

# EXPLORING MOTIVATIONS FOR FAST-FOOD CONSUMPTION AT GLOBAL CHAINS IN SRI LANKA: THE MEDIATING ROLE OF SOCIAL INFLUENCE

**D.M.C. Dassanayake**

Department of Tourism & Hospitality Management,  
Faculty of Management Studies, Rajarata University of Sri Lanka.  
[chamindad@mgt.rjt.ac.lk](mailto:chamindad@mgt.rjt.ac.lk)

## ABSTRACT

*This exploratory sequential mixed-methods study examines the motives for dining at international fast-food restaurants in Sri Lanka, leveraging online data collection for both qualitative and quantitative phases. The initial qualitative phase, administered through an open-ended question online involving 356 participants, identified a range of motives informing the structured questionnaire that was used in the quantitative phase, which yielded 153 responses. The exploratory factor analysis highlighted four principal motives: Perceived Value and Quality, Personal Enjoyment and Variety, Social Influence, and Convenience, which align with the Consumption Value Theory to the greatest extent. The multiple regression analysis revealed the significant mediating role of social factors in determining the behavioral intention toward fast-food consumption. These findings show that in Sri Lanka's fast-food sector, consumer choices and preferences are multifacetedly shaped by a combination of personal preferences and social influences. The study's insights are crucial for international fast-food chains, underscoring the need to develop marketing strategies that align with the unique socio-cultural dynamics of the Sri Lankan market.*

**Keywords:** Consumption values, Fast food, Motives, Social Influence, Sri Lanka

## 1. Introduction

Fast-food consumption has indeed become a global scenario, with an increasing number of individuals dining in international fast-food chains, and the industry has shown significant progress and revolution, influenced by changing consumer needs, marketing approaches, and socio-economic and cultural factors (Bagnato et al., 2023). This tendency exists not only in Western countries but also in markets like Sri Lanka (Biyiri et al., 2018). The motives for fast-food consumption intention at international chains in Sri Lanka could be multi-dimensional and prejudiced by various factors. Understanding these motives is crucial for businesses in fast-food and policymakers to develop effective strategies to address the implications of fast-food consumption on public health and well-being.

The role of demographic factors in consumers' desirability towards fast-food chains has been a core area of interest in previous research (Srivastava, 2015). Ethnicity, in

particular, has been shown to positively impact the rate of adoption of new products and food consumption patterns (Srivastava, 2015). Additionally, the roles of cultural values, contemporary values, and promotion efforts have been recognized as crucial factors affecting the consumption of food and fast-food in emerging markets, highlighting the significance of cultural and value-based stimuli on fast-food consumption (Bu et al., 2020). Furthermore, a cross-cultural study in Pakistan and America has discovered the impact of social, personal, and demographic factors on fast-food dependence and consumption, identifying the underlying reasons and motives towards fast-food consumption, shedding light on the complexities of consumer behaviour concerning fast-food consumption (Khalid et al., 2019).

The consumption of fast-food at international chains in Sri Lanka has become a significant facet of the country's food culture, reflecting the influence of social factors on individuals' dietary choices (Biyiri et al., 2018; Pallegedara, 2019). In Sri Lanka, evolutions of food consumption patterns have been associated with the transformation of the economy, urbanization, and the shift to Western fast-food culture (Bandara et al., 2021). These societal and economic evolutions have, in fact, contributed to the fast changes in lifestyles and food choices among Sri Lankans, highlighting the need to investigate the motives driving fast-food consumption intention in this context. Furthermore, the effect of fast-food consumption on health, particularly its connection with overweight and obesity, has been a notable research area in Sri Lanka (Priyanath & Dasanayaka, 2022).

Exploring the motives behind fast-food consumption in Sri Lanka is vital due to the complex nature of consumer decision-making in food choices. The decision-making regarding food choices is complex and can be influenced by various reasons such as pleasure, cultural values, and health (Yadav et al., 2019). Identifying the motives towards fast-food consumption in Sri Lanka should take an exploratory nature as many of the factors are not well expressed and studied. Consequently, a qualitative phase of inquiry is necessary to gain a complete understanding of the varied factors prompting this behaviour (Yadav et al., 2019). Such an exploration can reveal insightful information about the cultural, social, and emotional facets that shape consumer intentions towards international fast-food, as described in the work of Khalid et al. (2019). After uncovering the motives behind international fast-food consumption, it is vital to evaluate the significance of these factors and their influence on consumption intentions. This examination could be done through a quantitative survey developed from the findings that emerged from the qualitative data analysis.

While past research has focused on general factors influencing fast-food consumption such as ethnicity, cultural values, and demographic variables, there is a visible lack of exploratory-oriented analysis specific to the Sri Lankan context. This situation indicates a significant research gap, emphasizing the need for a detailed exploration of the unique cultural, emotional, and social factors persuading Sri Lankan consumers' decisions to patronize international fast-food chains. To address this gap, the current research employs

an exploratory sequential mixed methods approach, wherein the quantitative phase is dominant. This methodological framework begins with a qualitative phase to uncover these specific motives, followed by a quantitative phase to evaluate their significance and impact on consumption intentions in Sri Lanka. Employing this mixed methods approach allows for a more localized and comprehensive understanding of fast-food consumption patterns in Sri Lanka, effectively filling the existing gap in the literature by combining qualitative and quantitative approaches.

In light of these considerations, this exploratory sequential study aims to comprehensively examine the motives for fast-food consumption intention at international chains in Sri Lanka. This research aims to accomplish two primary objectives;

- To explore the motives behind Sri Lankans' consumption of international fast-food through qualitative analysis,
- To implement a value-based theoretical approach for evaluating key motivations behind fast-food consumption, assessing their importance, and exploring the role of social factors in this context.

The subsequent section of the paper covers the literature review, followed by sections on methodology, a discussion of results, and conclusions.

## **2. Literature Review**

### *2.1 International Fast-food in Sri Lanka*

The forces of consumer preference for global versus local brands have been spoken in the context of purchase decisions, with attention to identifying consumer drivers and the influence of price disparities between national and international brand options (Davvetas & Diamantopoulos, 2018). The influence of international brands on consumer choices is underscored by the perception that global brands make consumers feel like residents of the world, persuading their identity and reflecting what they aspire to be (Özsomer, 2012). The international fast-food business has shown remarkable development and modification, with numerous well-known brands positioning a solid presence in the Sri Lankan market. Notably, worldwide fast-food chains such as McDonald's, Pizza Hut, KFC, Domino's, and Burger King have broadened their businesses in the country, offering a wide range of menu choices to serve diverse consumer tastes (Biyiri et al., 2018; Priyanath & Dasanayaka, 2022). The existence of these international fast-food chains has not only transformed the food landscape but has also contributed to the globalization of culinary preferences and eating habits in Sri Lanka (Bandara et al., 2021).

