Differing Demographic Factors Impacting Consumers Loyalty towardsInternational Food Chains in Delhi NCR: A Study of Emerging Markets.

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Abstract

Aim– The aim of this paper is to study the differing demographic factors affecting customers' loyalty towards international food chains. It also compares the variation between international and local fast food chains as the products offered are culturally different.

Design/methodology/approach – A variety of variables used to gain a holistic view, which includes factors such as quality, price, food and demographic profile of consumers affecting loyalty of international food chains. The study adopts the theory and method of the trust-commitment-loyalty explanation chain and examines the consumer survey. The paper analyses 580 filled questionnaires in which convenience and stratified sampling is used.

Findings – Indians prefer international food chains compared to Indian food chains. Loyalty towards international brands is higher than that for Indian brands because they are found to be of better quality which leads to higher frequency of visit and recommendation of the brands to their friends and colleagues. There are ethnic variations towards International and Indian food chains. International brand of food chains generated more good word of mouth publicity compared to Indian food chains. Demographic factors play a role in the patronage of such food chains.

Research limitations/implications – One of the limitations of this research is the study adapts the theory and method of the trust-commitment-loyalty explanation chain and examines the consumer survey adapted from a study of Sahagun et al. (2014) on fast food for emerging markets. Only Delhi NCR is studied, but the addition of other states in India or other countries specifically can add value.

Practical implications – The food managers had to illustrate the satisfaction on affective response, such as quality of food, convenient location, variety, service and value for money. Demographic variables like gender, age, education, income and ethnicity, international and local Brand will affect the perceptions.

Originality/value – This is an attempt to study the loyalty of consumers in emerging markets, which is witnessing the entry of many international food chains. It studies the demographic variables effect on the loyalty and the behaviour of consumers and compares to local and international brand food chains. The research will be used to international managers who are planning to expand in emerging markets like India.

Keywords: International Food, Buying Roles, International Brands/Cuisines, Loyalty for International Food, Consumption Pattern.

1. Introduction

The Indian food industry has evolved with the changing lifestyles of the young Indian population. Growth of the economy and rising income level of the people have changed the sheer variety of gastronomic preferences across the regions, hereditary or acquired, have brought about different modules across the country. Local enterprise may take time to mature to the level of international players in the field in the fast food segment. Many of the traditional dishes have been adapted to suit the emerging fast food outlets (Masilamani and Sundaram, 2012).The basic adaptation is to decrease the process and serving time.The mini-meal concept is a modern adaptation of fast food chains.Another thought of nutriment that's turning into in style is that of food courts.It is like putting together a number of dishes of different cuisines under one roof. Several international fast food chains like Kentucky Fried Chicken (KFC), McDonald's and Barista Coffee have their outlets in major cities. Café Coffee Day is the only Indian chain which boasts of hundreds of outlets and is present across India (Masilamani and Sundaram, 2012).But, then it's classified a lot of as a restaurant than a quick food place.

Indian foods and fast foods are not well organized, but in existence for last 60 years. They are in the form of small restaurant serving Indian food. Udipi, PavBhaji snacks are the typical fast food joints operating across India. These fast food restaurants are getting organized with entry of international food chains. Nando's, KFC, Burger King, Starbucks, Lord of the Drinks, etc. are the fewest Indian fast food chains. They are the local Indian brand of fast food chains operating across India. They take care of regional and national food taste. Fast food in Indian context is defined as a restaurant which offers convenience, price, social enjoyment and quality of meals (Aloia et al., 2013). Customers considered price, variety of food, promotional deals and timely service as the important factors for the selection of fast food restaurants (Usman, 2012).

