THE IMPACT OF FAST FOOD CHAIN'S BRAND EQUITY IN THE PURCHASING BEHAVIOR OF BUSINESS ADMINISTRATION STUDENTS OF POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

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ABSTRACT

Eating in fast food chains is already a habit and is already a part of the Filipino culture. This is why, fast food chains are already up for the trend in making their products and services unique. Their goal is to be able to serve quality products and to be well-known in the industry. Students are one of the primary target market of these businesses. The main objective of this study is to determine and analyze the students' most preferred fast food chain, their perceptions regarding the factors of brand equity of the different fast food chains here in the Philippines that are affecting their buying behavior and the relationship of the brand quality and brand awareness that leads to brand loyalty. The socio-demographic factors are also put into consideration like age, gender, and student type. We collected data using a sample of 337 students from Polytechnic University of the Philippines specifically from College of Business Administration and analyze using Frequency Distribution, Likert Scale, and Regression. The results suggest that Jollibee is the most preferred fast food brand of CBA students and that the Brand Relevance, Brand Awareness and Brand Reputation are the factors that student look up to when choosing a fast food chain

INTRODUCTION

The trend in eating on fast food chains is growing and the fast food culture is a vigorously uprising trend among the youngsters. Fast food has now become a regular part of Filipino diet and on an average of almost one third of youths from 15-20 years consumes fast food on a typical day. Philippines has seen a massive rise in the consumption of fast food over the few years. Various factors influence the Filipino market to lean towards fast food culture involving improved living standard, rapid certification and westernization of Filipino culture leading to the vigorous growth. Other factors include increasing economy and appetite for western food from customers throughout the country will hike the industry's growth which is according to the research of Onurlubaz and Yilmaz 2013 of Fast food Consumption Habits of University Students. Eating habits have changed today due to technological improvements and changes in the life condition, participation of students in work life and scarcity of time for most of them. Scarcity of time has increased the demand for fast food. An awareness of fast food must be raised among the students through educational activities. Four factors were found which specify the fast food preferences of the students. This four significant factors explaining the difference in the variance have been identified as, in sequence; "product-quality price relation", "convenience of accessibility", "product and service" and "scarcity of time". The survey constitutes an instruction for determination of the policies of companies operating in the food industry in respect to specification of fast food consumption habits, preference groundsand target consumption based on the said habits.

In line with this, the researchers obtain the data from the questionnaire of an adapted research study entitled " Managing the Consumer-Based Brand EquityProcess: A Cross Cultural Perspective" which was authored by Kalliopi Chatzipanagiotou, George Christodoulles and Cleopatra Veloutsou.

The researchers seek to identify and analyze the perception of Business Administration students of Polytechnic University of the Philippines, Manila regarding the brand equity that affects the purchasing behavior of different fast food chains here in the Philippines. This study aims to find out what is the top-picked or most preferred fast food brand by the Business Administration students, to determine the top three factors that affects their purchasing behavior when it comes to eating in fast food chains and the relationship between knowing the perceived quality of a brand that contributes to brand trust of students.

This study was carried out through empirical methodologies by using probability sampling under the cluster sampling as type of sampling with the total population of 337 students. From the population size, researchers used a sample size of 102 students (Marketing), 101 students (Human Resource Management), 78 students (Entrepreneurship), and 56 students (Office Administration). By using the questionnaire which was being adapted from Chatzipanagioto (2017) questions, different statistical tools or techniques were used namely: Frequency Distribution, Likert Scale, and Regression, to analyze and meet the requirement in finding the accuracy of the data in proving and solving the problem mentioned in the research study.

REVIEW OF RELATED LITERATURE

Understanding the influences on consumer buying behavior is the most challenging task of marketers. *Kardes et al., (2011) and Kotler and Armstrong (2009)* emphasized that understanding why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind. Since customers are not alike, it is impossible to have simple rules that explain how buying decisions are made. Identifying customers' behavior significantly influences their choice and preferences in the restaurants as behavior is defined as the action of all beliefs, understanding, choices, and feelings of individuals *(Aceron, 2015; Aceron et al., 2018).* Also the number of potential influences on consumer behavior is limitless.

