

THE EFFECT OF FOOD QUALITY
ON BURGER KING'S PATRONAGE

by

Ehab El Farra

A hospitality project submitted in partial
fulfillment of the requirement for the degree of

MASTER OF SCIENCE

IN

SCHOOL OF HOSPITALITY MANAGEMENT

AT

FLORIDA INTERNATIONAL UNIVERSITY

Committee in charge:

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ABSTRACT

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Food quality is a vital factor for the success of many food facilities. Fast food facilities may, however, depend on factors along with food quality to attract patrons. This study attempted to find out if food quality is a major factor prompting customers to eat at a fast food facility. Burger King Corporation was selected to ascertain to what degree quality served to attract business. Data was collected by means of a questionnaire handed to passers-by at the Miami International Mall and the Miami Dade Mall to find out the reason why patrons who ate at Burger King selected it. Six factors were covered: fast service, food quality, price, location, advertising and child preference. Results showed that food quality was fourth in prompting customers to eat at Burger King. Location, fast service and price were ranked first, second and third in importance.

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SECTION #1:

INTRODUCTION

INTRODUCTION

Recent studies have shown that fast food hamburger restaurants are the largest segment of the fast food industry.⁽¹⁾ Hamburger restaurants account for more than 50% of all fast food restaurant sales.⁽²⁾ This leads us to the fact that the present consumer chooses to eat at a fast food facility at a rate higher than a full service facility. Food quality is a vital factor for the success of an elegant food facility, and customers ultimately judge food quality when deciding to eat at such restaurants. However, when it comes to a fast food facility, the situation may differ due to various other factors aside from food quality. These factors may include: Fast Service, Reasonable Prices, Convenient Location, and Effective Advertising. The purpose of this study is to find out whether food quality is the major factor that prompts a customer to eat at a fast food facility, or if one of the other above-mentioned factors do.

¹ Burger King Corporation, AN OVERVIEW, 1983, p.2

² Ibid, p.2

To accomplish this study, Burger King Corporation was selected as a sample of the fast food hamburger facilities in the Miami area. The Burger King system stands as the second largest fast food hamburger restaurant chain in the United States.⁽³⁾ The corporation in its 1985 annual report mentioned that it increased its market share on its major competitors. The Corporation claimed its present success to the following factors: Successful Advertising, High Food Quality, Fast Service and Reasonable Prices. The Corporation considered these factors as the principles by which it has gained the position of the World's second largest hamburger restaurant company.

In reviewing Burger King's annual report-1985, and observing Burger King's advertisements on television, one can observe the company's continuous stress on only one factor: that is food quality. In its annual report-

³ Ibid, p.2

1985, it mentioned the following:-

" Known for years as the quality fast food hamburger restaurant, Burger King continues to give the customer what the customer wants".⁽⁴⁾

" Burger King Corporation will emphasize preference for flame-broiled hamburgers and remind customers that its competitors fry their burgers".⁽⁵⁾

The emphasis on food quality is also prevailing in the company's advertising campaigns:

" Burger King Corporation will begin with network commercials telling consumers that the Burger King "WHOPPER"[®] Sandwich beat the McDonald's "BIG MAC"[®] and Wendy's "SINGLE"[®] in blind independent taste tests".⁽⁶⁾

" Broiling beat Frying",⁽⁷⁾ is an advertisement that was stressed by the company in March 1983. It demonstrated that consumers prefer flame-broiled hamburgers over those are fried:
" Burger King [BROILS], McDonald's and Wendy's [FRY]".

⁴ Burger King Corporation, AN OVERVIEW, 1985, p.8

⁵ Weir, John F., NEWS RELEASE, Burger King Corporation, April 1984, p.1

⁶ Ibid, p.2

⁷ Weir, John F., NEWS RELEASE, Burger King Corporation, Sept. 7, 1983, p.1

Thus in order to ascertain whether food quality was the major factor for Burger King's success, a questionnaire was designed. Six reasons for eating at at Burger King were asked: Food Quality, Fast Service, Location, Prices, Advertising, and Child Preference.⁽⁸⁾ People were asked to rank these factors in numerical order; one through six, with one representing the most favored choice and six, therefore, representing the least favored one. See copy of designed questionnaire appendix (i).