1.1 The size of the fast-food market

The Indian fast food market has been witnessing rapid growth on the back of positive developments and the presence of massive investments (Masilamani and Sundaram, 2012). Currently, market growth is largely fuelled by the rising young population, working women, hectic schedules, and increasing disposable income of the middle-class households (Srivastava, 2014). Some of the unique properties of fast food like quick served, cost advantage, etc., are making it highly popular among the masses.Thus, Bharat offers huge opportunities for each domestic furthermore as international players.Indian fast food industry has been divided into two main segments – regional Indian fast food and the MN fast food. The entry of multinational fast food giants like McDonald's, Pizza Huts, Domino's, US Pizza, KFC, have brought a concept of burgers, pizzas, milkshakes and soft drinks which have been launched in the Indian markets as "Fusion cuisines"(Anand, 2011). Entry of McDonald's fast food chains has introduced McDonaldization as reported earlier by Ritzer (2014) and identified four rationalizing dimensions (efficiency, calculability, predictability and control) of McDonalds that contribute to the process of McDonaldization. This has helped to gain better acceptance of the consumer towards fast food. Foreign fast food chains bring with them influences on people's diet, consumption, preferences and lifestyle choices as reported in study from China by Zhang et al. (2014).

According to this IBF report, "Indian Fast Food Market Analysis", the Indian fast food industry is anticipated to grow at a CAGR of around 34 per cent during 2011-2014 (IBF Report, 2014).

Anticipating the longer term growth, many big international players are entering into the market by making deals with the domestic players.And those already gift within the Indian market square measure increasing their presence in several provinces of the country.

BMI analysis unconcealed that there's an oversized scope of growth within the untapped tier-II and tier-III cities, owing to which, major fast food retailers have already started applying

various selling methods in popularizing their brands in these cities.Furthermore, they're planning to give cheap and customised merchandise to suit the wants of individuals that mayultimately give the required boost to the Indian victuals business.

According to a from research firm Crisil, India's quick-service restaurant business will double in just three years, from Rs34bn (US$550m) in the 2012-2013 fiscal year (ending 31 March 2013) to around Rs70bn in 2015-2016. And things will only get better. Foreign brands have grabbed a 63 per cent share of the India QSR market since McDonald's opened its first Indian outlet in 1996. Within the foreign segment, Domino's Pizza dominates with a 20 per cent share(www.eiu.com/industry/ article as seen on 30 August 2014).

2. Problem Statement and Objectives of the study

There is a paucity of research on differing demographic factors impact upon customer loyalty towards national or international food chains. How low involvement products with low switching cost of international food chains are influenced by demographic variables like income, education, ethnicity and income on their loyalty.

Consumer make their choice of brands in multi brand situation is one of least understood yet important phenomenon in the marketing of international cuisines. Not much work has been done during last five years in emerging markets. International food outlets are growing in emerging markets as, for many international brands; these markets are drivers for growth.

There are few factors like emotional, economic, time management and lifestyle may influence to consume internationalfood. In our research, one of major question that need to investigate is related to factors that influences consumers to consume international food among different demographic profile including ethnicity.

3. Literature review

French et al. (2001) mentions that some people choose any food restaurant, because it is a way to spend their time with family, friend or someone special. Eating at a fast food restaurant is quick to get to, and also a way of socializing with friends and family (Shanthy et al., 2004). Drewnowski and Specter (2000) report that socio-economic status may influence consumption of international food. There have totally difference between people who have high wages with people who is having low wages in their life (Shanthy et al., 2004; Srivastava, 2014). Usually people with low economic status, prefer to choose food that something does not have good nutritive value, but is more reasonable in price while wealthy person they prefer to choose branded restaurants rather than realized the ingredients and nutrients contain in the food (French et al., 2001; Srivastava, 2014). However, Herman and Polivy (1984) emphasizes that the factor that influence the international or fast food consumption is based on residential areas. Fast food restaurants is defined as place that provided quick food service, which offered western-based food dishes, established standard operating procedures with franchises in multiple states or nationwide (Ashkanasy and Nicholson, 2003; Block et al., 2004; Tan et al., 2013). According to Srivastava (2014) restaurant visits are frequented by many factors like ambience, type of food

served, service and price. He observed that people in the rural areas are less consumed of fast food rather than people how stay at urban area because urban/town residential areas are nearer by the fast food restaurants. There is a paucity of research on demographic study, including ethnic study related to international food loyalty among consumers.