However, due to present intense competition of fast food business, customer can easily lured by competitors who promise better offerings. Sustaining long-term relationship with the customer is a must. The challenge all marketers face today is in finding ways of increasing customer loyalty. *Bowen and Chen (2001)* discussed that creating loyal customers is an important task for food service business.Customer loyalty is very important to the company in order to retain its current customers. It serves several benefits. *Rowley (2005)* loyal customers tend to be less price-sensitive, they can reduce marketing expenditures for attracting new customers and can improve organizational profitability. This shows that there is a significant role of pricing strategy of businesses when it comes to customer loyalty. *Bowen and Chen (2001)* noted that customer loyalty is very important to the company in order to retain its current customers. A business must be able to have a strong acquired a strong brand loyalty from its customers to have a strong foundation of their business.

Few studies were found regarding consumer attitudes towards the fast food restaurants. According to *Richard and Padilla's (2009)* study, nutritional profiles, vendor identity, the distance from a consumer's home are considered while choosing a fast food restaurant to eat out. Besides, emphasize on food quality, physical environment of a restaurant has also become a determinant factor *(Turley & Milliman 2000). Clark and Wood (1998)* identified food quality and value as the most significant factors for restaurant attributes. *Carey and Genevieve (1995)* also identified five factors as most important for fast food restaurant selection; these are ranked as, (1) range of food; (2) quality of food; (3) price of food; (4) atmosphere; and (5) speed of service.

Hypothesis
Based on the following literature reviews, the researcher identified the following hypothesis:
Hypothesis 1:
   Jollibee and McDonald's are fast food brands that are most preferred by the students.
There is a great competition in different fast food chains just like Kollibee and McDonald's. Both have existed for years. According to Acuna (2004), "Fast food chains compete not only to win the market share of fast food customer but also to dominate the Quick Service Restaurants (QSR) industry in the Philippines. Burger McDo of McDonald's challenged Jollibee's Filipino-tasting Regular Yum. Chickenjoy faced with McChicken in the chicken arena, while Peach Mango Pie competed withApple Pie. This competition encourages customers especially the younger generations who loves to follow the trend and what is most likely new in the market

Hypothesis 2:
   Factors like Brand Personality, Brand Heritage and Brand Relevance affects the buying behavior of students.
According to Sharma, Anjali, Bhola, Shruti, Malyan, Shweta, Patni, Neha, 2013 "Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products- Delhi Region" Women buyers buy the same brands out

of their habit. They are customary of their favourite brands, which they are having. Thus, they have similar buying patterns of beauty products. On the contrary, respondents do love trying new products, Price and Brand image of products are two majorly elected features affecting their preference for selecting a particular brand, Quality, brand and price are the main considerations for which women may switch from one brand to another brand and Friends are the most powerful reference group when women go for beauty care products.

(Durrani, Baseer Ali, Godil, Danish Iqbal, Bai, Mirza Uzair, Sajid, San, 2015) "Impact Of Brand Image On Buying Behaviour Among Teenagers" finds that teenagers buying behaviour is correlated and influenced by advertisements, brand loyalty and brand image. There is a practical relation between brand image and teenager consumer"s buying behaviour. Marketers can come up with various marketing strategies in order to target teenagers in more precise manner.

Hypothesis 3:
> ***There is a significant role of Perceived Brand Quality and Brand Awareness in the Brand Loyalty of customers.***

According to Aaker (1991) perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension.

Perceived quality is defined as "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (Zeithaml, 1988), on the other hand, Aaker (1991) defines perceived quality reflects upon "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives".Swinker and Hines (2006) further classify perceived quality into four categories as intrinsic, extrinsic, appearance and performance. Considering the relationship between perceived quality and brand loyalty, several studies indicate a positive impact of perceived quality on purchase intention (Tsiotsou, 2006). Perceived quality is found to be the main antecedent of brand loyalty (Biedenbach and Marell, 2009). Perceived quality was found to have an effect on brand image (Ming et al., 2011: Chen and Tseng, 2010)

METHODS AND MATERIALS

This chapter presents the methods and techniques that were used to gather data and validate the results in this study.

