisfied customers and to come up with strategies to prevent or change them, the authors of this research concentrate on how customers frame their answers to dissatisfactiont.(Jodie L. Ferguson,2011)

One extremely dangerous risk with wide-reaching effects is negative word of mouth. Gilly, and Graham (1998) showed how current clients' reactions to unfavourable experiences might disseminate negative word of mouth to clients both present and potential. Negative word of mouth may result in the supplier losing credibility or suffering a tarnished reputation, which can result in a significant loss of income from a variety of sources.

Table 3.3.6 Measure of Negative Word of Mouth

Measure	Item	Mean	Mode	SD
I speak of the restaurants bad side	NW1	4.22	4	.720
I discuss price of foods with others	NW2	3.96	4	.810
I discuss quality of service offered	NW3	4.08	4	.732

I have spoken unflatteringly of fast food restaurants to others	NW4	3.83	4	.899
I strongly recommend people to avoid bad restaurants	NW5	3.93	4	.903

Source : Primary data

The above list of items was used to measure the negative word of mouth behavior of the respondents. The measure NW2 has a mean value of 4.22 which is the highest of all measure of the variable. It indicates that people have a strong tendency to discuss the price of food items with others. The mode is the same for all the measures. The standard deviation is lowest for the measure NW2 which once again indicates that people agree on their tendency to discuss the price of food

DESCRIPTIVE ANALYSIS II

ONE SAMPLE T TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean scores of the 6 main variables are calculated and compared with the second quartile (i.e, Central value or Q2). The opinion of the respondents is treated as poor or very poor when the mean is less than the second quartile. It is treated as average when the mean score is equal to the second quartile. The responses of the respondents are treated as good or very good when the mean score is above the second quartile (Jojo,2008). The below table shows the criteria fixed in this regard.

Table 3.4.1 Criteria for comparison – Mean score and central value

Mean score	Opinion
Less than Q1(<2)	Very low
Between Q1 and Q2(2-3)	Low
Equal to Q2(=3)	Medium
Between Q2 and Q3(3-4)	High
More than Q3(>4)	Very high

To check whether the response of the respondents significantly differ from the moderate or neutral state of response, one sample T test were carried out (second quartile).

Table 3.4.2 One Sample T test

Measure	Item Acronym	Mean value	SD	Q2	T value	P value	Inference
Food Quality	FQ	3.937	.6463	3	14.937	.000	High
Service Quality	SQ	4.254	.6277	3	20.592	.000	Very high
Physical Environment Quality	PE	4.171	.6476	3	18.628	.000	Very high
Customer Dissatisfaction	CD	4.256	.6552	3	21.030	.000	Very high
Switching Behavior	SB	4.011	.6256	3	16.641	.000	Very high
Negative Word of Mouth	NW	4.183	.6432	3	18.934	.000	Very high

Source : Field survey

- Based on the above table the mean score of Food quality is 3.937. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q3 and Q4 (3-4). The value denoted as high. It can be concluded that food quality is an important attribute of fast food restaurants.

- From the above table, the mean score of Service quality is 4.254. It is statistically significant from Q2 (3). Based on the developed scale, the value is more than Q3. It is denoted as very high. It can be concluded that service quality is an important attribute of fast food restaurants.

- From the above table, the mean score of physical environment quality is 4.171. It is statistically significantfrom Q2 (3). Based on the developed scale, the value lies more than Q3 (Q3) (>4). It is denoted as very high. It can be concluded that physical

environment quality is an important attribute of fast food restaurants.

- Based on the above table the mean score of customer dissatisfaction is 4.256. It is statistically significant from Q2 (3). Based on the developed scale, the value is more than Q3. The value denoted as high. This indicates that customer dissatisfaction is a major factor.

- Based on the above table the mean score of switching behavior is 4.011. It is statistically significant from Q2 (3). Based on the developed scale, the value is more than Q3. The value denoted as high. This states that switching behavior is a result of dissatisfaction.

- From the above table, the mean score of negative word of mouth is 4.183. It is statistically significant from Q2 (3). Based on the developed scale, the value lies more than Q3 (Q3)(>4). It is denoted as very high. It can be concluded from table that there exists high negative word of mouth behavior from customers.

SECTION III

HYPOTHESIS TESTING AND MODEL VALIDATION

CORRELATION ANALYSIS

Prior to performing a regression analysis, a correlation analysis is performed to gauge the strength of the relationship between the variables. It evaluates if the variables have a linear connection. Both above and below the primary diagonal, each correlation occurs twice. Each variable's individual correlation is represented by the main diagonal.