3.1 Food and loyalty

Loyalty is big business for the restaurant industry's major chains, and executives expect it will only get bigger as advances in mobile and social technologies make it easier to gather customer data and create more relevant, targeted offers (Brandau, 2014). Retaining of customers is a key concern for many restaurants. Drivers of loyalty such as satisfaction and commitment have, over time, being studied with the objective to improve customer retention (Terblanche and Boshoff, 2010). It is especially the relationships between satisfaction and loyalty and between satisfaction and commitment that have been reported extensively in the academic literature (Clerfeuille and Poubanne, 2003; Auh and Johnson, 2005; Srivastava, 2014). However, these studies have not studied the factors loyalty among different demographic profile.

3.2 Fast-food and loyalty towards local and international fast food chains

Fast food industry is a fast growing industry that is changing customer eating habits rapidly. This fast growth of fast food chains is due to the increase in income level of middle-class consumers in third world and developing countries, changing eating needs of young and adults and the penetration of multinational food chains in these countries (Abdul Rehman et al., 2010). In this business sector, relationship with customers and suppliers is becoming highly important as well as accountability and decision making is becoming more crucial. Psychological models of individual behaviour to identify attitudes and behaviour may play a role (Ajzen, 1991). Behavioural loyalty causes the attitudinal loyalty which further causes the brand loyalty (Srivastava, 2014).

Study of consumers' attitude is important for the measurement of the impact on the purchase behaviour. Determination of preference, intention, loyalty and brand equity are studied from attitude studies (Ajzen, 1991; Keller, 1993; Chaudhuri and Holbrook, 2001; Srivastava, 2013) which helps measuring loyalty. External actions of certain target market are known as behaviour in a specific time and context. Different measurements of attitude and purchase habits are expressed by brand loyalty. It is very important to provide the product to the consumer at convenient place. Research conducted by Lin and Chang (2003) found that the convenience of the brands in fast food chain had significant impact on buying behaviour of the consumer.

Promotion is another important element which includes the advertising activities, personal selling appeals, public relation. Companies built stronger relationships with customers through different promotional appeals like cash discounts, rebates, and other benefits. These activities are helping the company to enhance the loyalty of the brand. Through personal selling companies promote the products and their service and this effort of the company increase the purchase intention of the consumer and positive attitude towards the product and as well as the image of the organization (Leung, 2001; Terblanche and Boshoff, 2010).

3.3 Ethnicity and food consumption

Ethnicity has been shown to positively impact the rate of adoption of new products,ethnic food consumption, and ethnic entertainment (Lau-Gesk, 2003; Laroche et al.,2005; Srinivasan et al., 2014). Many studies have studied ethnicity segments, but,few studies have explored

consumption differences across segments within one ethnic group (Lau-Gesk, 2003; Zhang, 2009). India has four distinct ethnic groups based on the zonal classification north, south, west and east part of India. Marketers are currently faced with the hurdle of reaching ethnic groups, often composed of very different segments: those identifying with the ethnic culture (ethnic), the host culture (assimilated), both cultures (bicultural), and neither culture (marginalizes) (Berry et al., 2006). Understanding ethnicity gives marketers insight into the different consumption patterns. This study sought to study ethnicity on the variations in food consumption among four major ethnic segments in India. According to Block et al. (2004), fast-food restaurants is geographically associated with predominately black and low-income neighborhoods after controlling for commercial activity, presence of highways, and median home values. Because of limited financial resources, black and low-income populations may ply seek out the most calories for the lowest price. Study of Fleischhacker et al. (2011) reports 76 per cent indicated fast food restaurants were more prevalent in low-income areas compared with middle- to higher-income areas. Ten of 12 studies, as reported by the same author (2011), found fast food restaurants were more prevalent in areas with higher concentrations of ethnic minority groups in comparison with Caucasians. At the same time, Patterson et al. (2012) studies reports that about 70 per cent of children from black ethnic groups and 54 per cent of Asian children purchased fast food more than twice a week, compared with 39.5 per cent of white children. African-Americans with lower incomes saw food price as more important than whites with the same income level did (Beydoun and Wang, 2008).But these studies have not reported the zonal variation of a country on food consumption and patronage towards local and global brands of food chains.