Sampling
The researchers used a quantitative research design to examine whether to accept or reject the presented alternative hypotheses. Cluster sampling under random sampling technique was used as the respondents were selected only within the four clusters which represent Marketing Management Department, Human Resource Management Department, Entrepreneurship Department, and Office Administration Department of Business Administration in Polytechnic University of the Philippines, Manila.

Data Collection

Table 1. Demographics' Year Level

Year Level	Frequency	Percentage
1	130	38.58%
2	188	55.79%
3	16	4.74%
4	3	0.89%

The table shows the frequency distribution of the year level of the respondents with the sample size of 377. First year students composes the largest number of the population with 130 respondents or 38.58%, second year students with 55.79% or 188 respondents, 16 respondents or 4.74% for the third year students and 3 respondents or 0.89% of the population for the fourth year students

Table 2. Demographics' Courses

Course	Frequency	Percentage
HRDM	101	30%

MM	102	30%
OFAD	78	23%
ENTREP	56	17%

The total number of the respondents are all from the College of Business Administration of Polytechnic University of the Philippines, Manila. 101 respondents or 30% of the population came from them Human Resource and Developement Management, 102 or 30% of the respondents are from the Marketing Management, 78 respondents or 23% of the population is from the Office Administration, and for Entrepreneurship, there are 56 or 17% respondents with the total of 337 respondents.

Table 3. Demographics' Age

Age	Frequency	Percentage
17	8	2.37%
18	41	24.04%
19	147	43.62%
20	76	22.55%
21	19	5.64%
22	4	1.19%
23	2	0.59%

The age range of the respondents are from 17 to 23 years old. The age that got the highest number of respondents is 19 years old with 147 or 43.62%, followed by 20 years old with 76 or 22.55%, next is 18 years old with 41 or 24.04%, followed by respondents who's age is 21 years old with 19 or 5.64%. There are 8 respondents or 2.37% who are 17 years old, 4 or 1.19% of the respondents are 22 years old and 2 or 0.59 of the respondents are 23 years old.

Table 4. Demographics' Gender

Gender	Frequency	Percentage
Male	110	32.64%
Female	227	67.36%

The table presented is the gender of the respondents. Out of the 337 respondents, there are 110 males or 32.64% of the total population. While on the other hand, there are 227 females or 67.36% of the total population.

Table 5. Demographics' Student Type

Student Type	Frequency	Percentage
Regular	314	93.18%
Working	23	6.82%

There are two types of students that are recognized by the researchers. The Regular students and the Working students. Based on the research conducted, 314 or 93.18% of the respondents are Regular student while Working students comprises of 23 students or 6.82% of the total population.

The researchers started collecting the given data through survey questionnaires on September 28, 2019 and finished conducting surveys within the students of CBA-PUP campus after one week. The surveys were then validated by the researchers' professor through cross examination.