From tabulating and analysing the data collected, the study will ascertain if food quality is the major factor for Burger King's success in the Miami area. Within the scope of this study, the researcher aims to prove this to be correct, however, should this not be the case, an analysis of the prevelent factor(s) will be shown in order to reinforce these findings.

⁸Child Preference: When children dictate where one will eat.

SECTION #2

REVIEW OF THE RELATED LITERATURE

REVIEW OF THE RELATED LITERATURE

THE CONSUMER'S INTERPRETATION OF QUALITY:

The average consumer associates quality with personal preferences, as something that is liked, disliked, excellent, superior, great, or good. These descriptions are both subjective and abstract, and do not produce concrete evidence about the degree of quality from the standpoint of actual grade. Many factors influence the consumer's decisions to purchase, such as habit, locality, ethnic characteristics, advertising, promotions and price. In addition to these psychological factors, positive sensory stimulation plays an important role in establishing quality parameters. These include an appealing flavor, a pleasing mouth feel or texture, an attractive natural color or appearance, general palatability product consistency, and to many customers, the nutritional value of the food. Quality, from a scientific standpoint, can therefore be defined as an orderly classification of

a product's chemical and physical characteristics. Flavor, texture, appearance, consistency, storage stability, and packaging are the essential elements that must be evaluated in establishing a product's quality.

SENSORY PERCEPTION:

Sensory perception is complex. It involves the senses of taste, smell, touch, and sight. Various adjunct factors have an important effect on sensory evaluation. Sex, age, locality, ethnic groupings, income, physiological and psychological influences all have a bearing on the process of sensory registration.

MECHANISMS OF SENSORY PERCEPTION:

There is no chronological order in which a person reacts to a sensory experience. It all depends on the substance under investigation.⁽¹⁾

TASTE:

Flavor is a complex sensation, encompassing the senses of taste and smell, together with the sense of touch. The taste response is primarily sensed

¹Thorner, Marvin Edward, QUALITY CONTROL IN FOOD SERVICE, 1976, p.2

on the tongue.⁽²⁾

SMELL:

The nose is the center of odor perception. A few molecules of an odor-producing substance will excite this organ sufficiently to yield a determination with speed and precision.⁽³⁾

TOUCH:

The sense of touch can be described as the threshold of pain. This response includes categories of temperature variations, textures, and sensations of burning or bite produced by spices or condiments. The entire mouth cavity is affected by touch. Carbonated beverages, if tested when too cold (below 40°F.), will prevent subtle flavor detections. Coffee if too hot (above 140°F.), or too cold, does not display its true and accustomed character. The acid indicating area of the tongue will not give a true taste of sourness if the temperature of a food is above 100°F. If the food texture changes from its expected normal sensation, the difference is usually detected. The quality is downgraded and the consumer becomes dissatisfied.⁽⁴⁾

² Ibid, p.13

³ Ibid, p.13

⁴ Ibid, p.14

TEXTURE:

Texture embodies such sensations as : firmness, softness, juiciness, chewiness, and sandiness. Customer comments denoting dissatisfaction may include such descriptive terms as : tough, under-cooked, mushy, gristly, and hard-tack.⁽⁵⁾

SIGHT:

The sense of sight is useful in the evaluation of a number of characteristics of the product being tested. Color, density, texture, sanitation, and deterioration can be observed visually before application of the senses of smell and taste. The color of the food will influence quality determination and customer reaction. Proper shape, natural color, size, visual consistency, and sanitation are some of the factors influencing quality.⁽⁶⁾

⁵ Ibid, p.16

⁶ Ibid, p.17

PREVIOUS SURVEYS ABOUT BURGER FAVORITES:

The following are two surveys that contradict Burger King's claim that food quality is the major factor for its success over other fast food facilities.

First Survey:

Leo Shapiro, president of the Chicago based market research company, had his company survey 308 fast food customers.... Shapiro's researchers found 53% preferred their burgers from a stainless-steel grill, and 47% preferred their burgers flame-broiled. This means they opted for McDonald's fried over Burger King's open flame. The interviewer then added another dimension that further widened the gap. The questionnaire said " The chain that grills on a hot stainless-steel griddle serves its cooked hamburgers at the proper temperature without having to use a micro-wave oven. And the chain that uses the gas flame puts the hamburgers after they are cooked into a micro-wave oven before serving them. Just knowing this, from which of these

two chains would you prefer to buy a hamburger?". McDonald's hot stainless-steel griddles and microwave-less restaurants won again. This time they pulled in an 85% preference, or a 5½ to 1 margin over Burger King restaurants. (8)

Second Survey:

A survey was held out in July, 1984. The purpose of the survey was to answer two questions:

- a- Where is the beef?
- b- What about its taste?