4. Identification of variables and building theoretical construct

The fast and international-food industry in India is experiencing numerous market-related changes, which range from globalization of the market to heightening competition levels. The pressure on businesses today is further increased by a market where the customer acquisition rate is not easy and customer loyalty is decreasing. In such an environment, losing a valuable customer to a competitor can have a significant impact on profitability and growth.

Many global brands entries in the international food chain have increased the competition in emerging markets. Customer loyalty studies generally indicate that fast-food customers are not genuinely loyal to brands or products mainly because they function under low-switching cost conditions (Lombard, 2009; Sahagun and Vasquez-Parraga, 2014). How loyal are those consumers who are attracted by both global and local brands in emerging markets. Do global brands attract more compared to local brands? How low involvement products with low switching cost is influenced by global brands on their loyalty? Although savings were the most sought-after benefit, intangible benefits such as quality, convenience, variety, service and value for money, taken up with the present study as independent variables. Other variables are demographic – like gender, age, ethnic, income and education. Thus, the dependent variables under study are loyalty reflected through repeat visits, time saver, quality, perception towards fast food chains, word of mouth or recommending the same to others and commitment influenced by global and Indian brands as moderating variables. Influence of benefits like economy, ambience, quality, brand image, global and local brand are the focal point in conceptualization.

5. Objectives

Food is an important part of a traditions, culture and human civilization. In many cultures it has been said that food affects the mind and heart. In view of the growing international representation of fast food clientele, this paper examines the demographic study of Indian consumer perception study with respect to fast-food chains restaurants which may be international or Indian fast food chains.

The second objective is to find out whether quality of food at fast food chains will affect customer loyalty, frequency of visits and word of mouth or recommending the same to others. Will there be variation between Indian and international fast food chains.

The third objective of the study is to find the reasons for visiting aninternational food chain and is there any demographic variance for these reasons.

Food Model – Comparative Study of International and National Brands
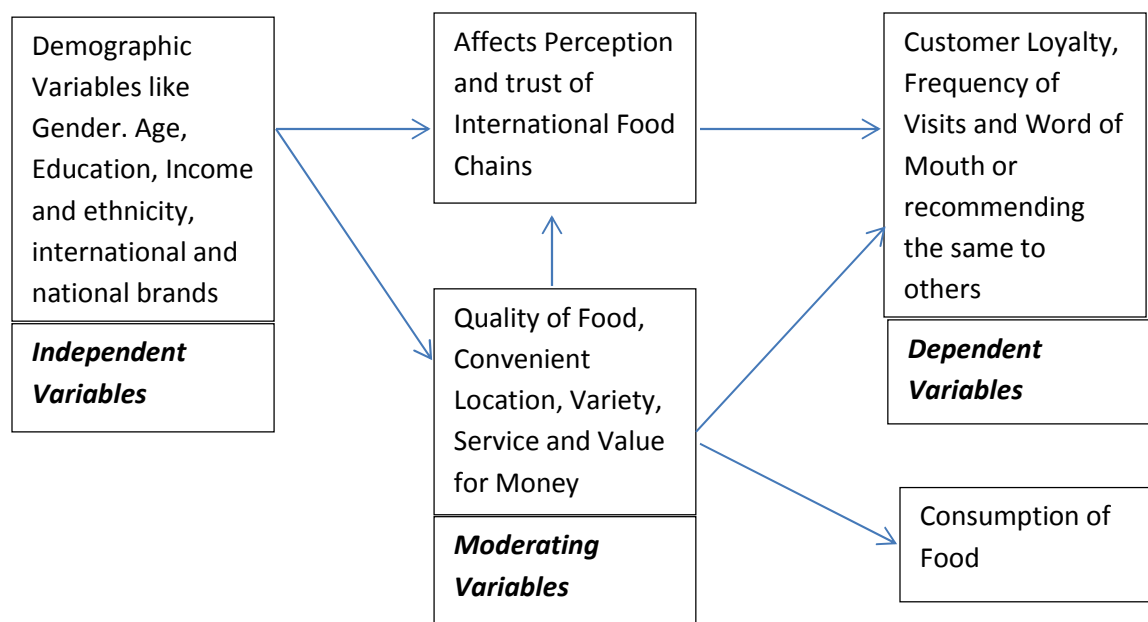
6. Developing hypotheses