Measurement

Figure 1. Conceptual Framework
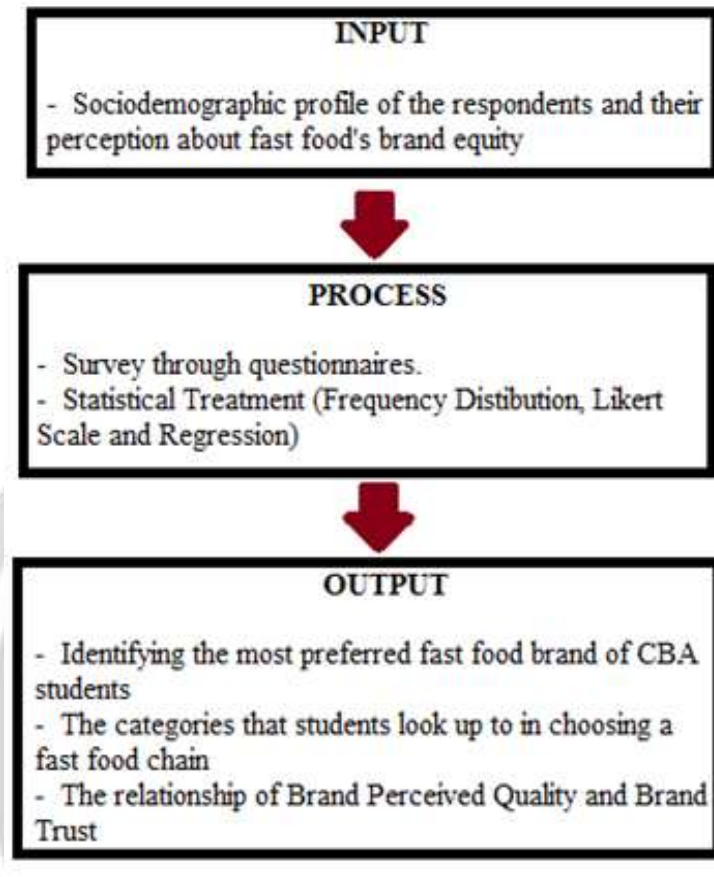
The figure above shows the flow of the analytical study. The input gathered includes the information of the respondents like the demographic factors as well as their perception about the different fast food brands. The data were gathered through the survey questionnaires and underwent statistical treatment for analysis.

Table 6. Hypothesis

Hypothesis	Sign Expected	Methodology
H1: Jollibee and McDonald's are fast food brands that most preferred by the students.	+	Frequency Distribution
H2: Factors like brand identity, brand heritage and brand relevance affects the buying behavior of students.	+	Likert Scale
H3: There is a significant role of Perceived Brand Quality and Brand Awareness in the Brand Loyalty of customers	+	Regression

Using the Microsoft Excel, the following statistical treatments would help to validate the hypothesis.

Frequency Distribution- to determine the percentage rate of the demographics as well as finding in the tally the most preferred fast food chain of the respondents.

Likert Scale- to determine the mean of every perception given in the questionnaire.

Regression- to determine the correlation between the respondents perception about brand's perceived quality, brand awareness and brand trust.

RESULTS

Table 7. Frequency Distribution of the Most Preferred Fast Food Brand

Most Preferred Fast Food Brand	
Jollibee	128
Chowking	18
KFC	43
McDonald's	105
Mang Inasal	34
Others	9

The result shows that based on the respondents response on their most preferred fast food brand given the criteria above, Jollibee got the highest number of respondents who chose the fast food brand as their most preferred brand with 128 respondents, Chowking got 18, KFC got 43, McDonald's got the second spot in the most preferred fast food chain of CBA students with 105 respondents, Mang Inasal Got 34 and there are also 9 people who chose different food brand as their preferred brand like Greenwich, Shakeys, Budget Meal and Master Buffalo.

Table 8. Likert Scale Guide

Scale	Mean Ranges	Interpretation
5	4.25-5.00	Strongly Agree
4	3.45-4.24	Agree
3	2.65-3.44	Neither Agree nor Disagree
2	1.85-2.64	Disagree
1	1.00-1.84	Strongly Disagree

Table 9. Likert Scale

Indicators	Mean	Interpretation
A. Brand Heritage		
This fast food brands's history is important.	4.06	Agree

