

Customers' perception in greaterCairofast food restaurants: according to age

Abstract: fast food contributes significantly to daily energy intake it account for more than one –third of energy intake among certain subpopulations, particularly young adult males. Also Fast food is mainly directed to youngster who is providing the fast food restaurants the most revenue because of its good taste to these youngsters, which in turn make them believe that fast food is quick, easy and satisfying Therefore this research aims to compare the perception of teens and aged on the fast food restaurants in greater Cairo.

A self-administered survey questionnaire was used to collect the data for this study where 300 participants of 11yrs old and above 40 years old were asked to complete the questionnaires.

The findings clearly revealed that teensprefer to eat in fast food restaurants with friends but aged prefer to eat with family and both of them hate to eat alone in fast food restaurants. Teens found that price is the first reason which drives them to eat out but for aged travelling is the first reason. According to the teens' opinions fast food restaurants serve fresh and pleasing appearance food but aged while aged found size of portion is suitable.