For the first question, Hardee's was found to have the beef, Wendy's Single® burger had the second most meat and cheese. Burger King's Whopper® came in the third position.

For the second question, expert testers who were sent out into the field, thought the best testing burgers were at Wendy's and the best fries were at McDonald's. The experts thought the Big Mac® a bit better than the Whopper®. They thus agree with Mr. Shapiro's test mentioned above. (9)

⁸ Advertising Age, HERE'S THE WORD ON SURVEYS ABOUT BURGER FAVORITES, March, 21, 1983, pp.1-51

⁹ Consumer Reports Magazine, FAST FOODS, July 1984, pp. 367-368

SECTION #3

THE PROCEDURES

THE PROCEDURESTHE DATA:

The data of this research will consist of results from a questionnaire handed to passers-by at the Miami International Mall and the Miami Dade Mall in the Miami area for the purpose of ascertaining why patrons selected Burger King.

THE RESEARCH METHODOLOGY:

In this study a descriptive survey method will be used. In employing this method, the researcher makes a record of what he or she observes so that when all data has been gathered, the researcher can study the observations.

THE SOURCE OF THE DATA:

Data will be mostly procured from responses given by Burger King's customers to questionnaires handed to them. [See copy of questionnaire appendix (i)].

The questionnaire consists of four questions as

follows:

Question #1: Determines sex of sampled population; Males or Females.

Question #2: Determines the age categories of the sampled population:

- A. UP TO 18 YEARS
- B. 19 TO 25 "
- C. 26 TO 35 "
- D. 36 TO 45 "
- E. 46 TO 55 "
- F. 56 TO 65 "
- G. 66+

Question #3: Asks if the person did or did not eat at Burger King. If the answer was "no", the questionnaire was not used.

Question #4: Determines which of the following six factors is mostly favored by Burger King's customers:

- LOCATION - - PRICES
- ADVERTISING - FAST SERVICE
- FOOD QUALITY -
- CHILD PREFERENCE

When answering this question, customers will rank these factors in a numerical order; one through six, with one representing the most important factor in selecting a fast food operation and six, therefore, representing the least important one.

TREATMENT AND INTERPRETATION OF THE DATA:

Data that will be gathered, will be posted in tables showing all six factors that could be possible for Burger King's patronage. Comparisons will be done between all responses, in order to be able to determine the main reason why customers eat at Burger King, and consequently, to determine if food quality is the major factor for this patronage. To give emphasis to the data, the findings will be weighted with a response of first in importance receiving a score of (6), second in importance (5), third a (4), and on down to sixth in importance receiving a (1). The total was obtained for each category; i.e, Location, Fast Service, Prices, Food Quality, Advertising, and Child Preference. These were then tabulated and a bar graph also drawn to further emphasize the findings and to show their relationship.

SECTION #4

THE RESULTS

THE RESULTS

The sample, which was selected randomly, consisted of 364 eating-out customers. Of this number, 240 people ate at Burger King restaurants; this constituted a response rate of 66%. After collection of the completed questionnaire, the data was carefully examined to determine why patrons selected Burger King.

Analysis Of The Data Collected:

Data collected was posted in tables that showed the number of the sampled population, the sex of the sampled population, and the number of people in each of the seven age categories previously mentioned in page [12]. See illustrative table number (1).

ILLUSTRATIVE TABLE (1)

The following is the breakdown of the sample
into number of people, sex, and age categories:

TOTAL NUMBER OF PEOPLE QUESTIONED	=	364	100%
TOTAL NUMBER OF PEOPLE <u>WHO DO NOT</u> EAT AT BURGER KING	=	124	34%
TOTAL NUMBER OF PEOPLE <u>WHO EAT AT</u> BURGER KING	=	<u>240</u>	<u>66%</u>