Table 3.5.1 Correlation between independent and dependent variable

Variable	FQ	SQ	PE	CD	SB	NW
Food Quality	1					
Service Quality	.458**	1				
Physical Environment Quality	.523**	.750**	1			
Customer Dissatisfaction	.521**	.798**	.766**	1		
Switching Behavior	.0612*	.636**	.652*	.740*	1	
Negative Word of Mouth	.428**	.716**	.636**	.798**	.701**	1

Source : Complied by the researcher

**Correlation is significant at the 0.01 level

The correlation coefficients between the independent variables Food Quality, Service Quality, mediating variable customer dissatisfaction and dependant variable switching behavior and negative word of mouth are reported in the table 3.5.1. The correlation coefficient is always be in the range -1 to 1. A correlation is statistically significant if its P value < 0.005 and P value <0.01.

The correlation between various variables is as follows:

- The correlation between food quality and service quality is 45.8 percent

- The correlation between food quality and physical environment is 52.3 percent

- The correlation between food quality and customer dissatisfaction is 52.1 percent

- The correlation between food quality and switching behavior is 6.1 percent

- The correlation between food quality and negative word of mouth is 42.8 percent

- The correlation between service quality and physical environment is 75 percent

- The correlation between service quality and customer dissatisfaction is 79.8 percent

- The correlation between service quality and switching behavior is 63.6 percent

- The correlation between service quality and negative word of mouth is 71.6 percent

- The correlation between physical environment and customer dissatisfaction relevancy is 76.6 percent

- The correlation between physical environment and switching behavior is 65.2 percent

- The correlation between physical environment and negative word of mouth is 63.6 percent

- The correlation between customer dissatisfaction and switching behavior is 74 percent

- The correlation between s customer dissatisfaction and negative word of mouth is 79.8 percent

- The correlation between switching behavior and negative word of mouth is 70.1 percent

REGRESSION ANALYSIS

3.5.2 REGRESSION ANALYSIS BETWEEN FQ, SQ, PE AND CD

Regression analysis was conducted to measure the impact of FQ, SQ, and PE on CD. The independent variables are FQ, SQ, and PE and the dependent variable is CD. The objective of the analysis is to explain the variation in one variable (CD) based on the variation in one more variable (FQ, SQ, and PE). The output of regression analysis was used to test the hypothesis. Regression analysis's primary goal is to relate changes in one variable, known as the dependent variable, to changes in one or more other variables, known as the independent variables. A multiple regression model is used to explain variation in a dependent variable using numerous independent variables. The hypothesis was tested using the results of linear regression.

Table 3.5.3 Model Summary

Model	R	R Square	Adjusted R Square	Standard error of the estimate	Durbin Watson
1	.844[a]	712	.703	.3351	1.997

Predictors : (constant)

Table 3.5.3 ANOVA of regression model

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	28.285	1	9.428	83.955	.000*
	Residual	11.445	104	.112		
	Total	39.740	105			

a. Predictors : (constant), FQ, SQ, PE.
b. Dependent variable : CD

*denotes significant at 1 percent level

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at 1 percent significance level (F= 83.955).

Table 3.5.4 Coefficient of Regression analysis

Factors (constructs)	Item Acronym	Standardised Beta coefficient (β)	Sig. (P value)
Food Quality	FQ	.121	.057*
Service Quality	SQ	.493	.000*
Physical environment Quality	PE	.333	.000*

Source : Complied by researcher

*Denotes significance at 1 percent level

Table 3.5.4 presents the standardized Beta coefficient values and the significant values of independent variables food quality, service quality and physical environment quality. The independent variable food quality (FQ), service quality (SQ), physical environment quality (PE) are statistically at 1 percent significance level. Therefore, it is clear that these three independent variables have significant effect on customer dissatisfaction**. Hence,**

HO1, HO2, HO3 are rejected.

From the standard Beta coefficient values of the independent variables, we can understand that all independent variables have positive effect on customer dissatisfaction.. The beta coefficient gives a measure of the contribution of each variable to the model. Higher the beta value, greater the effect of the independent variable on the dependent variable.