The development of international fast-food businesses in Sri Lanka has undeniably played a significant role in determining various aspects of the country's socio-economic context. This development in Sri Lanka also has increased job opportunities and helped the development of the food service industry. This growth is attributed mainly to the introduction of franchise businesses and the formation of extensive supply chains by well-known global brands in the fast-food segment. Such expansions have enabled the transfer of cutting-edge technology, valuable know-how, and industry best practices in food

preparation and service (Deniz & Abbasaliyeva, 2022). This trend, in turn, has contributed to improving the overall quality and standards within the fast-food sector in Sri Lanka.

However, the development of international fast-food is not without its drawbacks and concerns, particularly in the context of public health. As postulated by Jayawardena and Dewasiri (2023), the availability of international fast-food brands in Sri Lanka has led to noteworthy changes in eating patterns among the population. Despite the highly cited issues pertaining to fast-food consumption, people are still attracted to fast-food outlets, mainly international chains. So it is worthwhile to examine the actual reasons behind this behaviour of fast-food consumers.

## *2.2 Consumer Behaviour in Fast-food*

Consumer behaviour in the realm of international fast-food is a complex area of study that includes various features persuading individuals' consumption patterns, preferences, and choices. Among the various focuses of the studies in the fast-food sector, the influence of service quality on fast-food customers' satisfaction, perceived value, and behavioral intentions are notable. Particularly, Slack et al. (2020) highlighted the importance of service quality properties in determining consumer behavior in fast-food.

Moreover, the influence of globalization on the food behavior of consumers has been a prominent issue in the literature, highlighting the vital impact of civilizational and cultural development and changes, as well as the ongoing globalization process, on market behaviour and consumer food preferences (Hanus, 2021). Consumer behavior in the fast-food segment has been studied across various social and cultural contexts, including India, Bangladesh, and Vietnam, emphasizing the requirement to tailor fast-food offerings to distinct cultures and countries (Goyal & Singh, 2007; Tien, 2019; Uddin, 2019). In contrast, customer assessments of fast-food have been compared across different nations and countries, emphasizing the importance of economic, social, and cultural environments in determining consumer attitudes and behaviours toward fast-food (Bagnato et al., 2023; Zhong & Moon, 2020).

Additionally, factors influencing consumption intentions in the fast-food business have been empirically studied, underscoring the role of the restaurant atmosphere in forming a brand image and affecting customers' retention levels (Xiao et al., 2018). Furthermore, researchers have examined the determinants impacting consumers' purchase intention toward particular fast-food brands in various countries, such as Bangkok, Indonesia, Nigeria, and Malaysia, yielding valuable insights into the factors persuading consumer preferences and purchase intent in the fast-food industry (Mahmud et al., 2022; Xin, 2015). Remarkably, the dynamics of fast-food behaviours among university students in Malaysia have been studied, emphasizing the need for a complete understanding of demographic factors and fast-food consumption behaviour, which are vital in synthesizing consumer behaviour and choices (Halim et al., 2023). The consumer perception and choices for fast-food among tertiary students in Ghana have also been studied, providing valuable

information into consumer perception and preference for fast-food, mainly among young consumers (Nondzor & Tawiah, 2015).

### *2.3 Consumer Behaviour in Fast-food in Sri Lanka*

In Sri Lanka, the fast-food industry's development and consumer behavior are intensely affected by demographic factors and human attitudes. Research by Aruppillai and Godwin Phillip (2015) underscores that demographic factors such as educational level, marital status, employment status, and the distance from home to fast-food boutiques play a central role in determining fast-food consumption behaviors. This notion is further acknowledged by the findings of Saraniya and Thevaranjan (2015), who conducted a comprehensive study in Colombo's Divisional Secretariat Division. Their research, aiming at a varied sample of 200 fast-food customers, reveals that personal characteristics and individual lifestyles profoundly impact the eating of fast-food from major chains like KFC, McDonald's, Burger King, and Pizza Hut. Similarly, Herath and Wijesinghe (2017), in their study in the Dehiwala Divisional Secretariat, highlighted the impact of factors such as income, civil status, and age on fast-food consumption, emphasizing how various demographic factors support shaping consumer choices and habits.

Simultaneously, attitudes towards fast-food play a crucial role in consumer behavior in Sri Lanka. Pinnagoda et al. (2017), in their study of Kiribathgoda, a fast urbanizing region, explored a strong preference for fast-food, primarily among women and younger individuals, motivated by factors like taste, convenience, and ambiance of fast-food chains. Despite the increased recognition of the health risks related to fast-food and its common perception as 'unhealthy,' these attitudinal aspects powerfully drive consumption. This situation is supplemented by the study conducted by Saraniya and Kennedy (2015) in Colombo, where they found a significant correlation between individuals' attitudes and fast-food preferences. Their research further emphasizes a transition from traditional Sri Lankan food to Western fast-food, a shift governed by changing lifestyles, preferences, and attitudes. Furthermore, Shifana and Fernando (2015) confirmed through linear regression and Pearson correlation coefficient analyses that consumer attitudes have a significant positive correlation with buying behaviors toward fast-food outlets, underscoring the robust influence of consumer perceptions and attitudes on fast-food preferences. These findings collectively highlight the dominant role of attitudes, alongside demographic factors, in determining the fast-food consumption pattern in Sri Lanka.

### *2.4 Motives of Fast-food*

The motives towards fast-food consumption are complex and multilayered, as demonstrated by a synthesis of numerous studies in the field of study. One dominant cause is convenience, which is a repeated factor across numerous research findings. Studies like those of Samengon et al. (2023) in Malaysia's fast-food industry demonstrate the increasing adoption of self-service technologies, suggesting that consumers urge quick and efficient service. This notion is backed by the findings of Schröder and McEachern (2005), who found that most fast-food purchases are impulsive or routine, underscoring a relatively low level of consumer involvement. The convenience motive is further increased

by the combination of location-based advertising and coupons, as discussed by Souiden et al. (2019), where ease of access and monetary benefits are key motives in consumers' choice of fast-food.