TOTAL NUMBER OF SAMPLE	=	240	100%
TOTAL NUMBER OF MALES	=	97	40%
TOTAL NUMBER OF FEMALES	=	143	60%

<u>AGE CATEGORIES</u>	NUMBER OF:			<u>PERCENT- AGE</u>
	<u>MALES</u>	<u>FEMALES</u>	<u>TOTAL</u>	
UP TO 18	6	13	19	8%
19 TO 25	30	61	91	38%
26 TO 35	37	43	80	33%
36 TO 45	16	11	27	11%
46 TO 55	6	11	17	7%
56 TO 65	2	4	6	2%
66+	0	0	--	--
	97	143	240	100%

Determining the validity of the hypothesis:

In order to determine the significance of the data in this study, all responses to question number four in the questionnaire, (mentioned in page [12]), were posted in tables showing all six factors that are possible for Burger King's patronage. Comparisons were done between all responses in each ranking column : one through six, where column number one represents the most favored factor, and column number six represents the least favored factor.

In column number one, 52% of the sampled population ranked Location as their most favored factor and the main reason they ate at Burger King. In column number two, 66% of the sampled population ranked Fast Service as their second major factor that drives them to Burger King. Column number three showed 53% ranked Price as third factor. Column number four, showed 52% of the sample ranked Food Quality as fourth. Advertising came in fifth position with 56%

response rate in column five. The least important factor was Child Preference, in column number six with 53.7% response rate. See illustrative table number (2) page [19].

The hypothesis:- That a major factor of Burger King's patronage can be attributed to food quality.

From the tabulation and analysis of the data collected, it was evident that food quality was not the major factor that caused customers to eat at Burger King restaurants in the Miami-Dade area. Location, fast service, and prices were ranked as important in that order, with food quality only fourth.

Table number 2, in page (19), lists the responses given by the 240 patron sample; 124 said Location was first, 69 said Fast Service was, 24 said that it was Price, 17 Food Quality, 4 Advertising and 2 Child Preference. Second in importance was given to Fast Service with

158 saying it was second, Location was thought by 30 to be second in importance while Prices, Food Quality, Advertising and Child Preference followed in that order. Third, fourth, fifth and sixth in importance are similarly shown in table number 2. Table 2(a) shows the weighted values, and table 2(b), in a bar graph, shows the relationship of values in table 2(a).

ILLUSTRATIVE TABLE (2)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE

Total number of people in the sample = 240

<u>FACTORS:</u>	<u>RANKINGS :</u>		<u>FIRST</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	124	52.0	30	12.5	37	15.4	20	8.3	4	1.6	25	10.4		
FAST SERVICE	69	29.0	158	66.0	20	8.3	16	6.6	9	4.0	8	3.3		
PRICES	24	10.0	28	12.0	127	53.0	33	14.0	2	0.8	4	1.6		
FOOD QUALITY	17	7.0	20	8.0	38	16.0	125	52.0	5	2.0	21	9.0		
ADVERTISING	4	1.6	3	1.3	5	2.0	36	15.0	135	56.0	53	22.0		
CHILD PREFERENCE	2	0.8	1	0.4	13	5.3	10	4.1	85	35.6	129	53.7		
TOTAL RESPONSES	240	100%	240	100%	240	100%	240	100%	240	100%	240	100%	240	100%

PEOPLE RANKED FOOD QUALITY AS FOURTH WHEN DECIDING TO EAT AT A BURGER KING RESTAURANT. THE TABLE SHOWS OTHER IMPORTANT FACTORS THAN FOOD QUALITY: LOCATION, FAST SERVICE, AND PRICES, RESPECTIVELY.

WEIGHTED AVERAGES

When we come to the weighted averages' analysis described on page (13), we find food quality is still fourth but fast service and location now have changed places with scores respectively of 1358 and 1135. The summarized figures in "B" of the calculated weighted factors page (22) shows that a significant difference exists when a weighted average is applied which considers rankings other than first in importance. The graph on page (23) brings this out.

ILLUSTRATIVE TABLE (2-a)A-WEIGHTED AVERAGE CALCULATIONS:

[Described in page 13]

The following data was collected from table 2, page 19:

<u>FACTOR</u>	<u>RANKINGS</u>	<u>RESPONSES</u>		<u>SCORES</u>		<u>TOTAL</u>
LOCATION	FIRST	124	x	6	=	744
	SECOND	30	x	5	=	150
	THIRD	37	x	4	=	148
	FOURTH	20	x	3	=	60
	FIFTH	4	x	2	=	8
	SIXTH	25	x	1	=	25
						<u>1135</u>
FAST SERVICE	FIRST	69	x	6	=	414
	SECOND	158	x	5	=	790
	THIRD	20	x	4	=	80
	FOURTH	16	x	3	=	48
	FIFTH	9	x	2	=	18
	SIXTH	8	x	1	=	8
						<u>1358</u>
PRICES	FIRST	24	x	6	=	144
	SECOND	28	x	5	=	140
	THIRD	127	x	4	=	508
	FOURTH	33	x	3	=	99
	FIFTH	2	x	2	=	4
	SIXTH	4	x	1	=	4
						<u>899</u>
FOOD QUALITY	FIRST	17	x	6	=	102
	SECOND	20	x	5	=	100
	THIRD	38	x	4	=	152
	FOURTH	125	x	3	=	375
	FIFTH	5	x	2	=	10
	SIXTH	21	x	1	=	21
						<u>760</u>

Continued next page

<u>FACTOR</u>	<u>RANKINGS</u>	<u>RESPONSES</u>		<u>SCORES</u>		<u>TOTAL</u>
ADVERTISING	FIRST	4	x	6	=	24
	SECOND	3	x	5	=	15
	THIRD	5	x	4	=	20
	FOURTH	36	x	3	=	108
	FIFTH	135	x	2	=	270
	SIXTH	53	x	1	=	53
						<u>490</u>
CHILD PREFERENCE	FIRST	2	x	6	=	12
	SECOND	1	x	5	=	5
	THIRD	13	x	4	=	52
	FOURTH	10	x	3	=	30
	FIFTH	85	x	2	=	170
	SIXTH	129	x	1	=	129
						<u>398</u>

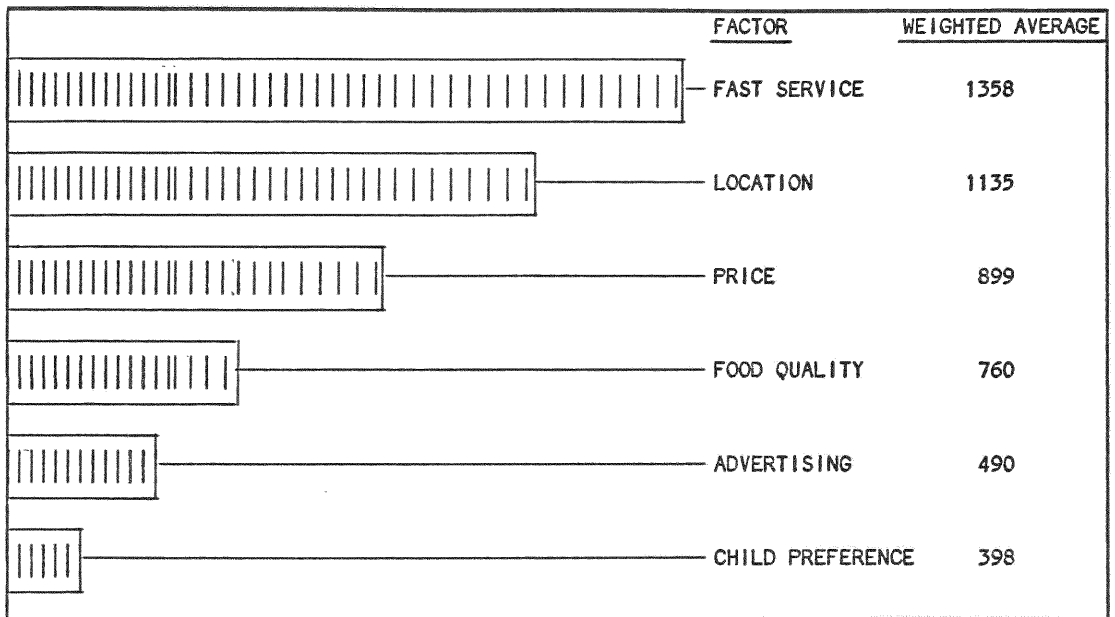
B- RANKING FACTORS ACCORDING TO CALCULATED WEIGHTED AVERAGES :

<u>FACTOR</u>	<u>TOTAL WEIGHTED AVERAGE</u>	<u>RANKING</u>
FAST SERVICE	1358	FIRST
LOCATION	1135	SECOND
PRICES	899	THIRD
<u>FOOD QUALITY</u>	<u>760</u>	<u>FOURTH</u>
ADVERTISING	490	FIFTH
CHILD PREFERENCE	398	SIXTH

There seems to be a significant difference between all factors when a weighted average is applied which considers rankings other than first in importance. The graph on the following page brings this out.