This fast food brand has a long history.	4.11	Agree
This fast food brand has been around for a long time.	4.32	Strongly Agree
Average Assessment	**4.16**	**Agree**
B. Brand Personality		
This fast food brand has a strong personality.	4.33	Strongly Agree
This fast food brand has a distinct personality.	4.22	Agree
I can describe this fast food brand with the adjectives I would use to describe a person.	4.06	Agree
Average Assessment	**4.20**	**Agree**
C. Brand Nostalgia		
This fast food brand reminds me of a certain period of my life.	4.11	Agree
This fast food brand reminds me of things I have done and place I have been	4.11	Agree
Average Assessment	**4.11**	**Agree**
D. Brand Perceived Quality		
This fast food brand is good quality.	4.36	Strongly Agree
Compared to other brands, this brand is of very high quality	4.13	Agree
Average Assessment	**4.25**	**Strongly Agree**
E. Brand Competitive Advantage		
This fast food brand has a clear advantage over competitive brands.	4.22	Agree
There is a distinct benefit from eating on this brand over other brands.	4.01	Agree
This fast food brand is superior to other brands in this category.	4	Agree
Average Assessment	**4.08**	**Agree**
F. Brand Awareness		
I have heard of this fast food brand.	4.47	Strongly Agree
I am quite familiar with this fast food brand.	4.45	Strongly Agree
I can recognize this fast food brand among other	4.47	Strongly Agree

brands.		
Average Assessment	**4.46**	**Strongly Agree**
G. **Brand Reputation**		
This fast food brand is highly regarded.	4.32	Strongly Agree
This fast food brand has status.	4.30	Strongly Agree
This brand has a good reputation.	4.32	Strongly Agree
Average Assessment	**4.31**	**Strongly Agree**
H. **Brand Self-Connection**		
This brand and I have lots in common.	3.86	Agree
This brand reminds me of who I am	3.75	Agree
Average Assessment	**3.8**	**Agree**
I. **Partner Quality**		
This brand has always been good to me.	4.09	Agree
This brand treats me as important and valuable customer/user.	4.09	Agree
Average Assessment	**4.09**	**Agree**
J. **Brand Intimacy**		
I really empathize with this brand.	4.04	Agree
It feels like I know this brand for a long time.	4.21	Agree
Average Assessment	**4.13**	**Agree**
K. **Brand Trust**		
This brand delivers what it promises.	4.16	Agree
This brand's product claims are believable.	4.09	Agree
This brand has a name you can trust	4.22	Agree
Average Assessment	**4.16**	**Agree**
L. **Brand Relevance**		
This brand is relevant to my family and close friends.	4.28	Strongly Agree
This brand fits my lifestyle.	4.07	Agree
This brand has personal relevance to me.	4.05	Agree

It makes sense to buy this brand instead of other brands.	4.11	Agree
Even if another brand has the same features, I would prefer to eat in this brand.	4.15	Agree
The price of this brand needs to go up a little bit for me to stop buying it.	3.86	Agree
I am willing to pay a higher price for this brand.	3.77	Agree
I would recommend this brand to my family and friends.	4.26	Strongly Agree
I will speak positively about this brand.	4.32	Strongly Agree
Average Assessment	**4.22**	**Agree**

The results shows after getting the average of the total number of answered questions and applying the likert scale on the twelve categories, Brand Heritage got the average of 4.16 or Agree, Brand Personality got the average of 4.20 or Agree, Brand Nostalgia got 4.11 or Agree, Brand Perceived Quality got 4.25 or Strong Agree, Brand Competitive Advantage got 4.08 or Agree, Brand Awareness got 4.46 or strongly Agree, Brand Reputation got 4.31 or Strongly Agree, Brand Self-Connection got 3.8 or Agree, Partner Quality got 4.09 or Agree, Brand Intimacy got 4.13 or Agree, Brand Trust got 4.16 or Agree and Brand Relevance got the average of 4.22 or Agree.

3. Regression

Table 10. Regression

Regression Statistics	
Multiple R	1
R Square	1
Adjusted R Square	65535
Standard Error	0
Observations	1

The results shows that the multiple R has an absolute value of 1 and it means that there is a strong relationship between the three variables compared. The result shows R square has a value of 1 which is also considered as 100% indicating that the variables went well with one another. With the results presented, there is a significant role of Perceived Brand Quality and Brand Awareness in the Brand Loyalty of customers.