3.5.2 REGRESSION ANALYSIS BETWEEN CD AND SB

Regression analysis was conducted to measure the impact of CD on SB. The independent variable is CD and the dependent variable is SB. The objective of the analysis is to explain the variation in one variable (SB) based on the variation in one more variable (CD). The output of regression analysis was used to test the hypothesis

Table 3.5.5 Model Summary

Model	R	R Square	Adjusted R Square	Standard error of the estimate	Durbin Watson
1	.798[a]	.636	.633	.3899	1.682

Predictors : (constant)

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be almost same when used for the case of few independents. Table 3.5.3 shows that 38.99 percent variation in SB is explained by CD.

Table 3.5.6 ANOVA of regression model

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	27.639	1	27.639	181.80	.000*
	Residual	15.810	104	.152		
	Total	43.449	105			

a. Predictors : (constant), CD.
b. Dependent variable : SB

*denotes significant at 1 percent level

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at1 percent significance level (F= 181.80).

Table 3.5.7 Coefficient of Regression analysis

Factors (constructs)	Item Acronym	Standardised Beta coefficient (β)	Sig. (P value)
Customer Dissatisfaction	CD	.740	.000*

Table 3.5.4 presents the standardized Beta coefficient values and the significant values of independent variable customer dissatisfaction. The independent variable customer dissatisfaction is statistically at 1 percent significance level. Therefore, it is clear that the independent variable has a significant effect on switching behavior**. Hence, HO4 is rejected**

From the standard Beta coefficient values of the independent variables, we can understand that all independent variables have positive effect on customer dissatisfaction and customer dissatisfaction in turn has effect on switching behavior and negative word of mouth. The beta coefficient gives a measure of the contribution of each variable to the model. Higher the beta value, greater the effect of the independent variable on the dependent variable.

3.5.2 REGRESSION ANALYSIS BETWEEN CD AND NW

Regression analysis was conducted to measure the impact of CD on NW. The independent variable is CD and the dependent variable is NW. The objective of the analysis is to explain the variation in one variable (NW) based on the variation in one more variable (CD). The

output of regression analysis was used to test the hypothesis.

Table 3.5.3 Model Summary

Model	R	R Square	Adjusted R Square	Standard error of the estimate	Durbin Watson
1	.740[a]	.547	.433	.4231	2.049

Predictors : (constant)

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be almost the same when used for the case of few independents. Table 3.5.3 shows that 42.31 percent variation in NW is explained by CD.

Table 3.5.3 ANOVA of regression model

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	22.484	1	22.484	125.570	.000*
	Residual	18.622	104	.179		
	Total	41.106	105			

a. Predictors : (constant), CD.
b. Dependent variable : NW

*denotes significant at 1 percent level

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at 1 percent significance level (F= 125.570).

Table 3.5.4 Coefficient of Regression analysis

Factors (constructs)	Item Acronym	Standardised Beta coefficient (β)	Sig. (P value)
Customer Dissatisfaction	CD	.798	.000*

Table 3.5.4 presents the standardized Beta coefficient values and the significant values of independent variable customer dissatisfaction. The independent variable customer dissatisfaction is statistically at 1 percent significance level. Therefore, it is clear that the independent variable has a significant effect on negative word of mouth**. Hence, HO5 is rejected.**