Another considerable driver is the psychological point of view of fast-food preferences. Sayed et al. (2022) point out the impacts of factors like relationship management, anxiety management, and self-enhancement on customer purchasing choices. These motives suggest that fast-food consumption is not just about physical nourishment but also about satisfying emotional and psychological needs and wants. Furthermore, the accomplishment of major fast-food chains, as analyzed by Lichtenberg (2012), can be credited to their aptitude to tap into these psychological facets through effective marketing strategies and organizational setups, further persuading consumer preferences and choices.

To conclude, admiring innovative and unique dining experiences is also identified as a motivating factor for fast-food consumption. The study of Lichtenberg (2012) highlights the importance of introducing novel and exclusive concepts and strategies as crucial factors for success in the fast-food business. This desire for novelty and uniqueness is not just confined to the fast-food itself but spreads to the overall customer experience, including the introduction of new technologies and service procedures. Past research jointly suggests that the fast-food industry's ability to grow and continually meet consumers' expectations with new and exciting strategies is a critical factor in upholding and increasing its customer base.

### *2.5 Consumption Value Theory and Theory of Planned Behavior in Explaining fast-food Motivations*

In the examination of consumer behaviour in the context of the fast-food industry, the Consumption Value Theory (Sheth et al., 1991) and the Theory of Planned Behavior (Ajzen, 1991) together offer a rich, multifaceted outline. These two models are well-known and utilized to generate deep insights into the complex decision-making processes of consumers in various contexts.

The Consumption Value Theory (Sheth et al., 1991) examines the varied values consumers perceive towards alternative products and services and has been applied in many consumer choice areas, including the selection of tourism products (Dassanayake, 2017; Dassanayake et al., 2015; Tennakoon & Dassanayake, 2021). The theory accounts for not only the functional aspects, like taste, cost, and time efficiency, but also extends to the social, emotional, epistemic, and conditional dynamics that influence choice behaviours. In the context of fast-food, the theory is helpful in explaining how fast-food choices reflect social identity and other related dynamics (Lee et al., 2022b). Furthermore, the theory could explain emotional fulfilments like comfort or pleasure, often linked to unique brandings and features in fast-food (Lee et al., 2022a). The epistemic value, highlighting the appeal of novelty and variety, and the conditional value, adapting to

specific situations like time constraints and sales promotions, also play crucial roles (Yang & Shim, 2013).

Complementing this, the Theory of Planned Behavior (Ajzen, 1991) examines the cognitive processes behind particular actions of humans. It highlights how personal attitudes, shaped by various situational factors, interact with social impacts and norms. This theory also considers perceived behavioral control, which includes factors like accessibility and affordability, significantly impacting consumption decisions in the context of fast-food (Ghoochani et al., 2018; Pérez-Villarreal et al., 2020).

These two theories are helpful in a detailed understanding of fast-food consumption and future purchase behaviour. The Consumption Value Theory is instrumental in thematically categorizing consumer motivations during qualitative analysis, and the Theory of Planned Behavior is crucial in assessing the intentions behind fast-food preferences and consumption, taking into account both personal and social factors. This combination of theoretical viewpoints discloses an inclusive picture of consumer behavior in the fast-food sector. It not only helps outline the current consumer landscape of fast-food but also offers valuable insights for future approaches in the industry. The integration of these theories in the research thus provides a complete understanding of the numerous factors that inspire fast-food consumption behaviors.

### **3. Methodology**

#### *3.1 Design*

This research employs an exploratory sequential mixed-methods approach, starting with a qualitative phase, referred to as Study One in this paper, and followed by quantitative research. The initial qualitative part focuses on uncovering various motivations that drive customers' choices to dine at global fast-food outlets. An open-ended question was created and circulated through a Google Form on social media platforms to gather the qualitative data. The question asked was, 'Please list three key reasons why you choose to dine at global fast-food outlets.' Two screening questions were employed to ensure the respondent's suitability: 'Are you a Sri Lankan resident living in Sri Lanka?' and 'Have you visited a global fast-food outlet in the past six months?'

The quantitative research phase, referred to as Study Two in this paper, involved the development of a structured questionnaire based on the insights gained from the qualitative research phase. This questionnaire was specifically designed to investigate deeper into the motivational factors identified in the initial qualitative phase, thus facilitating a complete analysis of consumer behavior in relation to global fast-food preferences.

#### *3.2 Study One*

As explained previously, this study started with the collection of qualitative data through an online open-ended question. This initial phase focused on achieving the first objective of the research: 'to explore the motives behind Sri Lankans' consumption of international fast-food through qualitative analysis.' This approach was intentionally

selected to gain an in-depth understanding of the factors underlying Sri Lankans' preferences for international fast-food brands. The study's population encompassed Sri Lankan residents who have visited a global fast-food outlet within the last six months. A total of 356 respondents contributed to providing the qualitative data. The data collected, while concise, were rich in detail and provided valuable insights with regard to the key reasons to visit the global fast-food outlets.

Data analysis was conducted using Leximancer, an online portal for qualitative data analysis. The emphasis of this analysis was solely on exploring the motives behind fast-food choices rather than constructing a thorough overview of overall fast-food consumption behavior. As a result, a concept map was developed utilizing Leximancer to represent these findings visually (refer to Figure 1).

The concept map (Figure 1) provides a structured visualization of the primary and associatory motives driving Sri Lankans' visits to global fast-food brands. The picture highlights 'tasty,' 'easy,' 'place,' and 'fast' as the most prominent nodes at its center. These key themes occupy central positions on the map, indicating their primary importance in the data set. The prominence of these motives highlights that taste, location, convenience and speed of service are the main factors that attract Sri Lankan consumers to international fast-food chains. The centrality of these themes also implies that they were the most often stated or the most interconnected motives in the responses collected.