People have different perception about global food as their expectation and needs vary. According to a study of Lin and Chang (2003) convenience of the brands in global food chain leads to the formation of an image. According to Srivastava (2014) restaurant visits are frequented by many factors like ambience, type of food served, service and price. These factors lead to formation of certain image in the mind of consumers. This may vary depending upon age, education and income. Based on the preceding discussion, the following hypotheses are formulated:

H1. There is variation in perception of international food in the mind of people of different age groups, education, income and ethnicity.

Customer retention has grown in importance for most businesses as it has been acknowledged as an essential contributor to profitability over the long term (Heskett, 2002). Relationships between satisfaction, loyalty and commitment have been reported extensively in the academic literature (Clerfeuille and Poubanne, 2003). Customer loyalty can be defined from a behavioural, attitudinal or a situational perspective (Chaudhuri and Holbrook, 2001; Uncles and Dowling, 2003). Behavioural loyalty is articulated as purchase and usage behaviour displayed by customers in their historical purchasing and use of a brand and competing brands. Attitudinal loyalty is normally displayed by an enduring (emotional) bond with a brand with strong customer preferences for the brand. Situational loyalty, in contrast to behavioural and attitudinal loyalty, is dependent on the shopping and purchasing situation. Positive relationship is observed between customer satisfactions, loyalty, usage behaviour, positive word of mouth (Srivastava, 2014).

Perceived quality has also been found to have a significant effect on perceived value (Dodds et al., 1991; Gallarza and Saura, 2006). There will be variation in the perception of global and local brands (Srivastava, 2013). Product value was enhanced by marketing communications that emphasize the relative higher quality of product research findings that satisfaction is the behavioural outcome of quality, the following hypothesis are suggested:

H2. Quality of food at international food chains will affect customer loyalty, frequency of visits and word of mouth or recommending the same to others. There will be variation between Indian and Global retail brands reflected in terms of repeat visits.

Different factors like savings intangible benefits such as, convenience, variety, service and value for money influences the consumer visiting fast food chains (Srivastava, 2014). Therefore, we propose that demographic variables will not have an effect on reasons to visit international food chains:

7. Methodology

A variety of variables used to gain a holistic view, which includes factors such as quality, price, food and demographic profile of consumers affecting loyalty of global food chains. The study adopts the theory and method of the trust-commitment-loyalty explanation chain and examines the consumer survey adapted from a study of Sahagun and Vasquez-Parraga (2014) on international food. Research also adopted survey technique through the intercept technique as done by Sahagun and Vasquez-Parraga (2014). Convenience and stratified sampling procedure is also adopted for availing 580 filled up questionnaires. Consumers of baby boomers, X generation, and Y generation, living in Delhi NCR or tourists– a financial capital with different culture are targeted visiting the international food outlets were interviewed for this study.

7.1 Research design

The dimensions measured are perceived product quality, perceived service quality, perceived value, customer satisfaction and customer loyalty for Indian and International brand food chains. The items measuring each of these variables were all linked to five-point likert scale where a five meant a very positive perception and/or attitude. It is a primary research with the use of probability systematic sampling.

7.2 Development of questionnaire

The questionnaire is developed based on the work of Fornell et al. (2006) and Sahagun and Vasquez-Parraga (2014). The assessment of the internal consistency of each dimension was conducted as suggested by Churchill (1979). The entire Cronbach α coefficient of the dimensions as well as the scale used to measure customer loyalty were above the generally accepted cutoff value of 0.7 (Nunnally and Bernstein, 1994). The reliability results are Perceived quality 0.887, perceived value 0.786, customer satisfaction 0.878, customer loyalty 0.791 with overall 0.815. They are similar to study carried out by Sahagun and Vasquez-Parraga (2014). Questionnaire is built by incorporating variables like demographic, ethnic, quality, loyalty reflected through repeat visits, and commitment and impact of international and Indian brands. Influence of benefits like economy, ambience, quality, brand image of global and local brands are the focal point in the conceptualization of the questionnaire.