From the standard Beta coefficient values of the independent variables, we can understand that all independent variables have positive effect on customer dissatisfaction and customer dissatisfaction in turn has effect on switching behavior and negative word of mouth. The beta coefficient gives a measure of the contribution of each variable to the model. Higher the beta value, greater the effect of the independent variable on the dependent variable.
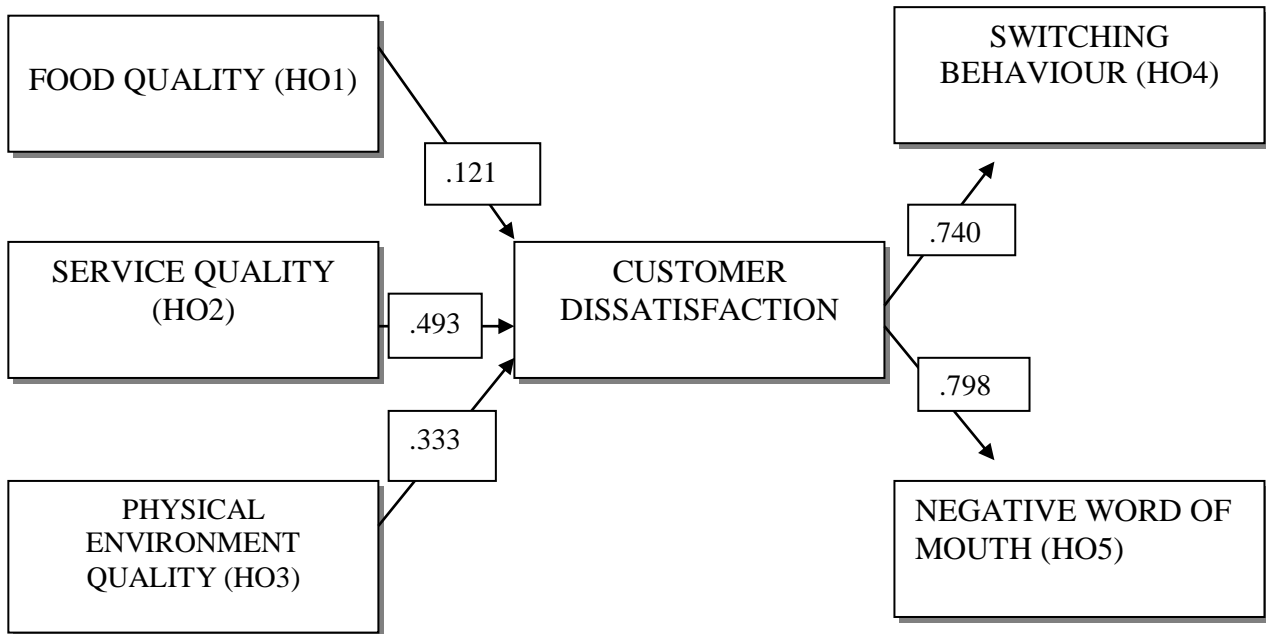
3.5.5 VALIDATED MODEL

Figure 3.1 : Validated model

Figure 1.1 Hypothesized Model

Empirically validated model in figure 3.1 customer dissatisfaction (β =.798) has the highest beta coefficient followed by service quality (β =.493), physical environment quality (β =.333), and food quality (β =.121). The beta coefficient of all independent variables are statistically significant at 1 percent significance level (P<0.01). Based on the above model the 5 null hypotheses are rejected and there is a strong relation between variables. Based on the standardized beta co efficient given in the above table following interpretations can be made:

> HO1 : Food quality – Customer dissatisfaction: Since the P value is .057, the beta coefficient of the variable is significant and the coefficient (.121) being positive proves that there exists a positive relation between food quality and customer dissatisfaction. In other words food quality has 12.1 percent impact on customer dissatisfaction.

➢ HO2 : Service quality – Customer dissatisfaction: Since the P value is .000, the beta coefficient of the variable is significant and the coefficient (.493) being positive proves that there exists a positive relation between service quality and customer dissatisfaction. In other words service quality has 49.3 percent impact on customer dissatisfaction.

➢ HO3 : Physical environment quality – Customer dissatisfaction: Since the P value is .000, the beta coefficient of the variable is significant and the coefficient (.333) being positive proves that there exists a positive relation between physical environment quality and customer dissatisfaction. In other words physical environment quality has 33.3 percent impact on customer dissatisfaction.

➢ HO4 : Customer dissatisfaction – Switching behavior: Since the P value is .000, the beta coefficient of the variable is significant and the coefficient (.740) being positive proves that there exists a positive relation between customer dissatisfaction and switching behavior. In other words dissatisfaction has 74.0 percent impact on switching behavior.

➢ HO5 : Customer dissatisfaction – Negative word of mouth: Since the P value is .000, the beta coefficient of the variable is significant and the coefficient (.798) being positive proves that there exists a positive relation between customer dissatisfaction and negative word of mouth. In other words dissatisfaction has 79.8 percent impact on negative word of mouth.

3.6 SUMMARY

The examination of the data gathered is covered in this chapter. Three steps of analysis were performed on the data. The demographic profile of the respondents is briefly examined in the first section's profile analysis. The second portion examined the measures' reliability, and the results were satisfactory. Two sections—Descriptive Analysis I and Descriptive Analysis II—were used for the descriptive analysis of the measurements. In contrast to descriptive analysis II, which used one sample T test to determine whether respondents' responses substantially differed from the mild or neutral condition of responses, descriptive analysis I included an examination of each measure related to the particular variable.