In the neighboring space, the concept map features associated themes such as 'quality,' 'service,' 'social,' 'enjoy,' 'friends,' 'change,' 'special,' 'cleanliness,' 'eating,' and 'area.' These are linked to the fundamental concepts by lines, demonstrating the relations and potential inspiration they have on the central motives. For instance, the proximity and links between

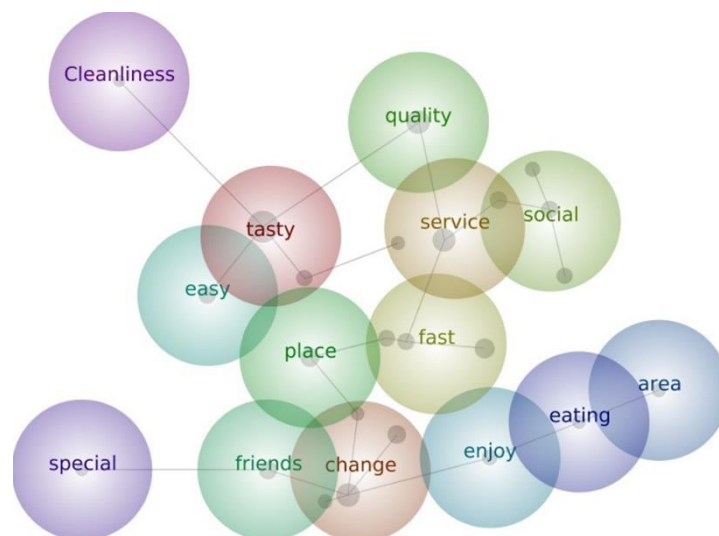


Figure 1: Leximancer Concept Map of Fast-Food Motives

'tasty' and 'quality' may indicate that consumers associate the pleasure of eating with the superiority of food. Correspondingly, the link between 'social' and 'friends' suggests a



social aspect to dining at fast-food outlets, where the experience is shared with companions. The existence of 'cleanliness' and 'area' indicates that the atmosphere and location are also important factors contributing to the dining experience. Although these associated themes are less central than the primary motives, their interconnectedness on the map reflects a multifaceted understanding of the reasons behind Sri Lankans' preference for global fast-food.

### *3.3 Study Two*

The primary goal of the quantitative stage in this research was twofold. First, it aimed to validate the findings obtained from the qualitative phase, ensuring that these insights are not only contextually rich but also statistically significant across a broader sample. Second, the phase sought to quantify the importance of various factors in determining fast-food preferences. This quantitative phase directly supports the study's second objective: 'to assess the importance of different motives in shaping fast-food consumption intentions and their relative significance.' By using quantitative methods, this phase of the research provides a more objective and measurable insight into the factors that influence fast-food preferences and consumption.

#### *3.3.1 Questionnaire Preparation*

The survey questionnaire consisted of two main sections: demographic details of the respondents and questions related to fast-food motives and behavioural intentions. The demographic section gathered complete details such as gender, age, education level, income, and marital status. Additionally, the demographic section included fast-food-specific customer dining habits, such as how often they visit fast-food chains, the respondents' favourite brands, and the usual companions accompanying them during these visits. This comprehensive inclusion of factors ensured a thorough understanding of both the general and specific demographic factors associated with fast-food preferences and choices.

The second section of the questionnaire was primarily developed based on the findings from the qualitative phase of this study. Additionally, it merged and assessed items from the work of Phan and Chambers (2016), ensuring a complete and well-rounded approach to understanding the motives and intentions behind fast-food preferences and consumption—this integration of previous research with new qualitative insights was expected to contribute to enhancing the questionnaire's relevance and depth. In total, the second part of the questionnaire consisted of 15 statements, including three specific items devoted to measuring the intention to buy fast-food. These 15 items were measured using a 5-point Likert scale ranging from 'strongly agree' to 'strongly disagree'. The integrated structure of the questionnaire guaranteed a focused yet comprehensive assessment of the factors influencing fast-food purchasing decisions.

### *3.3.2 Data Collection*

The quantitative data for this study were collected online using a Google form, which was distributed through social media platforms. Similar to the qualitative phase, the target population was defined as global fast-food consumers residing in Sri Lanka. To ensure the suitability of the respondents, the same two screening questions were used: 'Are you a Sri Lankan resident living in Sri Lanka?' and 'Have you visited a global fast-food outlet in the past six months?'. The online survey yielded a total of 153 usable responses, which were subsequently analyzed to achieve the objectives of the study.

### *3.3.3 Data Analysis*

The analysis of the quantitative data primarily involved examining the frequency of demographic factors and conducting descriptive analyses of items related to fast-food motives and intentions. Additionally, factor analysis was employed to identify any underlying variables within the motivational items. Correlation and regression analyses were also performed. The data gathered from the Google Forms platform were downloaded and imported into the SPSS software for analysis. All analyses were conducted using SPSS, and the results were formatted appropriately for presentation.

### *Sample profile*

The study's sample presents a well-rounded representation of fast-food patrons in Sri Lanka, reflecting a wide array of demographic features (Table 1). The gender distribution was nearly balanced, with 47.7% male (73 respondents) and 52.3% female (80 respondents). Educational qualifications are diverse significantly, with the majority having a Bachelor's Degree (47.7%) or a Postgraduate qualification (33.3%). In terms of monthly income, the largest category fell within the Rs. 20,000 to Rs. 50,000 range, representing 39.2% of the sample. In terms of occupation, 39.2% identified as professionals, followed by 27.5% as executives. The sample chiefly consisted of individuals aged 26-35 years (52.9%), and a considerable portion of respondents were married (50.3%).

Table 1: Sample Demographics

Description	Count	%	Description	Count	%
<b><u>Gender</u></b>			<b><u>Education</u></b>		
Male	73	47.7	Advanced Level	13	8.5
Female	80	52.3	Diploma	14	9.2
<b><u>Monthly Income</u></b>			Bachelor's Degree	73	47.7
Below Rs. 20,000.00	21	13.5	Professional	02	1.3
Rs. 20,000.00 - 50,000.00	60	39.2	Postgraduate	51	33.3
Rs. 50,000.00 - 80,000.00	22	14.4	<b><u>Age</u></b>		
Rs. 80,000.00 - 160,000.00	34	22.2	21-25 years	22	14.4
Above Rs. 160,000.00	16	10.5	26-35 years	81	52.9
<b><u>Occupation</u></b>			36-45 years	44	28.8
Clerical	09	5.9	46 years and above	06	3.9
Executive	42	27.5	<b><u>Marital Status</u></b>		
Professional	60	39.2	Single (not in a relationship)	34	22.2
Unemployed	21	13.7	Single (In a relationship)	42	27.5
Other	21	13.7	Married	77	50.3

The summary of frequency analysis of customer dining habits (Table 2) reveals fascinating patterns in fast-food consumption behaviours in terms of visit frequency, companion choice, and preferred brands. Most respondents (37.3%) visit fast-food chains once a month, followed by 27.5% visiting once in three months. In terms of companions, the largest group prefers visiting with family members (35.3%), closely followed by those who visit the fast-food outlets with friends (34.6%). Regarding the favourite fast-food brand, Pizza Hut leads with 35.3%, followed by KFC at 28.8%. McDonald's and Burger King also exist as popular choices among the respondents.