ILLUSTRATIVE TABLE (2-b)

The following bar graph shows the relationship between the six factors according to their calculated weighted averages.



Other findings:

Interestingly, the results showed the customer patronage was not affected by the sex of the sampled population as far as food quality was concerned. Both males and females ranked food quality as fourth in importance in the survey given.

See illustrative tables: (3) and (4).

On the other hand the study showed that customer patronage was dramatically affected by the age categories of the sampled population as far as food quality was concerned.

See illustrative tables: (5) through (10).

ILLUSTRATIVE TABLE (3)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND THE SEX OF THE SAMPLED POPULATION

MALES: TOTAL NUMBER OF MALES IN THE SAMPLE = 97

<u>FACTORS:</u>	<u>RANKINGS :</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	56	58.0	14	14.0	12	12.0	8	8.0	0	-	9	9.0
FAST SERVICE	21	22.0	59	61.0	5	5.0	4	4.0	2	2.0	1	1.0
PRICES	10	10.0	13	13.0	61	63.0	15	15.0	0	-	0	-
FOOD QUALITY	7	7.0	9	9.0	14	14.0	54	56.0	1	1.0	5	5.0
ADVERTISING	2	2.0	1	1.0	2	2.0	12	12.0	50	52.0	29	30.0
CHILD PREFERENCE	1	1.0	1	1.0	3	3.0	4	4.0	44	45.0	53	55.0
<hr style="border-top: 1px dashed black;"/>												
TOTAL RESPONSES	97	100%	97	100%	97	100%	97	100%	97	100%	97	100%

ILLUSTRATIVE TABLE (4)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND THE SEX OF THE SAMPLED POPULATION

FEMALES: TOTAL NUMBER OF FEMALES IN THE SAMPLE = 143

<u>FACTORS:</u>	<u>RANKINGS :</u>		<u>FIRST</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	68	48.0	16	11.0	25	17.0	12	8.0	4	3.0	16	11.0		
FAST SERVICE	48	33.0	99	69.0	15	10.0	12	8.0	7	5.0	7	5.0		
PRICES	14	9.0	15	10.0	66	46.0	18	13.0	2	2.0	4	3.0		
FOOD QUALITY	10	7.0	11	8.0	24	17.0	71	50.0	4	3.0	16	11.0		
ADVERTISING	2	2.0	2	2.0	3	3.0	24	17.0	85	59.0	24	17.0		
CHILD PREFERENCE	1	1.0	0	-	10	7.0	6	4.0	41	28.0	76	53.0		

TOTAL RESPONSES	143	100%	143	100%	143	100%	143	100%	143	100%	143	100%	143	100%
-----------------	-----	------	-----	------	-----	------	-----	------	-----	------	-----	------	-----	------

ILLUSTRATIVE TABLE (5)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>RANKINGS:</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	12	63.0	4	21.0	3	16.0	2	11.0	0	-	2	11.0
FAST SERVICE	4	21.0	11	57.0	2	11.0	1	5.0	1	5.0	0	-
PRICES	2	11.0	2	11.0	8	42.0	2	11.0	0	-	0	-
FOOD QUALITY	1	5.0	2	11.0	5	26.0	10	52.0	1	5.0	2	11.0
ADVERTISING	0	-	0	-	1	5.0	4	21.0	9	47.0	4	21.0
CHILD PREFERENCE	0	-	0	-	0	-	0	-	8	43.0	11	57.0
TOTALS	19	100%	19	100%	19	100%	19	100%	19	100%	19	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES = 6
 TOTAL NUMBER OF FEMALES = 13
 TOTAL NUMBER OF PEOPLE = 19
PERCENTAGE TO TOTAL SAMPLE 8%

