

Perception and attitudes of fast-food restaurants: a comparative study of male and female consumers

Abstract:

The literature have shown that fast-food restaurants are preferred by both male and female consumers for several different reasons. Therefore this research aims to compare the perceptions and attitudes of males and females about fast-food restaurants in greater Cairo.

A self-administered survey questionnaire was used to collect the data for this study, where 300 participants of 11 yrs old or above (150 females and 150 males) were asked to complete the questionnaires.

The findings revealed that males regard the superiority of the menu as follow: menu variety, innovative food, fresh ingredients, appropriate temperature, pleasing appearance and flavor of meals but size of portion is inferior. On the other hand females considered that size of portion and freshness of food ingredients are good, menu variety, meals flavor and pleasing appearance are average, innovative food is poor, and appropriateness of the temperature is very poor.

So, the study recommended that fast food operations have to take into consideration that their customer prefer fresh ingredients and they have to handle customers complaints smoothly, easily. The speed of service is highly demanded by customers. There is a need for clear and announced pricing policy for different items.