It was found that the independent variables food quality, service quality and physical environment quality have an effect on customer dissatisfaction and customer dissatisfaction in turn has effect on switching behavior and negative word of mouth.

CHAPTER IV

FINDINGS, RECOMMENDATIONS AND

CONCLUSIONS

INTRODUCTION

In the industrialised world, the fast food restaurant market is expanding, but so is competition in it. Marketers are worried about how to increase or keep market share in such a situation by improving service quality and using effective segmentation tactics.

Every five years, businesses all around the world lose 50% of their clients. However, few managers attempt to confront this reality head-on by attempting to understand why those defectors left. They are wrong since a rising switching rate is a symptom of peril for a company. Managers can learn how to stop the decline and create a successful company by evaluating the reasons why customers switch.

Positive information typically has less of an effect on attitudes and cognition than negative information, according to research on negativity bias. "Losses loom larger than gains, and negative information typically has a greater influence on judgements and decisions. The impact of information, negative information typically has a bigger impact than good information.

Businesses with the desire and capacity to learn might find business practices that can win back customers and reestablish the relationship on a more stable foundation by looking into the underlying reasons why customers leave.

OBJECTIVES OF THE STUDY

The study on the effects of fast food restaurant attributes on customer's switching behavior and negative word mouth is undertaken with the following specific objectives:

- To study the effects of fast food restaurants attributes.
- To study the factors affecting customer dissatisfaction in fast food restaurants.
- To study the impact of customer dissatisfaction on switching behavior and negative word of mouth.

METHODOLOGY OF THE STUDY

The study "EFFECT OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOR AND NEGATIVE WORD OF MOUTH "aims to investigate how fast food restaurant attributes affect customer switching behaviour and negative word-of-mouth. The data was collected both through primary means i.e. by issuing google forms questionnaire and secondary data. Three independent factors and one dependent variable are evaluated in this study. Customer dissatisfaction is the dependent variable, and food quality, service quality, and physical environment quality are independent factors. One independent variable, customer dissatisfaction, is used to study how switching behaviour and negative word of mouth are impacted by consumer dissatisfaction. Switching behaviour and negative word of mouth are the dependent variables.

SUMMARIZED FINDINGS

i. The effects of fast food restaurant attributes which have significant relationship with switching behavior and negative word of mouth are food quality, service quality, physical environment quality and customer dissatisfaction.

ii. Food quality, service quality and physical environment quality have positive influence on customer dissatisfaction.

iii. Customer dissatisfaction has significant effect on switching behavior and negative word of mouth.

iv. Customer dissatisfaction has positive influence on switching behavior.

v. Customer dissatisfaction has positive influence on negative word of mouth.

vi. From the analysis we can come to an inference that the attributes of fast food restaurant have an effect on the customer's switching and negative word of mouth behavior.

Demographic findings

i. Majority of the respondents are male.

ii. Majority of the respondents were in the age group 21-50.

iii. Most of the respondents visit restaurants very frequently.

iv. Reliability Test was done for all variables and their scale has internal consistency and reliability.

Food Quality

i. Most of the respondents are of the opinion that the price of the food affects their satisfaction levels.

ii. They also opinioned that the dish variety influences their decisions.

iii. They not much interested in the decoration of food while in a fast food restaurant.

iv. All the mean scores are above three shows their high perceptions regarding the variable food quality.

Service Quality

i. The highest mean was reported for SQ1 which indicate that staff responsiveness will help fast food restaurant managers to limit customer dissatisfaction.

ii. The least mean was found on SQ4 which indicate respondents are neutral towards having more number of staff working in a fast food restaurants.

iii. Most of the respondents opinioned that waiting time should be reduced.

iv. Majority of the respondents agreed that complaint response time should be minimal.

Physical Environment Quality

i. The highest mean was reported for PE5 which indicate that availability of parking is a major factor affecting the restaurants physical environment.

ii. Majority of the respondents are in the opinion that the restaurant must be easily accessible.

Customer Dissatisfaction

i. All the mean values of measures are above 4 which clearly indicate that customer dissatisfaction is a major problem faced in fast food restaurants.

ii. The highest mean was reported for CD1 which indicate that delay in attending customers is the main reason for customer dissatisfaction.

iii. Most of the respondents opinioned that non availability of water in rest room is one of the reasons for customer dissatisfaction.

Switching Behavior

i. The highest mean was reported for SB5 which indicate that people switch restaurants as a result their personal experiences with the restaurant.

ii. The least mean was found on SB4 which indicate appealing advertisement do not force people to switch restaurants as much.