ILLUSTRATIVE TABLE (6)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>RANKINGS:</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	46	51.0	20	22.0	18	20.0	10	11.0	0	-	12	13.0
FAST SERVICE	30	33.0	57	62.0	14	15.0	7	8.0	2	2.0	1	1.0
PRICES	11	12.0	8	9.0	48	53.0	12	13.0	0	-	0	-
FOOD QUALITY	4	4.0	6	7.0	10	11.0	44	48.0	2	2.0	10	11.0
ADVERTISING	0	-	0	-	0	-	15	16.0	51	56.0	23	25.0
CHILD PREFERENCE	0	-	0	-	1	1.0	3	3.0	36	40.0	45	49.0
TOTALS	91	100%	91	100%	91	100%	91	100%	91	100%	91	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES = 30
 TOTAL NUMBER OF FEMALES = 61
 TOTAL NUMBER OF PEOPLE = 91
PERCENTAGE TO TOTAL SAMPLE 38%

ILLUSTRATIVE TABLE (7)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>FIRST</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%
LOCATION	40	50.0	5	6.0	7	9.0	6	7.0	1	1.0	8	10.0
FAST SERVICE	21	26.0	56	70.0	8	10.0	4	5.0	2	3.0	2	3.0
PRICES	13	16.0	14	18.0	45	56.0	10	13.0	1	1.0	0	-
FOOD QUALITY	6	8.0	5	6.0	12	15.0	44	55.0	2	3.0	7	9.0
ADVERTISING	0	-	0	-	2	3.0	12	15.0	48	60.0	20	25.0
CHILD PREFERENCE	0	-	0	-	6	7.0	4	5.0	26	32.0	43	53.0
TOTALS	80	100%	80	100%	80	100%	80	100%	80	100%	80	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES	=	37
TOTAL NUMBER OF FEMALES	=	43
TOTAL NUMBER OF PEOPLE	=	80
PERCENTAGE TO TOTAL SAMPLE	=	33%

ILLUSTRATIVE TABLE (8)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>RANKINGS:</u>		<u>FIRST</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	3	11.0	0	-	13	48.0	0	-	0	-	1	4.0	6	22.0
FAST SERVICE	0	-	7	26.0	3	11.0	16	59.0	2	7.0	2	7.0	1	4.0
PRICES	7	26.0	14	52.0	4	15.0	1	4.0	1	4.0	0	-	1	4.0
FOOD QUALITY	14	52.0	5	18.0	1	4.0	7	26.0	0	-	0	-	0	-
ADVERTISING	2	7.0	1	4.0	0	-	2	7.0	14	52.0	14	52.0	5	18.0
CHILD PREFERENCE	1	4.0	0	-	6	22.0	1	4.0	10	37.0	10	37.0	14	52.0
TOTALS	27	100%	27	100%	27	100%	27	100%	27	100%	27	100%	27	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES = 16
 TOTAL NUMBER OF FEMALES = 11
 TOTAL NUMBER OF PEOPLE = 27
PERCENTAGE TO TOTAL SAMPLE 11%

ILLUSTRATIVE TABLE (9)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>FIRST</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%	NUMBER	%
LOCATION	2	12.0	0	-	4	23.0	9	53.0	0	-	2	12.0
FAST SERVICE	3	17.0	11	65.0	0	-	0	-	1	6.0	2	12.0
PRICES	0	-	3	17.0	10	59.0	4	23.0	1	6.0	0	-
FOOD QUALITY	10	59.0	2	12.0	1	6.0	1	6.0	0	-	1	6.0
ADVERTISING	2	12.0	1	6.0	2	12.0	3	17.0	10	59.0	0	-
CHILD PREFERENCE	0	-	0	-	0	-	0	-	5	29.0	12	70.0
TOTALS	17	100%	17	100%	17	100%	17	100%	17	100%	17	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES = 6
 TOTAL NUMBER OF FEMALES = 11
 TOTAL NUMBER OF PEOPLE = 17
 PERCENTAGE TO TOTAL SAMPLE 7%

ILLUSTRATIVE TABLE (10)

MAJOR FACTORS RANKED ACCORDING TO CUSTOMER PREFERENCE AND AGE CATEGORIES OF THE SAMPLE:

<u>FACTORS:</u>	<u>RANKINGS:</u>		<u>SECOND</u>		<u>THIRD</u>		<u>FOURTH</u>		<u>FIFTH</u>		<u>SIXTH</u>	
	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>	<u>NUMBER</u>	<u>%</u>
LOCATION	0	-	0	-	1	17.0	3	50.0	0	-	2	33.0
FAST SERVICE	2	33.0	4	67.0	0	-	0	-	0	-	0	-
PRICES	0	-	0	-	3	50.0	1	17.0	1	17.0	1	17.0
FOOD QUALITY	3	50.0	2	33.0	0	-	1	17.0	1	17.0	0	-
ADVERTISING	0	-	0	-	1	17.0	1	17.0	4	67.0	0	-
CHILD PREFERENCE	1	17.0	0	-	1	17.0	0	-	1	17.0	3	50.0
TOTALS	6	100%	6	100%	6	100%	6	100%	6	100%	6	100%