Table 2: Customer Dining Habits: Frequency, Companions, and Favorites

Description	Count	%	Description	Count	%	Description	Count	%
<b><u>Frequency of Visit</u></b>			<b><u>Companion</u></b>			<b><u>Favourite Brand</u></b>		
At least Once a week	12	7.8	Alone	10	6.4	McDonalds	25	16.3
Once in two weeks	13	8.5	With spouse only	14	9.0	KFC	44	28.8
Once a month	57	37.3	With friends	54	34.6	Pizza Hut	54	35.3
Once in three months	42	27.5	With family members	58	35.3	Dominos	11	7.2
Once in six months	29	19.0	With girl/boy friend	17	10.9	Burger King	13	8.5

Descriptive statistics were computed for all Likert scaled items in the questionnaire, encompassing the mean, standard deviation (SD), skewness, and kurtosis. The evaluation of skewness and kurtosis was explicitly performed to assess the normality of the data. These statistical outputs are presented in Table 3. According to Table 3, the questionnaire items on fast-food consumption reveal distinct consumer motives toward fast-food.

Table 3: Descriptive Statistics of Questionnaire Items

Questionnaire Item	Mean	SD	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic
Eat at those fast-food restaurants gives me social recognition	2.67	1.19	0.39	-0.91
I like the taste of fast-food	3.83	0.86	-1.76	3.89
Many varieties are available	3.68	0.99	-1.00	0.63
It's a "treat" for myself	3.60	0.88	-1.27	1.56
My friends/family/kids/boy-girl friend like them	3.95	0.77	-1.41	3.73
It is a way of socializing with friends and family	3.30	1.06	-0.73	-0.47
I intend to continue consuming fast-food from international brands in the future	3.51	1.13	-0.91	0.05
I foresee myself frequently choosing international fast-food restaurants as a dining option	3.59	0.81	-0.98	0.70
I believe that choosing to eat at international fast-food restaurants is a beneficial decision	3.43	1.13	-0.66	-0.19
I'm too busy to cook	2.62	1.06	0.34	-0.76
I don't like to prepare food myself	2.56	1.15	0.50	-0.78
Choosing international fast-food outlets aligns well with my fast-paced lifestyle	2.61	1.12	0.34	0.14
The fast-food at international chains is nutritious	2.38	0.95	0.35	-0.57
The fast-food offered by international chains is affordable	2.39	1.06	0.38	-0.83
The quality of food at international fast-food chains is worth the price paid	3.39	1.29	-0.21	-0.24

A high mean of 3.83 for the item "I like the taste of fast-food," associated with a low standard deviation, underscores a strong, widespread preference for the taste of fast-food among participants. In addition to that, the item "My friends/family/kids/boy-girlfriend like them" records the highest mean of 3.95, with a low standard deviation, postulating a dominant perception of fast-food's popularity in social contexts. In contrast, the item "The fast-food at international chains is nutritious" has a lower mean of 2.38 and a higher standard deviation, depicting diversified and more skeptical views regarding the nutritional value of fast-food. These results highlight a mix of personal preferences and perceived social norms influencing fast-food consumption.

The data from the questionnaire items generally show features of a normal distribution, as indicated by their skewness and kurtosis values. Most skewness values are close to 0 among the data, suggesting that the data is symmetrically distributed without significant

skew in either direction. Furthermore, the kurtosis values, when adjusted for excess kurtosis, are also close to 0, indicating that the distribution tails are not unusually heavy (Kim, 2013). These statistics suggest that the questionnaire data align with the traits of a normal distribution, permitting the use of parametric tests for the subsequent analysis.

### *Factor Analysis*

A factor analysis was performed for the 12 questionnaire items that represented the motives for fast-food consumption using principal component extraction with a varimax rotation. The KMO value was 0.695, indicating that the size of the sample is moderately adequate for factor analysis. Bartlett's Test of Sphericity was significant, permitting the interpretation of factor loadings.

*Table 4: Factor Loadings of the Questionnaire Items of Motives*

Questionnaire Items	Component			
	1	2	3	4
The quality of food at international fast-food chains is worth the price paid	<b>.983</b>	.007	.000	.111
The fast-food at international chains is nutritious	<b>.825</b>	.116	.119	.052
The fast-food offered by international chains is affordable	<b>.815</b>	-.091	-.081	.084
I like the taste of fast-food	-.151	<b>.832</b>	.066	-.037
Many varieties are available	.073	<b>.818</b>	.184	.015
It's a "treat" for myself	.097	<b>.772</b>	.008	.179
My friends/family/kids/boy-girl friend like them	-.130	-.029	<b>.810</b>	-.177
It is a way of socializing with friends and family	.072	.068	<b>.764</b>	.190
Eat at those fast-food restaurants gives me social recognition	.091	.243	<b>.652</b>	.198
I'm too busy to cook	.019	.329	-.094	<b>.753</b>
I do not like to prepare food myself	.150	-.033	.170	<b>.731</b>
Choosing international fast-food outlets aligns well with my fast-paced lifestyle	.052	-.032	.077	<b>.690</b>

Table 4 shows the factors extracted and their loadings and cross-loadings. The rotated component matrix represents the factor loadings of the questionnaire items on four extracted components. Component 1 is strongly linked with value and perceptions of quality and health. Items with high loading values on this component include "The quality of food at international fast food chains is worth the price paid", "The fast food at international chains is nutritious", and "The fast food offered by international chains is affordable". This component may represent a variable that could be identified as "Perceived Value and Quality".

Component 2 has high loadings for items related to personal taste and variety, such as "I like the taste of fast food", "Many varieties are available", and "It's a 'treat' for myself". This component appears to capture a variable relating to "Personal Enjoyment and Variety". Component 3 includes items associated with social actors. "My

friends/family/kids/boy-girl friend like them", "It is a way of socializing with friends and family", and "Eat at those fast-food restaurants gives me social recognition" are indicative of a "Social Influence" variable. Component 4 aligns with items that highlight a convenience factor, with high loadings for "I'm too busy to cook", "I don't like to prepare food myself", and "Choosing international fast food outlets aligns well with my fast-paced lifestyle". This component reflects the variable "Convenience".

As a result of the exploratory factor analysis and the above discussion, four variables are identified as motives for the consumption of global fast-food brands, i.e., Perceived Value and Quality, Personal Enjoyment and Variety, Social Influence, and Convenience.