DISCUSSION

Based on the result of the frequency distribution gathered from 337 respondents from the College of Business Administration, the researchers are able to identify the top three fast food brands that are most preferred by students. The first on the list is Jollibee with a total of 128 respondents, followed by McDonald's with 105 respondents, and KFC with 43 respondents. The three least preferred fast food brand of CBA students are Mang Inasal with 34 respondents and Chowking with 18 respondents. There are also a few who answered other fast food brands like Greenich, Shakeys, Budget Meal, ang Master Buffalo.

The results of the data verify the hypothesis 1 presented which states that Jollibee and McDonald's are both preferred by CBA student of Polytechnic University of the Philippines since Jollibee and McDonald's got the first two spots of the most preferred fast food chains since

Using the Likert Scale we computed the top three highest and lowest categories that affects purchasing behavior of business administration students of Polytechnic University of the Philippines in the different fast food chains here in the Philippines. The top three categories are Brand Awareness, Brand Reputation, and Brand Perceived Quality. The category of Brand Awareness got the mean of 4.46, Brand Perceived Quality got the mean of 4.31, and Brand Reputation got the mean of 4.25. These three categories all lies in the Strongly Agree section. On the other hand, the top three least category that has the lowest mean are Partner Quality, Brand Competitive Advantage, and Brand Self Connection The category of Partner Quality got the mean of 4.09, Brand Competitive Advantage got 4.08 and the Brand Self-Connection got the lowest mean of 3.8 making it the top three least categories that affects the purchasing behavior of Business Administration students. The other factors are also put into consideration like the Brand Heritage, Brand Personality, Brand Nostalgia, Brand Intimacy, Brand Trust and Brand Relevance. Brand Heritage and Brand Trust both have the means of 4.16 and under the Agree section and are ranked 6th in the overall category. Brand Personality has the mean of 4.20 and is also on the Agree section and ranked 5th. Brand Nostalgia has the average of 4.11 and is ranked 8th. Brand Intimacy got the average of 4.13 and also in the Agree section is ranked 7th. Lastly, Brand Relevance got the average of 4.22 and is ranked 4th of all the total category

This in turn, proves the hypothesis 2 true for the categories Brand Personality, Brand Heritage and Brand Relevance affects the buying behavior of students. These three categories got an average mean with 4.20 on Brand Personality, 4.16 on Brand Heritage and 4.22 on Brand Relevance. All three are considered Agree based on the Likert Scale.

The data gathered and tested also proved the third hypothesis. The results shows that the multiple R has an absolute value of 1 and it means that there is a strong relationship between the three variables compared. The result shows R square has a value of 1 which is also considered as 100% indicating that the variables went well with one another. With the results presented, there is a significant role of Perceived Brand Quality and Brand Awareness in the Brand Loyalty of customers.

CONCLUSION

Based on the findings of the study, the researchers are able to obtain the data to validate the drawn hypotheses. Among all the categories that implies the buying behavior of customers on fast food chains, the Brand Awareness got the highest mean which means that to be able to have customers prioritize a fast food's products and services, they must be able to know and be aware of it. It is followed by Brand Reputation which mean that customers look into a fast food brand's good reputation and it contributes to a consistent buying behavior of customers. It is followed by Brand Relevance which indicates that the quality and the state of being close to the brand they feel like they can engage with. The data gathered also showed that Jollibee is the most preferred fast food chain of Business Administration Students which is followed by McDonalds's and KFC. This indicates that the three fast food chains has an effective implementation of the different categories which leads to customer loyalty.

Fast food chains are becoming more dominant in today's era and there are factors why people choose choose eating on a certain fast food chain. It is not only the product quality, price relation, convenience of accessibility, product and service and the scarcity of time that pushes students to eat outside. There are several factors like the fast food's brand heritage, brand personality, brand nostalgia, competitive advantage, the brand awareness, reputation, self-connection, partnership, brand intimacy, brand trust, brand and brand relevance. All of these factors affects the customers' buying behavior and perception towards the brand itself. Loyalty of customers is measured and is considered important in any aspect of the business and it is evident in the data gathered from the research conducted. and it implies that the brand equity of fast food chains is necessary for the loyalty of customers.

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