7.3 Data analysis

The data has been analyzed using SPSS for inference of the data focusing on regression, Karl Pearson's correlation coefficient, and rank test that could give enough data analysis and direction. It also takes care of the basic objectives of the research.

8. Results and discussion

The sheer varieties of gastronomic preferences across the regions, hereditary or acquired, have brought about different modules across the country. Many of the traditional dishes have been adapted to suit the emerging international food outlets. The food court concept of international food is becoming popular. The global-food industry in India is experiencing numerous market-related changes, which range from globalization of the market to heightening competition levels. Schlosser (2001) pointed out the most frequently reported reasons for eating at western food restaurants were fast food is quick serve. Therefore, keeping the finding of Schlosser (2001) the question of what comes in the mind when the fast food word mentioned is administered to respondents.

8.1 Descriptive analysis for testing (H1)

The first part of the study is on demographic profile which is given in Table I. It gives the perception about international food. The analysis of socio-economic characteristics of consumers helps the marketers to concentrate their marketing efforts towards their target markets. In this study, the socio economic characteristics like age, gender, occupation, education and income are considered. The explanation of socio-economic profile of Non-Indian food preferred consumers in detail is as follows. Among the sample Non-Indian food consumers, Among 580 respondents, 45 percent were male and 55 percent were female. The respondents ranged from a age group of less than 15 years to above 60 years. 97 percent of the samples were foreigners' visit of Indian origin and 3 percent were foreigners visiting India during the time of data collection. More than half (63.7 percent) of the respondents' annual household incomes were more than Rs.1,20,000, 20 percent of the samples had income between 91,000 and 1,20,000, 11 percent of the samples had income from 61,000 to 90000, 3 percent had their income ranging between 3,000 to 60,000and finally 2 percent had their household income less than 30,000. Regarding occupation, 10 percent of the respondents were professionals, 47 percent were businessmen, 29 percent were salaried class, 2 percent were retired, 9 percent were homemakers and finally 13 percent were

students. As per the marital status, 73 percent were married, 22 percent were single, 3 percent were divorced and 2 percent were widowed.

There is a relation between ethnicity and type of fast food for the χ2 calWχ2 tab value of 9.488. This means that West Indians are the most interested in fast food and East Indians are the least interested in fast food. Ethnicity variation is observed in American studies of ten years fast food consumption. Fast-food consumption was highest among youths who reported their ethnicity/race as black, native American, or mixed/other. There is a decrease in consumption in whites, and Asian American (Nicole Larson et al., 2014). This is an interesting observation, as it will help the fast food chains to expand accordingly. There is variation among age groups, education, income and ethnicity towards the perception of fast-food (H1).

The second part of the study is to test the hypothesis that the quality of the fast food chains affects consumers' loyalty which is reflected in terms of repeat visits, recommendation to others through word of mouth

8.2 Inferential analysis for testing of H2

The analysis is broken into three parts. The first part is the origin of the international food chain store – Indian or global brand will influence the loyalty and recommendation of the same to others. χ2 tests of the data reveal Pearson χ^2– 73.587, Fisher's Exact test, Linear-by-Linear – 73.451 with significant value likeo0.05. Therefore, we conclude that there is a relation between type of brand Indian and international food chain brand and recommendation to others. This means that people going for internationalfood brands will recommend these brands more to others compared to Indian Brand food chains.

The second step is to measure loyalty on another factor by measuring frequency of visit. Impact of global fast food chains on the frequency due to higher loyalty needs to be studied. Again, χ^2 Tests reveal Pearson χ^2: 2.571 and Fisher's Exact Test Linear-by-Linear Association: 2.566. Since the significance value o0.05, we conclude that there is a relation between type of brand and frequency of visiting the same restaurant. There is a higher degree of visit to the internationalbrand food chain compared to Indian food chains. This is an interesting finding of the study, especially for those who intend to come to marking markets like India for growth.