Negative Word of Mouth

i. The highest mean was reported for NW1 which indicate that people speak of the restaurants bad side to others.

ii. Most of the respondents agree that they strongly recommend people to avoid bad fast food restaurants.

T-test

This section deals with findings relating to the T test carried out:

i. It was found that there exists very high effect of service quality on customer dissatisfaction.

ii. Customer dissatisfaction has high effect on switching behavior

iii. Customer dissatisfaction has a considerable effect on negative word of mouth.

iv. Food quality, service quality and physical environment quality has mean above second quartile shows good response from respondents.

Regression Analysis I

Linear regression analysis was conducted to measure the influence of independent variable food quality, service quality and physical environment quality on customer dissatisfaction. Following are the results and findings:

i. The correlation coefficient between the independent variable and the dependent variable exhibits a positive correlation.

ii. The R square adjusted R square was almost the same. The adjusted R square shows that 70.3 percent variation in customer dissatisfaction is explained by food quality, service quality and physical environment quality.

iii. The model is statistically significant at 5 percent significance level with F value at 83.955.

iv.   The beta coefficient of food quality, service quality and physical environment quality are statistically significant at 1 percent significance level (p<0.01).

v.   Service quality is found to be strong positive impact on purchase intention. It is evident from the beta coefficient of 49.3 percent. Thus, service quality establishes a strong positive relation on customer dissatisfaction.

Regression Analysis II

Linear regression analysis was conducted to measure the influence of independent variable customer dissatisfaction onswitching behavior. Following are the results and findings:

i.   The correlation coefficient between the independent variable and the dependent variable exhibits a positive correlation.

ii.   The R square adjusted R square was almost the same. The adjusted R square shows that 63.3 percent variation in switching behavior is explained by customer dissatisfaction.

iii.   The model is statistically significant at 1 percent significance level with F value at 181.80 for customer dissatisfaction and switching behavior.

iv.   The beta coefficient of customer dissatisfaction is statistically significant at 1 percent significance level (p<0.01).

Regression Analysis III

Linear regression analysis was conducted to measure the influence of independent variable customer dissatisfaction on negative word of mouth. Following are the results and findings:

i.   The correlation coefficient between the independent variable and the dependent variable exhibits a positive correlation.

ii.   The R square adjusted R square was almost the same. The adjusted R square shows that 43.3 percent variation in negative word of mouth is explained customer dissatisfaction.

iii.   The model is statistically significant at 1 percent significance level with F value at 125.57 for customer dissatisfaction and negative word of mouth.

iv.   The beta coefficient of customer dissatisfaction is statistically significant at 1 percent significance level (p<0.01).

THEORETICAL CONTRIBUTION

This study investigates the impact of fast food restaurant attributes on consumer switching behaviour and negative word of mouth. To strengthen the model's validity for future studies, it is necessary to look for new metrics and constructs. Students and academics may find the study's findings helpful as a starting point for future research on a related academic topic.

SUGGESTIONS (Practical contribution or managerial implications)

This study could help existing and emerging fast food restaurants to pay more attention to various attributes of their restaurants and provide a facility that makes its customer's most satisfied. To feed a calibrated continuous improvement process on business objectives, managers should carefully plan and manage fast food restaurants. They should pay attention to food quality, service quality, physical environment quality and other related factors by feeding ongoing relationships with their customers. Fast food businesses must develop the necessary facilities and better understand their customers in order to maximize the customer satisfaction and prevent switching behavior and negative word of mouth.

SCOPE OF FURTHER STUDY

The scope of the investigation is restricted to a few variables. It solely looks at the connection between factors that influence switching behavior and negative word of mouth. The experiment's scope can be increased even more. The experiment can be reinforced as a standardised research instrument by adding certain superfluous factors that were overlooked in the current study. Other than those listed in the study, there are many other elements that influence switching behavior and negative word of mouth..

CONCLUSIONS

The fast food industry has experienced a sharp increase in competition in recent years. The range of service providers on a local and worldwide scale, as well as the quantity of customers, are what fuel growth and competitiveness..The study "EFFECT OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOR AND NEGATIVE WORD OF MOUTH "aims to investigate how fast food restaurant attributes affect customer switching behaviour and negative word-of-mouth in a competitive environment. The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and finally Findings, suggestion and conclusion. The first chapter serves as an introduction to the topic of the study and includes the study's goals, a problem statement, the scope of the investigation, the methodology, a working hypothesis, and a chapterisation.