#### *Validity and Reliability*

The discriminant validity is assessed by examining the cross-loadings of items on different components (Table 4). According to the statistics of cross-loadings, all the items load highly on one component and have very low loadings on the other components, indicating good discriminant validity. The internal consistency reliability for each variable was assessed using Cronbach's Alpha. All variables reported alpha values within the acceptable threshold of 0.7, indicating good internal consistency reliability. Specifically, 'Perceived Value and Quality' scored 0.860, 'Personal Enjoyment and Variety' scored 0.754, 'Social Influence' scored 0.718, and 'Convenience' scored 0.702. Moreover, the 'Behavioural Intention' to consume fast food also scored 0.708, conforming to the internal consistency reliability.

#### *Assessing relationships, associations, and Mediation effects*

Pearson correlation analysis was conducted to gauge the interrelationships between the constructs. Table 5 shows the respective values of the analysis with their significant levels. The results (Table 5) indicate adequate relationships among the constructs related to fast food consumption behaviors. Social Influence and Personal Enjoyment and Variety exhibit a strong positive relationship with Behavioral Intention, postulating that these factors are crucial in predicting individuals' intentions regarding fast food consumption. Convenience factor also correlates positively with Behavioral Intention, although to a comparatively lesser degree, indicating it also plays a role but may not be as strong as the social or enjoyment factors. Perceived Value and Quality show no relationship with Behavioral Intention, implying that they might not be primary determinants of future behavior.

Table 5: Inter-item Correlations

Variable	(01)	(02)	(03)	(04)	(05)
Social Influence (01)	1	0.241**	0.198*	0.054	0.474**
Personal Enjoyment and Variety (02)	0.241**	1	0.191*	0.030	0.547**
Convenience (03)	0.198*	0.191*	1	0.203*	0.165*
Perceived Value and Quality (04)	0.054	0.030	0.203*	1	0.144
Behavioural Intention (05)	0.474**	0.547**	0.165*	0.144	1

\*Significant at 0.05; \*\*Significant at 0.01

Building on the results of the correlation analysis, a linear regression model was conducted to assess the predictive strength of the independent variables in forecasting the dependent variable. Additionally, the potential mediating role of Social Influence was examined. Tests for collinearity were also conducted as part of the analysis.

The multiple linear regression analysis examined the factors influencing Behavioral Intention. Two models were run to test the mediating effect of Social Influence in the model (Table 6). Model 1 included predictors such as, Perceived Value and Quality, Personal Enjoyment and Variety, and Convenience accounted for approximately 31.7% of the variance in Behavioral Intention ( $R^2 = .317$ , adjusted  $R^2 = .303$ ). The model demonstrated a significant overall fit ( $F = 22.895$ ,  $p < .001$ ), demonstrating the integrative importance of these three predictors. Personal Enjoyment and Variety emerged as a remarkably significant predictor ( $B = .584$ ,  $p < .001$ ), while the effects of Convenience and Perceived Value and Quality were not significant.

Table 6: Results of multiple linear regression

Construct		Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics	
		B	Std. Error	Beta		Tolerance	VIF
Model 1	(Constant)	.969	.330		.004		
	Convenience	.042	.070	.042	.554	.924	1.082
	Perceived Value and Quality	.100	.058	.120	.087	.959	1.043
	Personal Enjoyment and Variety	.584	.076	.535	.000	.963	1.038
Model 2	(Constant)	.150	.334		.654		
	Convenience	-.010	.064	-.010	.874	.906	1.104
	Perceived Value and Quality	.094	.053	.113	.075	.958	1.044
	Personal Enjoyment and Variety	.499	.070	.457	.000	.919	1.088
	Social Influence	.387	.069	.364	.000	.920	1.087

Model 2 expanded upon Model 1 by introducing Social Influence as an additional predicting variable, resulting in a notable increase in the explanatory power of the model ( $R^2 = .439$ , adjusted  $R^2 = .424$ ). The change in  $R^2$  due to the inclusion of Social Influence was significant ( $\Delta R^2 = .122$ ,  $F = 31.933$ ,  $p < .001$ ), highlighting the considerable impact of Social Influence on Behavioral Intention. In this model, the influence of Personal Enjoyment and Variety continued strong ( $B = .499$ ,  $p < .001$ ), while the impact of Perceived Value and Quality and Convenience became insignificant.

The collinearity diagnostics from the regression analysis (Table 6), reflected by Variance Inflation Factors (VIF) and tolerance values, confirm that no significant multicollinearity concerns exist. Notably, all VIF values are below the threshold of 10 (O'Brien, 2007), and the tolerance values are well above the threshold level of 0.1 (Senaviratna & A Cooray, 2019), further validating the absence of multicollinearity in the model.

#### **4. Discussion**

This study in Sri Lanka, employing an exploratory mixed methods approach, examined the motivations for global fast-food consumption. It competently intertwines qualitative and quantitative findings within a broad theoretical and socio-cultural framework. The research underlines the harmonious fusion of two key theories: the Theory of Consumption Values and the Theory of Planned Behavior. It highlights that the drivers for fast-food consumption mirror the principles outlined in the Consumption Value Theory (Dassanayake, 2021; Sheth et al., 1991). The study's factor analysis reveals four central elements: Perceived Value and Quality, Social Influence, Personal Enjoyment and Variety, and Convenience. These align with the Consumption Value Theory's dimensions, encompassing functional, emotional, social, and conditional values. This theoretical alignment not only embodies various consumer inspirations but also highlights their significance in fast-food consumption intentions, resonating with Ajzen's Theory of Planned Behavior (1991).

A deep examination of the study's outcomes points to the prominent role of taste and personal enjoyment in Sri Lankan fast-food choices, reflecting the Consumption Value Theory's emphasis on functional value in consumer choices. Pinnagoda et al. (2017) also affirm the importance of taste and sensory pleasure in this context. Importantly, the Convenience factor, despite its mixed results in statistical analysis, emerges as a significant motivational element, especially in qualitative aspects, as supported by Samengon et al. (2023).

Social dynamics in visiting global fast-food chains, as highlighted in the study, extend beyond consumption. The research identifies social influence as a dominant factor in Sri Lankans' preference for global fast-food chains. This aligns with consumer behavior research by Bagnato et al. (2023) and Khalid et al. (2019), which emphasize social factors in shaping dining choices. Interestingly, Perceived Value and Quality do not directly impact behavioral intention, suggesting a complex decision-making process where Sri Lankans consider factors beyond price.

The study further reveals the mediating role of social influence between the three main variables - Personal Enjoyment and Variety, Perceived Value and Quality, and Convenience - and behavioral intention. This finding underlines the role of social dynamics in motivating visits to international fast-food outlets, often driven by desires for social acceptance and recognition. This aspect, as also noted in studies by Shao & Li



(2021) and Van Rongen et al. (2020), is crucial for understanding the interplay between personal preferences and social pressures in the fast-food industry.