9. Discussion

The above study explains patron loyalty in emerging markets for restaurants. Many researchers have identified influential attributes of customer loyalty such asservice quality (Fullerton, 2005; Wong and Sohal, 2003) or perceived quality, process brand – the experience that retailers provide –, brand differentiation, positive encounters (Wong and Sohal, 2003) and emotional satisfaction (Wong, 2004). However, they are more confined to retail context. Trust, commitment, word-of-mouthcommunication are some mediatory variables identified in previous research (Sivadasand Baker-Prewitt, 2000). The importance of these three core variables gives anexplanation of loyalty as per them However, demographic variables like gender, age ,education, income and ethnicity, global and local brand, quality of food, convenient location, variety, service and valuefor money as the independent variables in the present study gave interesting results These factors affect customer loyalty measured in terms of frequency of visits and word of mouth or recommending the same to others in our present study. The present study reports liking for international compared to national food chains. This may be due to

consequence of globalization in creation of a global consumer culture and a large group of consumers for whom a cosmopolitan identity constitutes an important part of their self-concept (Americus et al., 2013). Moreover, brand familiarity creates a feeling in consumers that the brand is "known" for global consumers (Ahmed and d'Astous (2008). Global brand has created more trust on quality and reliability (Samiee et al., 2005; Chatterjee and Chaudhuri, 2005; Srivastava, 2013). This could be the reasons for international brand food chains getting more loyalty and preference among younger patrons in India. This is contrary to studies of Kivilcim and Demirand (2011) which reports more liking for national food brands compared to global brands in Thailand.

Ethnic studies show that the people of east and west part of our Capital Region are more likely to go for international brands as compared to others. They are more loyal to international food chain brands. This could be due consumer ethnocentrism more recently termed "domestic country bias" (Balabanis and Diamantopoulos, 2004). According to Shimp and Sharma (1987) ethnocentrism works unconsciously within individuals, thus making it a powerful, yet unacknowledged, influence in decision making. The Indian consumer will not lap up foreign goods merely because of their "made in" tags. Local identities are complex, since individuals can maintain both local and global identities without much cognitive dissonance (Bawa, 2004). **Global consumer culture positioning (GCCP)** will resonate with increasingly global segments of consumers. A global culture of consumption is emerging as a result of GCCP (Shintaro et al., 2010).

The model outlined above attempt to fill that gap and also summarizes the relational influence of the demographic variables like gender, age, education, income and ethnicity, global and local brand on frequency of visits, customer loyalty, word of mouth or recommending the same to others.

10. Conclusion

There is demographic variation observed towards international food chains. Both men and women are similar in their opinion on international food. The younger generation has been visited the international food outlets more often compared to above 60 years. Thus, this study will to segment the fast food chain accordingly. More Indians prefer internationalfood chains compared to Indian chains. Loyalty towards international brands is higher than that for Indian brands because they are found to be of better quality which leads to higher frequency of visiting the restaurant and people recommend the brands to their friends and colleagues, so there is good word of mouth publicity for the global brandsThe findings of this study enhance our understanding of the antecedents of customer loyalty. Both perceived quality and perceived value are important for customer loyalty and satisfaction in the international food industry. The retention of customers has become a key concern for many businesses. The motivation for purchasing a product is no longer limited by its function in fast food, but the implication the product symbolizes.

11. Limitation and future research

There are some limitations that should be taken into consideration when interpreting the results, and when using the research findings in this research in the future. One of the limitations of this research is the study adapts the theory and method of the trust-commitment-loyalty explanation chain and examines the consumer survey adapted from a study of Sahagun and Vasquez-Parraga

(2014) on fast food for emerging markets. Only Delhi NCR is studied, but the addition of other states in India as well as other countries like Brazil, China, Russia and South Africa can add value.

12. Managerial implications

The internationalfood provider should determine in more precise and detailed terms, what makes their customers satisfied and loyal. A major challenge for managers is that although their customers might say that they are satisfied, they often still switch to other food chains. Food managers had to illustrate the satisfaction on affective response, such as quality of food, convenient location, variety, service and value for money. Demographic variables like gender, age, education, income and ethnicity, global and local Brand will affect the perceptions. Therefore; managers have to consider demographic variables for economic and commercial impact. Thus, this paper bridges the gap between theory and practice.

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