IN THIS AGE CATEGORY:

TOTAL NUMBER OF MALES	=	2
TOTAL NUMBER OF FEMALES	=	4
TOTAL NUMBER OF PEOPLE	=	6
PERCENTAGE TO TOTAL SAMPLE		2%

SECTION #5

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS AND RECOMMENDATIONSCONCLUSIONS:

In conclusion, the results showed the following principal facts:-

- 1- That food quality is not the major factor of Burger King's patronage in the Miami area.

- 2- That people sampled ate at Burger King for the following reasons list in order of importance:
 - 1- Location
 - 2- Fast Service
 - 3- Prices
 - 4- Food Quality

- 3- Customer patronage was not affected by the sex of the sampled population as far as food quality was concerned.

- 4- Customer patronage was affected by the age categories of the sampled population as far as food quality was concerned.

Recommendations:

On the basis of the survey undertaken by this researcher, it is recommended that further studies concerning food quality be conducted. While the researcher conducted a study of the attribution of food quality to Burger King's patronage as a fast-food facility, it is suggested that another study concerning other fast-food chains might serve a useful purpose; for example, a study that compares the attribution of food quality to the patronage of the three major fast-food chains in the Miami area. Such a study can demonstrate if food quality is ultimately judged by the customer when deciding to eat at one of these fast-food chains.

APPENDIX



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MARKET SURVEY

PLEASE MARK (/) IN THE APPROPRIATE CIRCLE

1- MALE

FEMALE

2- YOUR AGE CATEGORY: UP TO 18 19 TO 25 26 TO 35 36 TO 45
46 TO 55 56 TO 65 66+

3- DO YOU EAT AT BURGER KING ?
YES NO

4- YOU EAT AT BURGER KING BECAUSE OF :
PLEASE RANK CHOICES ONE THROUGH SIX
"ONE IS YOUR MOST FAVORED CHOICE
AND SIX IS YOUR LEAST FAVORED CHOICE"

- LOCATION
- PRICES
- ADVERTISING
- FAST SERVICE
- FOOD QUALITY
- CHILD PREFERENCE



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MARKET SURVEY

PLEASE MARK (/) IN THE APPROPRIATE CIRCLE

1- MALE

FEMALE

2- YOUR AGE CATEGORY: UP TO 18 19 TO 25 26 TO 35 36 TO 45
46 TO 55 56 TO 65 66+

3- DO YOU EAT AT BURGER KING ?
YES NO

4- YOU EAT AT BURGER KING BECAUSE OF :
PLEASE RANK CHOICES ONE THROUGH SIX
"ONE IS YOUR MOST FAVORED CHOICE
AND SIX IS YOUR LEAST FAVORED CHOICE"

- LOCATION
- PRICES
- ADVERTISING
- FAST SERVICE
- FOOD QUALITY
- CHILD PREFERENCE

THE QUALIFICATION OF THE RESEARCHER

Ehab El Farra, the researcher of this study was born in Cairo, Egypt, in November, 1960. In October, 1981, he was graduated from the Faculty Of Tourism & Hotel Management, University Of Helwan, at Cairo, with a B.S. in Hotel Management. Throughout college years, he accomplished a training program in the various departments, in the Food and Beverage and the Front Office divisions, at Mena House Oberoi hotel at Cairo.

In November, 1981, he worked as an assistant food & beverage controller, at Concorde hotel, at Cairo Airport. In May, 1982, he worked as an instructor, in the Hotel Management department, at the Faculty Of Tourism & Hotel Management at Cairo. During that period, he worked as a banquet manager, in the college's hotel, and he was in charge of a number of outside functions, sponsored by the Ministry of Education.

The researcher completed the preliminary studies for the Master's degree, at the Faculty Of Tourism & Hotel Management at Cairo, and in December, 1983, he was awarded a scholarship to study in the United States. Upon completion of his Master's degree, the researcher, will continue his studies to achieve the Ph.D. in the field of Hospitality Management.

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