This research offers profound theoretical, managerial, and policy implications. Theoretically, it links the Theory of Consumption Values and the Theory of Planned Behavior, providing a comprehensive understanding of consumer motivations in the fast-food industry. It underscores the supremacy of personal enjoyment, taste, and social influence in determining dining choices, underscoring the need for an integrated view of consumer behaviour that syndicates functional, social, emotional, and conditional values. Managerially, the study's findings are priceless for the Sri Lankan fast-food business. By distinguishing the significance of sensory gratifications and social dynamics, businesses can modify their product offerings and marketing approaches to align with these key aspects. Policy-wise, the insights suggest the need for approaches that recognize the varied factors determining consumer choices, including convenience, quality and social aspects. Policymakers could focus on nurturing platforms that support healthy and satisfying consumer experiences, while also addressing the social and cultural dimensions of fast-food dining behaviors. This could involve initiatives to promote responsible marketing and consumer education, ensuring a balanced approach to fast-food consumption in Sri Lanka.

## **5. Conclusions**

This exploratory sequential mixed-methods research provides a thoughtful understanding of the reasons behind international fast-food behaviors in Sri Lanka. Merging insights from the Theory of Consumption Values and the Theory of Planned Behavior, it describes how diverse consumption values — functional, emotional, social, and conditional — influence consumer behavior in the context of global fast-food consumption. The emergence of crucial predictors such as Personal Enjoyment and Variety, Perceived Value and Quality, Social Influence, and Convenience not only empirically integrate these theoretical frameworks but also underscores the multifaceted nature of consumer decision-making in the fast-food sector.

## **6. Limitations and Future Research**

The study has its limitations. Although the research is exploratory in nature, the exclusive use of Exploratory Factor Analysis (EFA) limits the ability to confirm the factors derived through the EFA. The collection of qualitative data exclusively online also may limit the depth and comprehensiveness of the responses. Online methods, while convenient, often miss the rich, detailed insights that can be obtained through face-to-face interactions, such as in-depth interviews or focus group discussions.

For future research, addressing the current study's limitations presents valuable opportunities. Firstly, incorporating Confirmatory Factor Analysis (CFA) alongside or subsequent to Exploratory Factor Analysis (EFA) would significantly strengthen the validation of the data structures identified. CFA would provide a more rigorous testing framework, thereby enhancing the reliability and generalizability of the findings. Secondly, future studies should consider diversifying the methods of qualitative data

collection. Moving beyond online methods, employing face-to-face techniques such as in-person interviews or focus group discussions can yield richer, more nuanced insights.

## Reference

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aruppillai, T., & Godwin Phillip, P. (2015). An analysis of consumers' buying behaviour and its determinants of fast food in Sri Lanka. *International Journal of Economics and Finance*, 7(9), 112-119.
- Bagnato, M., Roy-Gagnon, M.-H., Vanderlee, L., Hammond, D., & Kent, M. P. (2023). The impact of fast food marketing on brand preferences and fast food intake of youth aged 10-17 across six countries. *Research Square*, 1-21. <https://doi.org/10.21203/rs.3.rs-2560897/v1>
- Bandara, S., Kumara, T., Dharmadasa, S., & Samaraweera, R. (2021). Changes in food consumption patterns in Sri Lanka: Food security and sustainability: A review of literature. *Open Journal of Social Sciences*, 9, 213-237. <https://doi.org/10.4236/jss.2021.910016>
- Biyiri, E., Dassanayake, D. M. C., & Dahanayake, S. (2018). Why Sri Lankans Eat at International Fast Food Outlets? Motivations and Demographics. 2nd International research symposium, Uva Wellassa University.
- Bu, X., Nguyen, H. V., Nguyen, Q. H., Chen, C.-P., & Chou, T. P. (2020). Traditional or fast foods, Which one do you choose? The roles of traditional value, modern value, and promotion focus. *Sustainability*, 12(18), 1-18. <https://doi.org/10.3390/su12187549>
- Dassanayake, D. M. C. (2017). *The role of values in destination decision-making: The Indian travel market* University of Waikato]. New Zealand.
- Dassanayake, D. M. C. (2021). Why do Indians Select Sri Lanka for Vacations? Motives and Consumption Values. *Journal of Management and Tourism Research*, 4(2), 1-12.
- Dassanayake, D. M. C., Zahra, A., & Cave, J. (2015). The role of consumption values in the destination decision-making process. CAUTHE 2015: Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality.
- Davvetas, V., & Diamantopoulos, A. (2018). "Should have I bought the other one?" Experiencing regret in global versus local brand purchase decisions. *Journal of International Marketing*, 26(2), 1-21. <https://doi.org/10.1509/jim.17.0040>
- Deniz, M., & Abbasaliyeva, V. (2022). Effects of global fast-food restaurants on local fast-food markets: Case of Turkey. *İnsan ve Toplum Bilimleri Araştırmaları Dergisi*, 11(2), 1066-1088.
- Ghoochani, O. M., Torabi, R., Hojjati, M., Ghanian, M., & Kitterlin, M. (2018). Factors influencing Iranian consumers' attitudes toward fast-food consumption. *British Food Journal*, 120(2), 409-423.
- Goyal, A., & Singh, N. (2007). Consumer perception about fast food in India: An exploratory study. *British Food Journal*, 109(2), 182-195.
- Halim, A. F., Zainuddin, N. F., Ismail, Z., Elias, S. S. M., & Jamaludin, M. (2023). The prevalence of fast-food consumption among university students in the Northern Area of Malaysia. *International Journal of Academic Research in Progressive Education and Development*, 12(1), 1720-1726. <https://doi.org/10.6007/ijarped/v12-i1/16514>
- Hanus, G. (2021). The phenomena of globalisation in Polish consumers' food choices. *Optimum. Economic Studies*, 104(2), 15-30.
- Herath, M., & Wijesinghe, A. (2017). Factors affecting on consumption level of fast food and consumer perception on fast food outlets: Case in Dehiwala divisional secretariat. Proceedings of 16<sup>th</sup> Agricultural Research Symposium (2017).
- Jayawardena, N. S., & Dewasiri, N. J. (2023). Food acquisition and consumption issues of South Asian countries: A systematic literature review and future research agenda. *FIIB Business Review*. <https://doi.org/10.1177/23197145231194113>.

