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Title of Thesis: “FAST FOOD AT THE INTERNATIONAL AND LOCAL CHAIN RESTAURANTS IN CAIRO : A COMPARATIVE STUDY “

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ABSTRACT

The main purpose of this research is the development and the test of a fast-food restaurants regarding adaptations of the food, service and ambience will be made (if necessary) according to the measure of satisfaction of the meal experienced by consumers who are visiting fast-food restaurants.

This research determines whether the fast food customers' expectations regarding the meal experience and its components were met, and whether they were satisfied with the current meal experience?. The response rate reached 77.7% for fast food restaurants. A quantitative research paradigm was chosen for this research study with the consumer perspective as the point of departure, in the form of the fast food theory. For this research the self-administered questionnaire was the principle method of data collection.

The results support the main hypothesis that the majority of the fast food customers were of the opinion that the current meal experience and all its components provided at fast-food restaurants were not met their expectations. In addition, this study shows that the positive relation between service, quality of food and cleanliness as factors with the highest influence on the demand, it is therefore recommended that fast food chains look into service, quality of food and cleanliness more closely and develop strategies that will ensure and maintain cleanliness at all times. As a conclusion, the study points out that the managers should put together their customer services' offer that based not only on price or quality but also on other options, such as waiting time, for example.

Keywords

Social aspects - culture - identity- time - price – service –fast food- quality- restaurant industry- restaurant chains.