The second chapter is divided into three section as Theoretical Framework, Literature Reviewand Model Development. The primary component of the theoretical framework is the relevant theory of the issue being studied. A variety of secondary sources were used to formulate and compile theories. One may easily understand the topic from the theoretical section. The chapter's second section includes numerous reviews of earlier works related to our topic area. Additionally, it contains an overview of the factors employed in this research. All of this literature review was created by reading and researching various journal articles.Third section of the chapter contains Model Development of the research. Model Development is done from the extensive literature review.

Third chapter is mainly divided into three as Analysis of Demographic profile, Descriptive analysis and Regression Analysis, Model validation and Hypothesis testing. In analysis of demographic profile various demographic measures used in the study were analysed. And for that frequencies were framed out to show the number of respondents belongs to each demographic feature. Reliability analysis was carried out using Cronbach's Alpha which proved the internal consistency of the research constructs. The Descriptive analysis includes the analysis of the variables used in the study. It is carried with identifying the mean, mode and standard deviation.

To determine whether the respondents' responses substantially differed from the mild or neutral state, a one sample T test was performed. To see if there are any statistical differences between the means of two or more independent groups, a one-way Anova test was run. To determine the degree to which variables are related to one another, we performed a

correlation analysis in the last section. We also learned from the analysis that all variables had a strong positive association. The impact of independent variables on dependent variables is then evaluated using regression analysis. Regression analysis demonstrated that independent variables and dependent variables have a substantial association. All of these analyses have revealed that every hypothesis is rejected.

The fourth chapter of the study denotes Findings, Suggestions and Conclusions. It includes the demographic findings, descriptive findings and regression analysis findings. The study makes significant contribution to the existing literature by examining the reasons for switching behavior and negative word of mouth with respect to fast food restaurants It was found that fat food restaurants attributes indeed have effect on customers switching behavior and negative word of mouth and is dependent on various measures such as food quality, service quality, physical environment quality and customer dissatisfaction. Hence, the study is quite relevant from the view of both academics and authorities.

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APPENDIX

THE EFFECTS OF FAST FOOD RESTAURANT ATTRIBUTES ON SWITCHING BEHAVIOUR AND NEGATIVE WORD OF MOUTH

I DEMOGRAPHIC PROFILE

1. Name

2. Gender

   o Male

   o Female

   o Other

3. Age

   o Below 21

   o 21-50

   o Above 50

4. How often do you visit fast food restaurants

   o Very frequently

   o Frequently

   o Occasionally

   o Rarely

II FOOD QUALITY

Sl No.	Measures	Strongly agree	Agree	Neutral	Disagree	Strongly disagree

1	Do you prefer a wide variety of dishes					
2	Do you mind the price of the food					
3	Is food decoration important					
4	How well does taste influence your satisfaction					
5	Food safety perception influences customer experience in a restaurant.					

III SERVICE QUALITY

Sl No	Measure	Strongly agree	Agree	Neutral	disagree	Strongly disagree
1	The staff need to be very responsive					
2	The restaurant staff should be adequately competent					
3	The waiting time should be minimal					
4	There should be sufficient number of staff in a fast food restaurant					
5	My complaints should be dealt with as fast as possible					

IV PHYSICAL ENIVRONMENT QUALITY

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	The fast food restaurant should be clean and well maintained					
2	There should be a sense of security					
3	Restaurant should provide facilities for disabled guests					
4	The restaurant must be easily accessible					
5	Sufficient parking space should be available					

V CUSTOMER DISSATISFACTION

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Delay in attending consumers					
2	Impoliteness of staff					
3	No water in rest room					
4	Spoilt/soured food					
5	Unavailability of food					

VI SWICTHING BEHAVIOR

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Social media influencers affect my behavior to switch					
2	I switch due to the popularity of restaurants					
3	Family and friends prompt me to switch fast food restaurants					
4	Appealing advertisement force me to switch restaurants					
5	I change restaurants as a result my personal experiences with the restaurant					

VII NEGATIVE WORD OF MOUTH

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	I speak of the restaurants bad side					
2	I discuss price of foods with others					
3	I discuss quality of service offered					
4	I have spoken unflatteringly of fast food restaurants to others					

5	I strongly recommend people to visit good restaurants					