- Khalid, H., Lodhi, R. N., & Mahmood, Z. (2019). Exploring inside the box: A cross-cultural examination of stimuli affecting fast food addiction. *British Food Journal*, 121(1), 6-21. <https://doi.org/10.1108/bfj-03-2018-0199>
- Kim, H.-Y. (2013). Statistical notes for clinical researchers: Assessing normal distribution (2) using skewness and kurtosis. *Restorative dentistry & endodontics*, 38(1), 52-54.
- Lee, K., Hyun, J., & Lee, Y. (2022a). Fast food consumption value: Examining the moderating role of process value. *International Journal of Contemporary Hospitality Management*, 34(12), 4729-4747.
- Lee, K., Hyun, J., & Lee, Y. (2022b). Why do and why don't people consume fast Food?: An application of the consumption value model. *Food Quality and Preference*, 99, 104550.
- Lichtenberg, A. L. (2012). A historical review of five of the top fast food restaurant chains to determine the secrets of their success. CMC Senior Theses/361
- Mahmud, D. A., Abelter, E., Ming, K. Y., & Mohammad, K. S. I. (2022). Factors that influence university students' attitudes towards fast-food consumption in Malaysia during the recovery period of Covid-19. Doctoral Dissertation, UNIVERSITI MALAYSIA KELANTA.
- Nondzor, H. E., & Tawiah, Y. S. (2015). Consumer perception and preference of fast food: A Study of tertiary students in Ghana. *Science Journal of Business and Management*, 3(1), 43-49. <https://doi.org/10.11648/j.sjbm.20150301.16>
- O'Brien, R. M. (2007). A caution regarding rules of thumb for variance inflation factors. *Quality & Quantity*, 41, 673-690.
- Özsomer, A. ş. (2012). The interplay between global and local brands: A closer Look at perceived brand globalness and local iconness. *Journal of International Marketing*, 20(2), 72-95. <https://doi.org/10.1509/jim.11.0105>
- Pallegedara, A. (2019). Food consumption choice and demand by the Sri Lankan households. *Journal of Agribusiness in Developing and Emerging Economies*, 9(5), 520-535. <https://doi.org/10.1108/jadee-01-2019-0014>
- Pérez-Villarreal, H. H., Martínez-Ruiz, M. P., Izquierdo-Yusta, A., & Gómez-Cantó, C. M. (2020). Food values, benefits and their influence on attitudes and purchase intention: Evidence obtained at fast-food hamburger restaurants. *Sustainability*, 12(18), 1-15.
- Phan, U. T., & Chambers, I. V. E. (2016). Motivations for choosing various food groups based on individual foods. *Appetite*, 105, 204-211.
- Pinnagoda, S., Mahaliyanaarachchi, R., Sivashankar, P., Hettiarachchi, I., Elapatha, M., & Mudalige, H. (2017). Consumer behavior towards fast food consumption: A case study in Kiribathgoda Area.
- Priyanath, H. M. S., & Dasanayaka, P. A. N. C. (2022). Impact of fast-food consumption on overweight among young adults in Sri Lanka. *International Journal of Education Teaching and Social Sciences*, 2(3), 10-21. <https://doi.org/10.47747/ijets.v2i3.728>
- Samengon, H., Ishak, F. A. C., Ab, M. S., Karim, H. G., & Arshad, M. M. (2023). Investigating motivations for customers to use interactive self-service technology in fast-food restaurant. *International Journal of Academic Research in Business and Social Sciences*, 13(2), 1-12.
- Saraniya, D., & Kennedy, F. (2015). Consumer Attitude towards Fast Food Consumption. *Journal of Business Studies*, 1(1), 40-49.
- Saraniya, D., & Thevaranjan, D. (2015). Personal factors and fast food consumption. *Journal of Business Management Science*, 2(12), 66-74.
- Sayed, O. G., Attia, M. A., & Mohamed Hussein, M. M. (2022). Impact of motivators of spreading food and beverage rumors of fast food restaurants brand name on customers' purchasing decisions. *Minia Journal of Tourism and Hospitality Research MJTHR*, 14(2), 107-126.
- Schröder, M. J., & McEachern, M. G. (2005). Fast foods and ethical consumer value: A focus on McDonald's and KFC. *British Food Journal*, 107(4), 212-224.
- Senaviratna, N., & A Cooray, T. (2019). Diagnosing multicollinearity of logistic regression model. *Asian Journal of Probability and Statistics*, 5(2), 1-9.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

- Shifana, A., & Fernando, P. (2015). Consumer attitudes and buying behavior in fast food restaurants: With special reference to Colombo City, Sri Lanka. *Technical Session–Entrepreneurship and Management*, 53.
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324-1344. <https://doi.org/10.1108/bfj-09-2020-0771>
- Souiden, N., Chaouali, W., & Baccouche, M. (2019). Consumers' attitude and adoption of location-based coupons: The case of the retail fast food sector. *Journal of Retailing and Consumer Services*, 47, 116-132.
- Srivastava, R. K. (2015). How differing demographic factors impact consumers' loyalty towards national or international fast food chains: A comparative study in emerging markets. *British Food Journal*, 117(4), 1354-1376. <https://doi.org/10.1108/BFJ-07-2014-0230>
- Tennakoon, T., & Dassanayake, D. M. C. (2021). Chinese tourists' food souvenirs selection behaviours and consumption values: A conceptual discussion. *Wayamba Journal of Management*, 12(2), 450-469.
- Tien, N. H. (2019). Customization and standardization of the business strategy of foreign enterprises in Vietnam: The McDonald's case and the fast-food sector. *International journal of research in marketing management and sales*, 1(2), 44-50.
- Uddin, M. B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791-2808.
- Xiao, A., Yang, S., & Iqbal, Q. (2018). Factors affecting purchase intentions in generation Y: An empirical evidence from fast food industry in Malaysia. *Administrative Sciences*, 9(4), 1-16. <https://doi.org/10.3390/admsci9010004>
- Xin, G. (2015). The study of brand choice decision of Top 3 global brand quick serviced restaurant (KFC, McDonald's, Burger King) in Bangkok. Master's thesis. Bangkok University.
- Yadav, R., Singh, P., Srivastava, A., & Ahmad, A. (2019). Motivators and barriers to sustainable food consumption: Qualitative inquiry about organic food consumers in a developing nation. *International Journal of Nonprofit and Voluntary Sector Marketing*, 24(4), 1-10. e1650. <https://doi.org/10.1002/nvsm.1650>
- Yang, S.-K., & Shim, J.-H. (2013). The effects of consumption values on customer satisfaction and behavior intention in fast-food restaurants. *Journal of Distribution Science*, 11(2), 35-44.
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 1-19.